

# WEEKLY OPS RECAP

QUARTER 2, WEEK 7  
5/13/2024 - 5/19/2024



## OPERATIONS

**REMARKABLE SPACES PSA - CUSTOMER AREAS:** Each time someone enters our space, we are hosting them. At SCC, each of us commits to providing a Remarkable experience for our guests - floor to ceiling, entrance to exit. Each shift, level up your space and give extra attention and care to these areas:

- VESTIBULES & ENTRANCES - throughout the day:
  - Sweep to remove leaves, dirt and debris
  - Windex doors & glass
  - Dust and wipe surfaces, ledges, sills and baseboards
- SEATING - work in zones during shifts each day to address all areas
  - Wipe customer seating, between and behind benches, etc
  - Wipe table bases, and move tables to sweep behind/underneath
  - Straighten & reset patio and interior chairs/tables frequently. Adjust wobbly tables, and place MRs for damaged seating elements.
- WALLS - these oft-forgotten surfaces need care too! Work in sections to address each area.
  - Use a mild detergent (simple green, or dish soap+water) and a clean towel to remove smudges & stains
  - For stubborn coffee stains, use a magic eraser
  - Take note of damage that needs patching & painting to repair. Coaches, place MR for wall repair needs.

**MAGHREB MINT DISCONTINUED:** We received word from our friends at Rishi that Maghreb Mint is no more. This is out of stock in Production, so once we run out in cafe, it's gone. We're on the hunt for a great replacement - stay tuned! Meanwhile:

- If you have a customer who loves Maghreb Mint, please let them know we're working on sourcing a lovely replacement, and encourage them to try other teas - offering solutions helps us Create Remarkable Care!
- When your cafe runs out of Maghreb Mint, please carefully remove **\*JUST\* ", Maghreb Mint)"** from the menu board. To be clear, it is the **comma**, then **Maghreb Mint**, and the **end parenthesis**. To remove, just use your fingernails to peel off.



## OPERATIONS

**GREEN BIKE UPDATE:** We received our fresh lot of Nicaragua and are restoring Green Bike to the former composition of 50% medium Nic and 50% light Cajamarca Peru. That is already what our labels and notification sheets say, so you'll still use the ones you have. This fresh blend is sweet with notes of chocolate covered caramel, orange creamsicle, lemon, and red berries. Look for the roast date of 5/6 for this updated composition.

- Parameters:
  - In: 19-19.4g
  - Out: 40-46g
  - Time: 26-30 sec

**BLACK SHEEP UPDATE:** Coming soon! Black Sheep is getting a new composition, fresh coffee and new profiles! A blend dark and light of Costa Rican coffees, it has notes of dark chocolate, buttered pecan, caramel, golden raisin, and orange peel. Stay tuned for updated notification sheets coming to cafes!

**5/27 MEMORIAL DAY:** Here is information for Memorial Day hours and logistics.

- Cafes will close at 5:00pm.
  - OCN will follow Bruegger's hours and close at 2pm.
  - ALL CAFES: Make sure these hours are posted in your cafes at least one week prior. Make chalkboard signs and place on your front door (hanging chalkboard) and around your pickup and condiment areas. DUE BY EOD MONDAY 5/20. *\*Hang your laminated "Closing Early" sign on the entrance door on Monday 5/27.*
- This is holiday pay, so please make sure to account for that in your FR. Coaches, look in Square for your sales last year to determine if you need to alter your staffing and supply ordering. Each cafe's holiday volume is unique: work closely with your Master Coach and/or Karen to make a Memorial Day game plan for your team.
- Banks will be closed on Monday, so please make your Monday deposits on Tuesday, May 28th before 12:00pm. You may need to reach out to your local bank branch for hours on Tuesday. You can still do your paperwork on Monday but you will have to do the deposit on Tuesday. If you choose to take Monday off, the FR is due no later than 10am Tuesday 5/28.
- For milk orders – stay tuned for more details from Engelhardt!
- Production is open on Memorial Day – there is no change to order/delivery dates!
- You'll be receiving reduced bakery offerings the day after Memorial Day



## OPERATIONS

**JUNE NSL WORKSHOP DETAILS:** Our June NSL Workshops are underway! These will be hosted in cafes and led by your team leader and a member or two of Teams & People! Attendance is required. Please take a look at your team's NSL Workshop time and closing details below. For the applicable cafes(\*), please hang your closing early signage one week in advance.

