

WEEKLY OPS RECAP

QUARTER 2, WEEK 5
4/29/2024 - 5/5/2024



OPERATIONS

SPRING DEEP CLEANING (Monday 4/15 - Sunday 5/19): Clean the Corners!! ALL TEAMS should be well on their way to completing Spring Deep Cleaning by mid-May.

- All Teams - please review your Deep Cleaning lists & schedules: ensure assignments & commitments are clear.
- If you have any questions or need help, please reach out to your Team Leader/KS for support!
- All Quarterly Deep Cleaning tasks are due to be completed by EOD Sunday 05/19 at the latest

PSA - SERVICE WARE & UTENSILS: Hey crew, KS here! Over the last few weeks I've noticed some tired-looking mugs and smudgy service ware. Please see this list of reminds & commitments to keep our service ware #remarkable and clean:

- **MUGS:**
 - notNeutral mugs need to be soaked in cafiza regularly to remove coffee stains
 - Do NOT use green scrubbies on porcelain: scrubbies will scratch the surface and cause more staining. DO use nonabrasive sponges or brushes with cafiza to remove stains.
 - Over time, mugs can develop cracks or nicks on the rim. Coaches, please remove damaged mugs from circulation and order replacements.
- **GLASSES:**
 - Take care to wash glasses well, especially around the rim - watch closely for lip prints/lipstick and ensure glasses are cleaned well every time they are washed.
 - Allow glasses to dry before stacking to avoid condensation buildup in clean glassware.
 - Remove damaged/chipped glasses from circulation and order replacements.
- **RANGE SERVERS:**
 - Over time these lids can hold "tea aromatics." Please clean these well, getting in the nooks and crannies, and allow to dry before placing lids back on servers. Reach out to your MCC/KS with feedback or questions.
 - v60s are to be served with a diner mug and a range server: do not use mason jars to serve v60s.
- **IN GENERAL:**
 - Our cafes & kitchens are bustling with urgency! Please balance our urgency with care and attentiveness to these service details as part of our #CleanSpace priorities.



OPERATIONS

5/12 MOTHER'S DAY: To celebrate mom, we'll be giving a free small 12oz coffee to all moms (or \$2.75 towards their drink of choice). Ring this up in Square using the "Free Coffee (Or \$2.75 off) Promo" Coupon. This is not applicable on our mobile app and one per person. In the event a customer's order is below the minimum and they do not have cash, please "Other Coupon" the remaining \$0.25. Cafes, please make a small chalkboard sign that states "\$1 minimum required for credit card purchases" to put up on Mother's Day. Please note that if someone wants to claim this deal, let them claim it. Don't inquire if they are a mom, just give them the deal no questions asked.

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



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

5/9 MOTH TEA TOWEL LAUNCH

\$12.00

- **First Order Quantity/Other Notes:** *Check planograms for each cafe’s shelf pars*
 - 5 per cafe, except WFB is 8 per cafe
 - Order Price Sticker: Organic Tea Towel
 - Impact Sticker: Organic
- 4/30: Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- 4/30: Order towel (TOSA, FCT, DF), price & impact stickers (TOSA, FCT, OCN, SHR, DF)
- 5/1: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 5/1: Order towel (HAR), price & impact stickers (GLN, HAR, DWN)
- 5/2: Marketing materials arrive in cafe with PM delivery (WFB)
- 5/2: Towel arrives (TOSA, FCT, DF), price & impact stickers arrive (TOSA, FCT, OCN, SHR, DF)
- 5/2: Order towel, price, & impact stickers (WFB)
- 5/3: Towel arrives (HAR), price & impact stickers arrive (GLN, HAR, DWN)
- 5/4: Order towel (SHR, OCN)
- 5/4: Towel and price & impact stickers delivered (WFB)
- 5/5: Order towel (GLN, DWN)
- 5/6: Towel arrives (SHR, OCN)
- 5/7: Towel arrives (GLN, DWN)
- EOD 5/8: Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. Continue selling and ordering Stamp Tea Towel. Look to planograms for display changes.
- 5/9: **Moth Tea Towel Launch**



