



Trees Organic  
COFFEE & ROASTING HOUSE

## Operations Manual

### Quality

At Trees Organic quality is EVERYTHING!

Quality is what we do and what we say we do; it is evident in the products we serve and the service we provide.

There are four major areas of quality we focus on:

- Quality of Products
- Quality of Service
- Quality of Cleanliness
- Quality in our Operating Philosophies

Each of these four areas of quality are evaluated using the Trees Organic Quality Assurance Checklist.

### Quality Products

- One of the best ways to judge quality products is by asking yourself this question: Do I feel proud serving this product? If not, don't serve it!
- How do you ensure that only quality products are being served?
  - Follow correct preparation and serving methods for all products
  - Ensure that temperatures for each item are appropriate and consistent, e.g. hot drinks hot and cold drinks cold
  - Use only approved ingredients and products
  - Check all products for freshness and condition before serving
  - Use FIFO method (First In First Out) when restocking products
  - Record expiry dates on all products, and do not serve once a product reaches its expiry date/time
  - Keep perishables at correct temperatures
  - Keep temperature logs
  - Ensure equipment is properly maintained and calibrated

## Quality Service

- Our goal of quality service at Trees Organic can be best described as:  
***Always make the customer the highest priority***
- This means that when a customer comes into the store, all other activities are immediately stopped and the customer becomes the primary focus of the staff
- A warm greeting with an offer of service to each and every customer
- A sincere smile
- Be knowledgeable about all of Trees products and answer any questions
- Focus your attention on the customer; don't give the impression of being preoccupied
- Assist with menu selection and suggestive sell items from an area of the menu that hasn't been ordered from (e.g. "Would you like a freshly baked muffin to go with your latte this morning?")
- Bring the customer's order to their table if it is going to take a few minutes to prepare
- Say goodbye to customers as they leave with an offer to return again

## Cleanliness

- Cleanliness is often not noticed unless it is not there, so make sure customers never "notice"
- Tables and chairs: keep tables cleared of dishes, wiped clean, and chairs pushed in neatly
- Floors: keep floors free of debris by sweeping and mopping frequently throughout the day. Make sure a thorough sweep and mop is done after closing time.
- Washrooms: keep washrooms spotless at all times. Ensure fixtures are clean, enough supplies (soap, tissue, paper towel) on hand, and smelling fresh.
- Windows: clean windows frequently, especially glass doors, to keep them free of smudges and fingerprints. Wipe all window sills. Do not use tape to affix signage.
- Counters: keep counters clean and wipe up spills immediately. Avoid having too much clutter, and be sure all displays are attractive and well stocked for customers.
- Exterior: keep exterior patio and patio furniture clean.

## Operating Philosophies

- Business practices:
  - Every sector of the Trees organization shall operate in an ethical manner
  - Promoting the Trees brand and image through advertising and promotional discounts
  - Franchise and corporate personnel work as partners to build the business together
  - Working to grow sales and reduce input costs in order to produce healthy profits
  
- Decor:
  - Music level should be at a background level; loud enough to hear, but not interfere with verbal conversation. Play only jazz, adult contemporary or easy listening.
  - Provide comfortable surroundings in a relaxed atmosphere
  - All locations must remain smoke-free at all times, including outdoor patios
  - Maintain a comfortable air temperature
  - All signage must be professionally typeset; no handwritten signs
  - Don't post any non-approved signage
  
- Product Sampling:
  - All Trees locations are strongly encouraged to sample their products
  - When displaying baked good samples, ensure the product is visually appealing and of high quality
  - Samples only need to be one or two bites in size. Enough to leave the customer wanting more!
  - Encourage customers to sample the different brewed coffees before making their selection
  - Don't sample expired products.
  - If samples are left at the counter for customers to help themselves, ensure a sign is used to identify the product(s)
  
- Professional Appearance & Behaviour:
  - All staff on shift, including managers, are required to follow the correct dress standards
  - All clothing must be clean and wrinkle-free at all times
  - Professional behaviour is extremely important – everyone working at Trees is representing the entire brand
  - Use of foul language and inappropriate conversation topics is unprofessional