



Trees Organic
COFFEE & ROASTING HOUSE

Operations Manual

Principles of Operation

1. The most important person in our organization is our customer.
2. We demand the highest quality in the products we buy and serve; we will not make compromises.
3. We serve our customers in a friendly, enthusiastic and obliging manner at all times.
4. We maintain the highest standards in cleanliness, hygiene and safety.
5. We continuously strive to be more efficient and productive in all aspects of our operation. This serves to generate profits which promote:
 - a. Value pricing for our customers
 - b. Salary increases for our people
 - c. An adequate return to the company to ensure future growth.
6. We strive to create an atmosphere that is friendly, comfortable and clean for our customers.
7. We operate under honest, correct and straight-forward conditions at all times.
8. We strive to promote a good working relationship and environment with all our people, at all levels of our business.
9. We are committed to environmentally and socially friendly practices throughout our organization.
10. We are committed to the bettering of our planet through the support of international agencies dedicated to helping make the planet a better place to be.