- Monday, June 10th
  - Whitefish Bay Cafe & Kitchen - 5:30-7pm at Whitefish Bay Cafe & Kitchen
    - \*Kitchen to close at 4pm (no PM menu)
    - \*Cafe to close at 4:30pm
- Tuesday, June 11th
  - Downer Cafe & Kitchen - 5:30-7pm at Downer Cafe & Kitchen
    - \*Cafe to close at 4:30pm
  - Wauwatosa & Harwood Cafes - 5:30-7pm at Harwood Cafe
- Wednesday, June 12th
  - Production - 12:30-2pm at Factory Office
  - Bakery - 4-5:30pm at Factory Office
  - Delafield & Oconomowoc Cafes - 5:30-7pm at Delafield Cafe
- Thursday, June 13th
  - Glendale & Shorewood Cafes - 5:30-7pm at Glendale Cafe
    - \*Cafe to close at 5pm

\*Office Team: Stay tuned for more details regarding any NSL Workshop commitments.

In lieu of food provided during the workshop, each team is encouraged to use a portion of their Team Celebrations budget (e.g. Team Leaders order pizza) to enjoy food & hangs afterwards. Please reach out to your Team Leader, Karen Strange, or Teams & People if you have any questions. We look forward to seeing you all soon!

**JULY PAY & PERFORMANCE REVIEWS:** Team Leaders! Believe it or not - it's time to start planning for and scheduling our next round of Pay & Performance Reviews! We've still got some time before sitting down for actual P&P's, but are ready to do the prep work of scheduling rubric completion and goal review in support of thoughtful and collaborative time spent together. Please utilize the P&P Tear Sheet checklist to help you complete all reviews by July 31st and reach out to Rachel Perik (rperik@stonecreekcoffee.com) with any questions.



## IMPORTANT LAUNCH NOTES

### DAYBREAK MY BREW

- **EOD 5/29:** Move to coffee to “Last Chance” area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*



## LAUNCH INFO

### 5/23 CAPPY DREAMS KIDS TEE & COFFEE MAGIC CORAL TEE LAUNCH

*Cappy Dreams Kids Tee: \$15.00*

*Coffee Magic Coral Tee: \$26.00*

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe’s shelf pars\*
  - Oconomowoc does not order apparel, so do not order
  - Cappy Dreams Kids Tee: 2 12-18 mo, 2 2T, 2 4T, 2 5T
    - Order Price Sticker: Kids Tee
    - Impact Sticker: N/A
  - Coffee Magic Coral Tee: 2 X-Small, 3 Small, 3 Medium, 3 Large, 2 X-Large
    - Order Price Sticker: Short Sleeve T-Shirt \$26
    - Impact Sticker: Recycled
- **5/14:** Marketing materials arrive in cafe with PM delivery (*TOSA, SHR, DF*)
- **5/14:** Order both tees (*TOSA, DF*), price & impact stickers (*TOSA, SHR, DF*)
- **5/15:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/15:** Order both tees (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **5/16:** Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- **5/16:** Tees arrive (*TOSA, DF*), price & impact stickers arrive (*TOSA, SHR, DF*)
- **5/16:** Order both tees, price, & impact stickers (*WFB, FCT*)
- **5/17:** Tees arrive (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **5/18:** Order both tees (*SHR*)
- **5/18:** Tees and price & impact stickers delivered (*WFB, FCT*)
- **5/19:** Order both tees (*GLN, DWN*)
- **5/20:** Tees arrive (*SHR*)
- **5/21:** Tees arrive (*GLN, DWN*)
- **EOD 5/22:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. Transfer any remaining Sip Slowly Kids Tees to FCT cafe.
- **5/23: Cappy Dreams Kids Tee & Coffee Magic Coral Tee Launch**



## LAUNCH INFO

**5/23 - 5/27 \$65 5 POUND PROMOTION:** We'll be having a \$65 5LB Year-Round & Seasonal (and \$85 5LB small batch available only online) coffee sale in our cafes and online. This will be available in cafe and on our mobile app (promo is auto-applied and no coupon needed). In Square, ring up coffee as usual, the discount will be auto-applied. DO NOT run out of coffee - review sales & plan your orders well. Prep team members to frequently refill displays - stay stocked & full through the promo!

