



Trees Organic  
COFFEE & ROASTING HOUSE

## Operations Manual

### Approved Menu Items

#### Overview

Trees Organic is more than just a good cup of coffee. We pride ourselves in serving our award winning cheesecake, along with baked fresh daily muffins and scones. We also offer a variety of meal solutions, including our made fresh daily sandwiches. Rounding out the menu is a selection of quiches and soups.

While our number one focus is cheesecake, it is important to pay attention to the freshness and quality of all our products.

This section of the Operations manual outlines all of the approved and optional menu items.

## Core Menu

All Trees locations are required to serve all products on the core menu, except where lease restrictions prohibit certain items, or as approved by Head Office. Optional menu items will be at the discretion of the franchisee, or as agreed upon between the franchisee and Head Office. Franchisees may not sell any product that is not approved by Trees.

### Core Hot Beverages:

	<b>Sizes</b>		
	<b>Small</b>	<b>Medium</b>	<b>Large</b>
Espresso	Single	Double	
Espresso Machiatto	Single	Double	
Espresso Con Pana	Single	Double	
Drip Coffee	12 oz	16 oz	20 oz
Latte	12 oz	16 oz	20 oz
Cappuccino	12 oz	16 oz	20 oz
Mocha	12 oz	16 oz	20 oz
Hot Chocolate	12 oz	16 oz	20 oz
Chai Latte	12 oz	16 oz	20 oz
Americano	12 oz	16 oz	20 oz
Rocket	12 oz	16 oz	20 oz
Infusion Tea			
London Fog	12 oz	16 oz	20 oz
Apple Cider	12 oz	16 oz	20 oz
Steamed Milk	12 oz	16 oz	20 oz
Caramel Latte	12 oz	16 oz	20 oz

### Core Cold Beverages:

Canned Pop	Coke, Diet Coke, Sprite. Additional Coke flavours optional		
Bottled Water			
Bottled Juice	Assorted flavours		
Cold Milk	12 oz	16 oz	20 oz
Iced Coffees	Any hot coffee beverage in iced form		
Fruit Smoothie	16oz only	Strawberry & Mango	
Cappuchillo	16oz only		
Italian Cream	One size only		
Soda			

## **Cheesecakes:**

All Trees locations are required to sell all approved flavours of cheesecake, including the rotating feature flavour. Cheesecakes must be made available by the slice, as well as whole. All three sizes of whole cheesecake must be available: 6 inch, 8 inch, and 10 inch.

Due to the smaller sales mix of the 8 inch cheesecake, stores may elect to sell them by special order, and not keep an inventory.

Only Trees' recipe for cheesecake may be used.

The standard flavours of cheesecake are:

- New York
- Blueberry
- Key Lime
- Mocha
- The Sin
- Maple Walnut
- Raspberry White Chocolate
- Chocoholic

The feature cheesecake flavor will change on a regular basis. Some popular seasonal flavours will be offered at certain times of the year, while other flavours will be introduced as they are developed.

## **Fresh Baked Items:**

### **Muffins:**

Muffins are baked fresh each morning and served only on the day they are made. Stores are required to offer a variety of flavours, at least four kinds on any given day.

Stores not equipped with their own baking facility will be permitted to source an acceptable ready-made muffin from a supplier that is approved by Head Office.

#### Muffin Varieties:

##### Oat Muffins:

- Blueberry Lemon
- Apple Cinnamon
- Cranberry Pecan
- Banana

##### Bran Muffins:

- Cranberry Walnut
- Blueberry

Pumpkin

## **Scones:**

Scones are baked fresh each morning and served only on the day they are made. Stores are required to offer a variety of flavours, at least four kinds on any given day.

Stores not equipped with their own baking facility will be permitted to source an acceptable ready-made scone from a supplier that is approved by Head Office.

### **Scone Varieties:**

- Mixed Berry (blueberries & raspberries)
- Chocolate Orange
- Cheddar Cheese
- Apple Cheddar
- Spinach Feta
- Raspberry White Chocolate
- Vegan (Blueberry Lemon or Apple Spice)

## **Other Baked Items:**

### **Cookies:**

Cookies are prepared using a ready-made frozen cookie dough. The current approved brands of cookie dough are English Bay and Block & Barrel.

Stores are required to carry all of the following varieties:

- Chocolate Chip
- Double Chocolate Chip
- Peanut Butter
- White Chocolate Macadamia
- Ginger Molasses

### **Power Cookies:**

Power cookies are a vegan cookie that is prepared from scratch in our kitchens. All stores are required to carry them.

### **Power Bar:**

Power Bar is another vegan product similar to the Power Cookie. This product is prepared from scratch as well.

### **Biscotti:**

Biscotti are brought in ready-made. The current approved supplier for Biscotti is Trumps Fine Foods in Vancouver.

Stores outside of the delivery area of Trumps will source a different supplier, as approved by head Office.

### **Dessert Loaf:**

Dessert Loaves are brought in fully baked. The current approved supplier is Trumps Fine Foods in Vancouver. Stores are required to carry at least two varieties at all times.

Stores outside of the delivery area of Trumps will source a different supplier, as approved by head Office.

Varieties:

- Banana
- Chocolate Chip Banana
- Lemon
- Blueberry Lemon

Dessert Loaves are received whole and must be sliced and individually packaged instore.

### **Croissant:**

The dough for croissants are brought in frozen. Stores will defrost, proof and bake the finished product.

Stores without a baking facility will source a fully baked substitute, as approved by Head Office.

Varieties:

- Plain Croissant
- Chocolate
- Almond Marzipan

## **Sandwiches:**

Sandwiches are offered at Trees locations to satisfy customers who are looking for a meal solution while enjoying our coffee. Sandwiches are an especially good seller in stores located in a business area or near a school.

All sandwiches are prepared fresh daily, and sold only on the day they are prepared. Customers have the option of having their sandwich grilled.

### Sandwich Varieties:

- Mediterranean
- Veggie Delight
- Chevre
- Bocconcini
- Roast Beef
- Prosciutto & Brie
- Turkey & Swiss Cheese
- Ham & Cheddar Cheese
- Salami & Swiss Cheese
- Tuna Salad
- Chicken Salad

Sandwiches are offered on a variety of baguettes.

Depending on sales volume, stores may elect to carry a limited variety of sandwiches, provided there is at least one vegetarian option offered.

## **Quiche:**

Quiche is a lunch menu item served in all stores. The two approved varieties are Ham & Cheddar, and Spinach & Feta.

The approved supplier for Quiche is Daniels Kitchen in Vancouver. Stores outside of the delivery area of Daniels Kitchen may substitute from another supplier as approved by Trees Head Office.

## Optional Menu Items

Depending on sales mix and regional preferences, stores have the option of carrying the items outlined below. Franchisees should discuss with their Field Representative from Head Office before adding any optional items to their menu.

Optional menu items:

### **Optional Hot Beverage List**

Flat White	6 oz		
Matcha Latte	12 oz	16 oz	20 oz
Matcha Tea	12 oz	16 oz	20 oz

### **Optional Cold Beverage List**

Snapple  
Simply Juice  
San Pelegrino  
Odwalla  
Fruit Blend  
Fresh Squeezed OJ  
Italian Soda           1 size  
Perrier