LAUNCH INFO

5/9 ROY G BIV & JET BLACK 2-PACK COLD BREW BOXES

\$22.00/box

- We are launching the same Cold Brew Boxes that we have online, to streamline the product offerings in cafe and on ecom.
 - Order Price Sticker: Cold Brew Box (both boxes will use the same price sticker)
- Shelf-life Information: Check roast date on box. Pull 6 weeks after the roast date.
- **First Order Quantity of Each Cold Brew Box:**
 - GLN, DWN, FCT, OCN, WFB - 8 each Roy and Jet
 - DF, HAR, SHR, TOSA - 6 Each Roy and Jet
- **4/30:** Order price stickers (*TOSA, FCT, OCN, SHR, DF*)
- **4/30:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **5/1:** Order price stickers (*GLN, HAR, DWN*)
- **5/1:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/2:** Stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **5/2:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **5/2:** Order boxes and price stickers (*WFB*)
- **5/3:** Stickers arrive (*GLN, HAR, DWN*)
- **5/4:** Stickers and boxes delivered (*WFB*)
- **5/4:** Order boxes (*TOSA, FCT, OCN, SHR, DF*)
- **5/5:** Order boxes (*GLN, HAR, DWN*)
- **5/6:** Boxes delivered (*TOSA, FCT, OCN, SHR, DF*)
- **5/7:** Boxes delivered (*GLN, HAR, DWN*)
- **5/8:** Set-up cafe after close: use planogram & checklist for shelves, etc.
- **5/9: Launch Roy & Jet Cold Brew 2-pack Boxes**



LAUNCH INFO

5/9 32 oz MIIR FLORAL ALL DAY STRAW CUP LAUNCH – *UPDATED DATE!*

Price: \$50

- **First Order Quantity/Other Notes:** *Check planograms for each cafe's shelf pars*
 - WFB & FCT - 8, Rest of the cafes - 5
 - Order Price Sticker: 32 oz Miir Cup
 - Impact Sticker: B Corp
- **4/30:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/30:** Order cup (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **5/1:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/1:** Order cup (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **5/2:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **5/2:** Cup arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **5/2:** Order cup, price, & impact stickers (*WFB*)
- **5/3:** Cup arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **5/4:** Order cup (*SHR, OCN*)
- **5/4:** Cup and price & impact stickers delivered (*WFB*)
- **5/5:** Order cup (*GLN, DWN*)
- **5/6:** Cup arrives (*SHR, OCN*)
- **5/7:** Cup arrives (*GLN, DWN*)
- **EOD 5/8:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **5/9: 32 oz MiiR Floral All Day Straw Cup Launch**



LAUNCH INFO

5/9 EL ROBLE GEISHA 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 5/8, 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, Tropical Punch Colombia, and El Roble Geisha Colombia (use Boneshaker Colombia once the Reserve is out).

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **4/30:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **5/1:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/2:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **5/2:** Order Reserve (*WFB*)
- **5/4:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **5/4:** Coffee delivered (*WFB*)
- **5/5:** Order Reserve (*GLN, HAR, DWN*)
- **5/6:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **5/7:** Coffee delivered (*GLN, HAR, DWN*)
- **5/8:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **5/9: Launch El Roble Geisha Colombia Reserve**

5/9 EL ROBLE GEISHA COLOMBIA SEASONAL COLD BREW FOR WHITEFISH BAY: Starting on 5/2 (your order date for the new Reserve listed above), when you order Seasonal Cold Brew, El Roble Geisha Colombia will be sent. Please continue to run through your existing inventory of Pink Honey Java before brewing El Roble Geisha Colombia. Monitor inventory closely to eliminate markout.