- **TUESDAY 5/14:** SHR, TOSA, OCN, DF, check your bags, label and price sticker stock – order up on bags & labels.
- **WEDNESDAY 5/15:** GLN, HAR, DWN, check your bags, label and price sticker stock – order up on bags & labels.
- **THURSDAY 5/16:** WFB & FCT, check your bags, label and price sticker stock – order up on bags & labels.
- **SATURDAY 5/18:** SHR, TOSA, OCN, DF, place increased orders to be delivered Monday night. Order up on bulk coffees, especially popular ones like Bloom, Cream City, etc!
- **SUNDAY 5/19:** GLN, HAR, DWN, place increased orders to be delivered Tuesday night. Order up on bulk coffees, especially popular ones like Bloom, Cream City, etc!
- **MONDAY 5/20:** WFB & FCT, place increased orders to be delivered Wednesday night. Order up on bulk coffees, especially popular ones like Bloom, Cream City, etc!
- **WEDNESDAY 5/22:** All cafes put out your promo signs near coffee display and POS. Be sure to add a chalkboard of the sign size behind the sign to prop it up.
- **ALL CAFES:** Ensure you order up on 5lb bags with your ops orders in advance. Closely review your increased Holiday/Promo pars for all coffees during your midweek order. Order up again on your most popular coffees with your next bean orders (Tues 5/21, Weds 5/22, Thurs 5/23) to stay stocked through EOD Monday 5/27!



## LAUNCH INFO

### 5/30 16oz FELLOW BREW LOVE BLACK CARTER MOVE MUG LAUNCH

\$42.00

- 50% of proceeds through June will be donated to Courage MKE.
- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - 5 for all other cafes, 8 for WFB & FCT
    - Order Price Sticker: 16oz Fellow Mug
    - Impact Sticker: N/A
- **5/21:** Marketing materials arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- **5/21:** Order mug (*TOSA, DF*), price & impact stickers (*TOSA, OCN, SHR, DF*)
- **5/22:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/22:** Order mug (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **5/23:** Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- **5/23:** Mug arrives (*TOSA, DF*), price & impact stickers arrive (*TOSA, OCN, SHR, DF*)
- **5/23:** Order mug, price, & impact stickers (*WFB, FCT*)
- **5/24:** Mug arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **5/25:** Order mug (*SHR, OCN*)
- **5/25:** Mug and price & impact stickers delivered (*WFB, FCT*)
- **5/26:** Order mug (*GLN, DWN*)
- **5/27:** Mug arrives (*SHR, OCN*)
- **5/28:** Mug arrives (*GLN, DWN*)
- **EOD 5/29:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **5/30: 16 Launch 16oz Fellow Brew Love Black Carter Move Mug**



## LAUNCH INFO

### 5/30 BREW LOVE LAUNCH

Short Run

8oz: \$10.00

- 50% of proceeds will be donated to Courage MKE.
- Cafes will brew this as COD on launch day! Each cafe will order 5lb bulk for COD. Brew this until you run out.
- Check your 1/2lb short run price tag stock. Order more if needed!
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- **Ordering Pars:**
  - GLN, SHR, OCN, HAR, DF, TOSA - 25 prepacks + 10lb bulk
  - DWN, FCT, WFB - 45 prepacks + 5lb bulk
- **Continue ordering to your Short Run par weekly until 6/22 (final orders before “Last Chance”)**
- **5/21:** Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- **5/22:** Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- **5/23:** Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- **5/23:** Order prepacks & bulk (WFB, FCT)
- **5/25:** Order prepacks & bulk (TOSA, OCN, SHR, DF)
- **5/25:** Coffee delivered (WFB, FCT)
- **5/26:** Order prepacks & bulk (GLN, HAR, DWN)
- **5/27:** Coffee delivered (TOSA, OCN, SHR, DF)
- **5/28:** Coffee delivered (GLN, HAR, DWN)
- **5/29:** Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- **5/30: Brew Love Short Run Launch**
- **EOD 6/26:** Move to coffee to “Last Chance” area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*

### 5/30 KIWI BLOSSOM BOLIVIA AS SEASONAL ‘SPRO - \*\*UPDATED COFFEE & DATE\*\*

SEASONAL ‘SPRO

- Before open, Green Bike, Decaf, and Seasonal ‘Spro must be dialed-in and ready to serve.
- Fill the blank laminated recipe card in with the current Seasonal ‘Spro parameters. Use wet erase markers or china markers to fill in these cards so you can erase and reuse them for each launch. Velcro these cards to your Seasonal ‘Spro grinder.
- **ORDER NOTES:** Order BULK of Seasonal ‘Spro coffees to fill your hoppers. Keep a par of 5LB backstock to keep hoppers full.
- **5/23:** Order 10LB bulk (WFB, FCT)
- **5/25:** Order 10LB bulk (OCN, DF) // Order 5LB bulk (TOSA, SHR)
- **5/26:** Order 10LB bulk (HAR, DWN) // Order 5LB bulk (GLN)
- **EOD 5/29:** Write in the Seasonal ‘Spro “Kiwi Blossom Bolivia” on the line underneath “Seasonal Espresso” on the menu boards.
- **5/30: Launch Kiwi Blossom Bolivia as Seasonal ‘Spro**



## LAUNCH INFO

### 6/6 ORANGE TAFFY DECAF COLOMBIA

*Seasonal Decaf*

16oz: \$20.00

80oz: \$85.00

- Replaces: Hibiscus Tide Decaf Peru, so keep this in mind when ordering.
- Check your 1lb & 5lb price tag stock. Order more if needed!
- Order the Small Batch ID sticker and use it for this coffee. Follow your COD Board Instructions in your Marketing Binder.
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- Cafes will brew this as COD on launch day! Each cafe will order 5lb bulk for COD. Brew this until you run out.
- **Ordering Quantities:** See your cafe for notes on prepacks, bulk for COD, 5lb on display, etc.
  - **Pre-Launch Order #1 (5/30, 6/1, & 6/2):**
    - GLN, DWN, DF, FCT, HAR, OCN, SHR, TOSA, WFB:
      - Order 10 lbs Total Bulk: 5lbs for Decaf COD, 5lbs backup
      - Order 10 prepacks for 1lb displays
  - **Order #2 (6/3, 6/4, & 6/5):**
    - All Cafes - Order to your Seasonal Decaf pars for your 2nd order (arrives within 1-2 days of launch)
- **5/28:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, OCN, SHR, DF*)
- **5/28:** Marketing materials arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- **5/29:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/29:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- **5/30:** Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- **5/30:** Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB, FCT*)
- **5/30:** Labels & ID Sticker delivered (*TOSA, OCN, SHR, DF*)
- **5/31:** Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- **6/1:** Order prepacks and bulk (*TOSA, OCN, SHR, DF*)
- **6/1:** Coffee, labels & ID Sticker delivered (*WFB, FCT*)
- **6/2:** Order prepacks and bulk (*DWN, HAR, GLN*)
- **6/3:** Coffee delivered (*TOSA, OCN, SHR, DF*)
- **6/4:** Coffee delivered (*GLN, HAR, DWN*)
- **6/5:** Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- **6/6: Launch Orange Taffy Decaf Colombia**





## LAUNCH INFO

### 6/6 BLOCK PARTY

Seasonal Medium

16oz: \$20.00

80oz: \$85.00

- Replaces: Bloom, so keep this in mind when ordering.
- You will display a 5lb bag on the shelves (which will replace the 5lb bag of Bloom)
- Check your 1lb & 5lb price tag stock. Order more if needed!
- Order the Small Batch ID sticker and use it for this coffee. Follow your COD Board Instructions in your Marketing Binder.
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- Cafes will brew this as COD on launch day! Each cafe will order 5lb bulk for COD. Brew this until you run out.
- **Ordering Quantities:** See your cafe for notes on prepacks, bulk for COD, 5lb on display, etc.
  - **Pre-Launch Order #1 (5/30, 6/1, & 6/2):**
    - GLN, DWN, DF, FCT, HAR, OCN, SHR, TOSA, WFB:
      - Order 20lbs Total Bulk: 5lbs for COD, 5lbs for bean display, 10lbs backup
      - Order 16 prepacks for 1lb displays
  - **Order #2 (6/3, 6/4, & 6/5):**
    - All Cafes - Order to your Seasonal pars for your 2nd order (arrives within 1-2 days of launch)
- **5/28:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, OCN, SHR, DF*)
- **5/28:** Marketing materials arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- **5/29:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/29:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- **5/30:** Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- **5/30:** Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB, FCT*)
- **5/30:** Labels & ID Sticker delivered (*TOSA, OCN, SHR, DF*)
- **5/31:** Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- **6/1:** Order prepacks and bulk (*TOSA, OCN, SHR, DF*)
- **6/1:** Coffee, labels & ID Sticker delivered (*WFB, FCT*)
- **6/2:** Order prepacks and bulk (*DWN, HAR, GLN*)
- **6/3:** Coffee delivered (*TOSA, OCN, SHR, DF*)
- **6/4:** Coffee delivered (*GLN, HAR, DWN*)
- **6/5:** Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- **6/6: Launch Block Party**