LAUNCH INFO

5/23 WONDERBERRY JAM ETHIOPIA SMALL BATCH LAUNCH

Small Batch

16oz: \$24.00

- **Brew Bar Menu:** Wonderberry Jam Ethiopia, Kiwi Blossom Bolivia, and El Roble Geisha Colombia (use Boneshaker Colombia once 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
 - DF, HAR, SHR, TOSA - 12 prepacks
- **5/14:** Order Tasting Sample Bag Labels (*TOSA, OCN, SHR, DF*)
- **5/14:** Marketing materials arrive in cafe with PM delivery (*TOSA, OCN, SHR, DF*)
- **5/15:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **5/15:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/16:** Labels arrive (*TOSA, OCN, SHR, DF*)
- **5/16:** Marketing materials arrive in cafe with PM delivery (*WFB, FCT*)
- **5/16:** Order prepacks and Tasting Sample Labels (*WFB, FCT*)
- **5/17:** Labels arrive (*GLN, HAR, DWN*)
- **5/18:** Labels and Coffee delivered (*WFB, FCT*)
- **5/18:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **5/19:** Order prepacks (*GLN, HAR, DWN*)
- **5/20:** Coffee delivered (*TOSA, OCN, SHR, DF*)
- **5/21:** Coffee delivered (*GLN, HAR, DWN*)
- **5/22:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **5/23: Launch Wonderberry Jam Ethiopia**



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 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*



WHAT'S COMING UP

- 6/6 Wonderberry Jam as Seasonal 'Spro, Orange Taffy Decaf Colombia, Block Party, & Seasonal Bakery/Drinks/Kitchen/Tea
- 6/13 Pink Bourbon Colombia Reserve & Black Honey Colombia Small Batch
- 6/23 - 6/30 Retail Text Exclusive Promotion
- 6/27 There & Back Again - Joe's My Brew Short Run
- 7/4 Black Honey Colombia as Seasonal 'Spro
- 7/11 Ring of Fire Returns, SL28 Natural Sonora Reserve
- 7/25 Black Honey Costa Rica Small Batch, Karen's My Brew Short Run

AB Poster Schedule	4/25: Kiwi Blossom 5/9: KK Straw Tumbler & All Day Cup 5/23: Wonderberry Jam 6/6: Farm to Cup Tee & Coffee Ritual Mug 6/20: Pink Bourbon				
<table border="1"> <tr> <td data-bbox="136 1056 388 1346"> El Roble Geisha <i>Coming Soon</i> </td> <td data-bbox="388 1056 638 1346"> Kiwi Blossom Grind Size: 13.5 Coffee In: 23g Final Weight: 360g </td> </tr> <tr> <td data-bbox="136 1346 388 1604"> Tropical Punch <i>Use the standard recipe!</i> </td> <td data-bbox="388 1346 638 1604"></td> </tr> </table>	El Roble Geisha <i>Coming Soon</i>	Kiwi Blossom Grind Size: 13.5 Coffee In: 23g Final Weight: 360g	Tropical Punch <i>Use the standard recipe!</i>		4/25: Kiwi Blossom Bolivia, Tropical Punch Colombia, and Boneshaker Colombia. 5/9: Kiwi Blossom Bolivia, Tropical Punch Colombia, and El Roble Geisha Colombia (use Boneshaker Colombia once the Reserve is out). 5/23: Wonderberry Jam Ethiopia, Kiwi Blossom Bolivia, and El Roble Geisha Colombia (use Boneshaker Colombia once Reserve is out).
El Roble Geisha <i>Coming Soon</i>	Kiwi Blossom Grind Size: 13.5 Coffee In: 23g Final Weight: 360g				
Tropical Punch <i>Use the standard recipe!</i>					
Cafe Seasonal 'Spro Menu	4/11: Tropical Punch Colombia (<i>We will keep this on as the May seasonal 'spro as well!</i>) <ul style="list-style-type: none"> • In: 18.5-19.0g • Out: 44-48g • Time: 25-30 seconds 				
Online Only Promotions	5/2 - 5/8: \$4 off Knit Hat 6/23 - 6/29: Ecom Text Exclusive Promotion				
Online Only Launches	Several different Bundles available				