## LAUNCH INFO

### 6/6 SUMMER KITCHEN

#### Seasonal

- Check out the new item hitting Downer Kitchen & Whitefish Bay Kitchen for the AM Menu:
  - Peach + Brown Butter Crumble Waffle: Peach Compote + Brown Butter Oat Crumble + Almond Mascarpone + Brûléed Peaches
  - Chocolate + Marshmallow + Graham Cookie Waffle: Chocolate Pastry Cream + Toasted Homemade Marshmallows + Graham Cookies
  - Brat + Pretzel + Egg Sandwich: Beer Braised Brat + Pretzel Bun + Sauerkraut + Over Easy Egg + Brown Mustard + Smoked Paprika Aioli
  - Sweet Corn + Poblano + Egg Sandwich: Roasted Sweet Corn & Poblano Fritter + Crispy Egg + Poblano Crema + Cheddar Crisp
  - Crispy Cauliflower + Slaw + Avocado Tacos: Flour Tortillas + Scrambled Mung Bean "Eggs" + Crispy Cauliflower + Agave Lime Dressing + Red Cabbage Slaw + Avocado Crema
  - Passion Fruit + Lime + Coconut Yogurt Bowl: Lime Yogurt + Passion Fruit Curd + Coconut Granola + Kiwi + Starfruit + Lotus Root + Candied Lime Zest
  - Strawberry + Basil + Lemon Yogurt Bowl: Lemon Yogurt + Macerated Strawberries + Olive Oil Cake
  - Chilaquiles Bowl: Corn Chips + Salsa Verde + Sunny Side Up Egg + Lime Crema + Cotija + Pickled Red Onions + Micro Cilantro
  - Zucchini Fritter + Peppered Bacon + Egg Bowl: Zucchini Fritters + Sunny Side Up Egg + Peppered Bacon + Chive Sour Cream
  - Key Lime + Coconut Overnight Oats Bowl: Rolled Oats + Chia Seeds + Key Lime + Graham Cookie Crumble + Toasted Coconut
- Check out the new items hitting Whitefish Bay Kitchen for the PM Menu:
  - Everything Board: Assorted Wisconsin Cheeses, Grilled Sausage, Mini Cheese Balls, Kallas Honey, Pickled Zucchini, Stuffed Peppadews, Grapes, Candied Pecans, Crackers
  - Dip and Veggie Board: Tzatziki, Herbed White Bean Dip, Golden Beet Hummus, Veggies, Stuffed Peppadews, Grilled Naan
  - Chicken & Waffle: Sweet & Spicy Fried Chicken, Liège Waffle, Pickled Jalapeños, Maple Syrup
  - Chicken Meatballs & Red Curry: Thai Inspired Chicken Meatballs, Red Curry, Coconut, Thai Basil
  - Lemon Chicken & Orzo: Basil Orzo, Grilled Lemon Chicken, Summer Squash, Pan Seared Feta, Pine Nuts
  - Chili Butter Salmon, Mango, & Rice: Grilled Salmon, Jasmine Lime Rice, Mango Salsa, Chili Butter



## LAUNCH INFO

### 6/6 SUMMER DRINKS

- **What's Leaving:**
  - Almond Croissant Latte
  - Apricot & Fennel Latte
  - Coconut Pandan Latte
- **What's Launching:**
  - Bergamot Peppercorn Latte
  - Salted Pecan Latte
  - Rosemary Honey Latte
  - Raspberry Lemonade
  - Matcha Lemonade
  - Blueberry Lavender Lemonade
  - Cold Brew Palmer
  - Matcha Lime Spritz
  - Raspberry Lime Spritz
- **Prices:**
  - Seasonal Lattes (8oz: \$4.75//12oz: \$5.25//16oz: \$5.75//20oz: \$6.50)
  - Seasonal Frozen Lattes (12oz: \$6.00//16oz: \$6.50//20oz: \$7.00)
  - Sweet Foam Cold Brew (12oz: \$4.50//16oz: \$5.00//20oz: \$5.50)
  - Lemonade/Palmer (12oz: \$ 4.25//16 oz: \$ 4.75//20oz: \$ 5.25)
  - Spritz (12oz: \$ 4.00//16 oz: \$ 4.50//20oz: \$ 5.00)
- **Vinyl boards:**
  - We will be sending each cafe a new seasonal menu board(s). Keep in a safe spot until night before launch. Please install new board(s) when noted below and send back old board WITH ORANGE TAPE ON IT STATING YOUR CAFE NAME also when noted below. If you have not received your new menu board by 6/3, please reach out to Harmony [hkrafttakacs@stonecreekcoffee.com](mailto:hkrafttakacs@stonecreekcoffee.com) and Bryan [bkraft@stonecreekcoffee.com](mailto:bkraft@stonecreekcoffee.com)
- **Seasonal Drink Prep:**
  - **5/20:** The Bakery will set tasting pars for all seasonal syrups in Bakery Order Matrix in Live so they are set to arrive by 5/30, one week before Launch. These pars will be low and should be enough for tasting and filling syrup bottles only.
  - **5/19:** All cafes begin lowering pars for Almond Croissant, Apricot Fennel, & Coconut Pandan in Bakery Order Matrix in Live.
  - **5/19:** Cafes order Lemonade. GLN: 10; DWN:15; DF:6; FCT:10; HAR: 6; OCN: 6; SHR; 6; TOSA:5, WFB:20.
  - **5/30:** Launch Materials arrive in the cafe with your marketing materials. Look for syrup labels, cheat sheets, and laminated drink recipe guides.
  - **5/30:** In advance of launch Coaches should look ahead to the syrup pars set in Live and make updates to the upcoming weekend to be sure they will have adequate supply to restock after launch.
  - **6/5 & 6/6:** Bakery will be sending out the second order of syrups to prepare cafes for a strong launch and opening weekend. These have been set by the Bakery and Master Coaches. Do not update launch numbers (any seasonal syrup numbers leading up to the day of launch).
  - **6/5:** Prep pitcher of Blueberry Tea & Lavender, prep squeeze bottles of Raspberry Sauce, Salted Pecan, Rosemary Honey, and Bergamot Peppercorn.
  - **6/5:** Replace syrup cheat sheets for frozen and regular lattes.
  - **6/5:** Hang up new Menu boards at EOD.



## LAUNCH INFO

### 6/6 ELDERBERRY HEALER TEA

Seasonal

Price: \$3.75

- Replaces the Patagonia Wild Guava tea, so keep that in mind when ordering. Send back all open and unopened bags of Patagonia Wild Guava tea & tea tin to FCT PRO with premade return slip.
- You will receive a new labeled tea tin for the Elderberry Healer tea previous to launch.
- **First Order Quantities:** 1 bag
- **5/28:** Marketing materials/tea tins arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- **5/28:** Order tea (*TOSA, DF*)
- **5/29:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/29:** Order tea (*HAR*)
- **5/30:** Marketing materials/tea tins arrive in cafe with PM delivery (*WFB, FCT*)
- **5/30:** Tea arrives (*TOSA, DF*)
- **5/30:** Order tea (*WFB, FCT*)
- **5/31:** Tea arrives (*HAR*)
- **6/1:** Order tea (*SHR, OCN*)
- **6/1:** Mug delivered (*WFB, FCT*)
- **6/2:** Order tea (*GLN, DWN*)
- **6/3:** Tea arrives (*SHR, OCN*)
- **6/4:** Tea arrives (*GLN, DWN*)
- **EOD 6/5:** Install new Seasonal Menu Board
- **6/6: Launch Elderberry Healer Tea**

### 6/6 SUMMER BAKERY

Seasonal

- What's Ending
  - Lemon Basil Muffin (V)
  - Matcha Coconut Pandan Muffin (GF)
  - Blueberry Lavender Danish
  - Leek & Goat Cheese Quiche (GF)
  - Mediterranean Roasted Veggie Stuff'd Bread
- What's New!
  - Peach Cobbler Muffin (GF)
  - Pineapple Coconut Scone (V)
  - Strawberry Lemonade Danish
  - Cheddar and Broccoli ~~Soup~~ Quiche (GF)
  - Caprese Stuff'd Bread -

Bakery summer samples will be going out the week of 5/20. Please look for these in cafe and share with your team!



## LAUNCH INFO

**6/13 PINK BOURBON COLOMBIA RESERVE LAUNCH** - We'll be launching a limited amount of this Reserve coffee in our cafes and website. This will be available on our mobile app. Employees can NOT take this for their markout, if you like the sample sent to you, you can purchase it with your employee discount.

**12oz:** \$32.00

**Order Quantity:** **\*\*DO NOT ORDER ANY OTHER # THAN WHAT IS LISTED BELOW\*\***

We will have a limited amount available for cafes to reorder as you sell through your initial inventory. As you sell through your inventory, please reorder to keep the following shelf-pars. We will have multiple roast dates that will allow us to keep the coffee fresh. The Production team will turn this product off when we work through our inventory.

- **GLN, FCT, DWN** - 16 bags (15 for sale/brew bar, 1 bag for team sampling)
- **WFB** - 16 bags (15 for sale/brew bar, 1 bag for team sampling) + **4 Cold Brew Prepacks (WFB only)**
- **TOSA, HAR, OCN, DF, SHR** - 12 bags (11 for sale/brew bar, 1 bag for team sampling)

**Brew Bar:** As a special treat, this coffee will be offered on Brew Bar, while supplies last! Use one of the bags that you've ordered for this. There will be a \$2 upcharge for customers who order this on Brew Bar. Use the "Reserve v60" button in square to ring this up. On end of day 6/12, write "+\$2.00" next to the coffee name on the Brew Bar Menu Board. Please ensure +\$2.00 is written clearly to indicate the upcharge to the customers. **Brew Bar coffees will be:** Kiwi Blossom Bolivia, Wonderberry Jam Ethiopia, and Pink Bourbon Colombia (use Green Dragon once the Reserve is out).

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **6/4:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **6/5:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **6/6:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **6/6:** Order Reserve (*WFB*)
- **6/8:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **6/8:** Coffee delivered (*WFB*)
- **6/9:** Order Reserve (*GLN, HAR, DWN*)
- **6/10:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **6/11:** Coffee delivered (*GLN, HAR, DWN*)
- **6/12:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **6/13: Launch Pink Bourbon Colombia Reserve**

**6/13 PINK BOURBON COLOMBIA SEASONAL COLD BREW FOR WHITEFISH BAY:** Starting on 6/6 (your order date for the new Reserve listed above), when you order Seasonal Cold Brew, Pink Bourbon Colombia will be sent. Please continue to run through your existing inventory of El Roble Geisha Colombia before brewing Pink Bourbon Colombia. Monitor inventory closely to eliminate markout.



## LAUNCH INFO

### 6/13 WONDERBERRY JAM ETHIOPIA SMALL BATCH LAUNCH

*Small Batch*

16oz: \$24.00

- This will be replacing Tropical Punch Colombia, so keep in mind when ordering.
- **Brew Bar Menu:** Kiwi Blossom Bolivia, Wonderberry Jam Ethiopia, and Pink Bourbon Colombia (use Boneshaker Colombia once the Reserve is out).
- Check your stash of \$24 price stickers and order more if needed
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- **First Order Quantity:**
  - GLN, DWN, FCT, OCN, WFB - 16 prepacks (see below for Seasonal 'Spro to add to order!)
  - DF, HAR, SHR, TOSA - 12 prepacks (see below for Seasonal 'Spro to add to order!)
- 6/4: Order Tasting Sample Bag Labels (*TOSA, OCN, SHR, DF*)
- 6/4: Marketing materials arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- 6/5: Order Tasting Sample Labels (*GLN, HAR, DWN*)
- 6/5: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 6/6: Labels arrive (*TOSA, OCN, SHR, DF*)
- 6/6: Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- 6/6: Order prepacks and Tasting Sample Labels (*WFB, FCT*)
- 6/7: Labels arrive (*GLN, HAR, DWN*)
- 6/8: Labels and Coffee delivered (*WFB, FCT*)
- 6/8: Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- 6/9: Order prepacks (*GLN, HAR, DWN*)
- 6/10: Coffee delivered (*TOSA, OCN, SHR, DF*)
- 6/11: Coffee delivered (*GLN, HAR, DWN*)
- 6/12: Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- 6/13: **Launch Wonderberry Jam Ethiopia**

### 6/13 WONDERBERRY JAM ETHIOPIA AS SEASONAL 'SPRO

*SEASONAL 'SPRO*

- Before open, Green Bike, Decaf, and Seasonal 'Spro must be dialed-in and ready to serve.
- Fill the blank laminated recipe card in with the current Seasonal 'Spro parameters. Use wet erase markers or china markers to fill in these cards so you can erase and reuse them for each launch. Velcro these cards to your Seasonal 'Spro grinder.
- **ORDER NOTES:** Order BULK of Seasonal 'Spro coffees to fill your hoppers. Keep a par of 5LB backstock to keep hoppers full.
- 6/6: Order 10LB bulk (*WFB, FCT*)
- 6/8: Order 10LB bulk (*OCN, DF*) // Order 5LB bulk (*TOSA, SHR*)
- 6/9: Order 10LB bulk (*HAR, DWN*) // Order 5LB bulk (*GLN*)
- **EOD 6/12:** Write in the Seasonal 'Spro "Wonderberry Jam Ethiopia" on the line underneath "Seasonal Espresso" on the menu boards.
- 6/13: **Launch Wonderberry Jam Ethiopia as Seasonal 'Spro**



## LAUNCH INFO

### 6/13 FLORA & FROG JOURNAL

\$10.00

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - 5 for all other cafes, 8 for WFB & FCT
    - Order Price Sticker: Journal \$10
    - Impact Sticker: B Corp
- **6/4:** Marketing materials arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- **6/4:** Order journal (*TOSA, DF*), price & impact stickers (*TOSA, OCN, SHR, DF*)
- **6/5:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **6/5:** Order journal (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **6/6:** Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- **6/6:** Journal arrives (*TOSA, DF*), price & impact stickers arrive (*TOSA, OCN, SHR, DF*)
- **6/6:** Order journal, price, & impact stickers (*WFB, FCT*)
- **6/7:** Journal arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **6/8:** Order journal (*SHR, OCN*)
- **6/8:** Journal and price & impact stickers delivered (*WFB, FCT*)
- **6/9:** Order journal (*GLN, DWN*)
- **6/10:** Journal arrives (*SHR, OCN*)
- **6/11:** Journal arrives (*GLN, DWN*)
- **EOD 6/12:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **6/13: Flora & Frog Journal Launch**



## WHAT'S COMING UP

- 6/20 Ahoy Mug
- 6/23 - 6/30 Retail Text Exclusive Promotion
- 6/27 There & Back Again Joe's My Brew Short Run, Coffee Magic Enamel Pin Set, & Highly Caffeinated Enamel Pin Set
- 7/4 Ring of Fire Returns
- 7/11 Black Honey Colombia Small Batch, Black Honey Colombia as Seasonal 'Spro & Sonora SL28 Costa Rica Reserve
- 7/25 Karen's My Brew Short Run
- 8/8 Dynamic Natural Ethiopia Reserve
- 8/15 Black Honey Costa Rica Small Batch, Black Honey Costa Rica as Seasonal 'Spro
- 8/22 TBD My Brew Short Run
- 8/29 Harvest & Seasonal Food/Drinks/Bakery Launch

<b>AB Poster Schedule</b>	<b>5/9:</b> KK Straw Tumbler & All Day Cup <b>6/6:</b> Brew Love <b>6/20:</b> Pink Bourbon <b>7/4:</b> Ahoy Mug & Western Mug <b>7/18:</b> Sonora SL28 Costa Rica				
<table border="1"> <tr> <td data-bbox="139 1199 383 1444"> <b>El Roble Geisha</b>  Grind Size: 12  Rinse Water: 200g  Coffee In: 23g  Bloom: 70g  Brew Water: 360g  Brew Time: 2:30-3:00 </td> <td data-bbox="386 1199 630 1444"> <b>Kiwi Blossom</b>  Grind Size: 13.5  Coffee In: 23g  Final Weight: 360g </td> </tr> <tr> <td data-bbox="139 1449 383 1629"> <b>Tropical Punch</b>  <i>Use the standard recipe!</i> </td> <td data-bbox="386 1449 630 1629"></td> </tr> </table>	<b>El Roble Geisha</b> Grind Size: 12 Rinse Water: 200g Coffee In: 23g Bloom: 70g Brew Water: 360g Brew Time: 2:30-3:00	<b>Kiwi Blossom</b> Grind Size: 13.5 Coffee In: 23g Final Weight: 360g	<b>Tropical Punch</b> <i>Use the standard recipe!</i>		<b>5/9:</b> Kiwi Blossom Bolivia, Tropical Punch Colombia, and El Roble Geisha Colombia (use Boneshaker Colombia once the Reserve is out). <b>6/13:</b> Kiwi Blossom Bolivia, Wonderberry Jam Ethiopia, and Pink Bourbon Colombia (use Green Dragon once the Reserve is out).
<b>El Roble Geisha</b> Grind Size: 12 Rinse Water: 200g Coffee In: 23g Bloom: 70g Brew Water: 360g Brew Time: 2:30-3:00	<b>Kiwi Blossom</b> Grind Size: 13.5 Coffee In: 23g Final Weight: 360g				
<b>Tropical Punch</b> <i>Use the standard recipe!</i>					
<b>Cafe Seasonal 'Spro Menu</b>	<b>4/11:</b> Tropical Punch Colombia <ul style="list-style-type: none"> <li>• <b>In:</b> 18.5-19.0g</li> <li>• <b>Out:</b> 44-48g</li> <li>• <b>Time:</b> 25-30 seconds</li> </ul> <b>5/30:</b> Kiwi Blossom Bolivia <b>6/13:</b> Wonderberry Jam Ethiopia				
<b>Online Only Promotions</b>	<b>5/16 - 5/22:</b> \$4 off MiiR Serpent Mug <b>6/23 - 6/29:</b> Ecom Text Exclusive Promotion				
<b>Online Only Launches</b>	Several different Bundles available				