

By COFF33 SOPs:

SOP: Opening Shift Checklist

Purpose: Ensure the shop is clean, stocked, and ready for customers.

Scope: All baristas scheduled for opening shifts.

Steps:

1. Clock in and turn on lights/music.
2. Turn on Ground Control and allow to heat up.
3. Stock Condiment Bar/set out ice water and cream.
4. Count till and verify cash drawer is at \$300.
5. Brew batch coffee.
6. Dial in espresso.
7. Ensure pastry case is stocked, clean, and customer ready.
8. Set out floor mats.
9. Bring out COFF33 signs.
10. Sanitize all surfaces.
11. Do a floor check (bathroom, lobby, outside tables/chairs).
12. Check milk par levels, restock fridge.
13. Unlock doors and greet first guests!

SOP: Closing Shift Procedures

Purpose: Ensure cleanliness, safety, and readiness for the next day.

Scope: All baristas scheduled for closing shifts.

Steps:

1. Ensure milks, grab-n-go, condiment bar, 1883 syrups (and vanilla, brown sugar, and seasonal syrups are prepped), paper products, etc. are stocked.
2. Complete dishes and wipe down espresso station.
3. Waste and record expired food/milk.
4. Deep clean espresso machine and Ground Control.
 1. Clean Drain Tray
 2. Back flush Group Heads
 3. Wipe down exterior
 4. Clean Scales
 5. Soak Steam Wands
5. Bring COFF33 signs in.

6. Sweep/mop floors, clean bathrooms, wipe down café surfaces.
7. Take trash out.
8. Count till and complete cash drop.
9. Complete “Closing Checklist” tasks.
10. Lock doors, turn off music, and clock out.

SOP: Customer Service & Hospitality

Purpose: To create a welcoming, consistent guest experience.

Scope: All baristas.

Expectations:

- Greet within 5 seconds of customer entering. Direct them to register.
- Use names whenever possible, repeat orders for confirmation.
- Always offer recommendations when asked.
- Handle complaints calmly: Listen → Apologize → Fix → Thank.
- People are coming in and spending their money and time. We are going to honor that by giving them a great experience.
- Take a second to connect with them.
- Make sure guests feel like they can ask you anything.
- Act before being asked. Anticipate the questions.

Guest Experience — Non-Negotiables

These standards apply **at all times**, regardless of:

- How busy we are
- Staffing levels
- Equipment issues
- Personal mood or stress

If a guest can feel it, see it, or hear it... it matters.

1. Every guest is acknowledged

- Greet every guest promptly and politely
- Eye contact + verbal acknowledgment
- Silence or ignoring guests is not acceptable

Non-negotiable: No guest should wonder if they’ve been seen.

2. Professional tone at all times

- Calm, respectful, and welcoming tone
- No shortness, sarcasm, or frustration

Non-negotiable: Personal stress stays behind the bar.

3. Drinks are clearly called

- Call drinks loudly and clearly
- Never assume a guest is watching the bar
- If unsure, ask the guest directly

Non-negotiable: Guests should never wonder if their drink is ready.

4. Internal issues stay internal

- No discussing equipment problems, staffing, or frustrations within guest earshot
- No visible complaining, sighing, or negative body language

Non-negotiable: Guests should never be aware of internal problems.

5. Equipment issues ≠ guest experience issues

- Equipment problems do not change our demeanor or professionalism
- Use approved, neutral language only

Approved phrases:

- “Thanks so much for your patience.”
- “We’ll have that out as quickly as we can.”
- “I appreciate you waiting with us.”

Non-negotiable: We control the experience even when we can’t control the equipment.

6. Guests are never made to feel like an inconvenience

- No rushing, dismissing, or passive behavior
- Guests should feel welcomed, not tolerated

Non-negotiable: Every guest deserves respect.

7. If a mistake happens, we own it

- Acknowledge it
- Apologize simply
- Fix it promptly

Non-negotiable: No defensiveness. No excuses.

8. If you're overwhelmed, ask for help

- Communicate calmly with your teammate
- Escalate to management if needed

Non-negotiable: Stress is not an excuse for poor guest interaction.

9. Professional presence matters

- Body language, posture, facial expressions matter
- Guests read more than just words

Non-negotiable: We look and act like professionals.

10. This is a performance expectation

- These standards are not optional
- This is not “training behavior”
- Repeated issues will be addressed as performance concerns

Non-negotiable: Consistency is part of the job.

One-line rule to remember

If a guest notices discomfort, frustration, or confusion — we've already missed the mark.

COFF33 Employee Respect Policy

Guests are expected to treat staff respectfully. Harassment, insults, or aggressive behavior will not be tolerated. Staff may pause service or escalate to management if a guest crosses this line.

Employee Protection Territory

Verbal disrespect

- Insults or belittling language
- Raised voice directed at staff
- Sarcastic or demeaning comments about competence

Aggression or escalation

- Repeated complaints after explanation
- Refusal to calm down
- Speaking over or intimidating staff

Personal attacks

- Comments about intelligence, effort, or worth
- Gendered, racial, or personal remarks (automatic line-cross)

Disruption to the environment

- Making other guests uncomfortable
- Creating a hostile atmosphere

Once any of these occur, you're in protection territory.

Employee SOP

Step 1: One calm attempt to reset

Approved script:

“I’m happy to help, but I need us to keep this respectful.”

That sentence alone is powerful and professional.

Step 2: Set a boundary

If it continues:

“I’m going to step away now. I can help when we’re able to speak calmly.”

No arguing. No explaining.

Step 3: Get support / disengage

- Signal a teammate or manager if available
- If alone: pause service to that guest briefly
- Do not match tone or defend themselves

Key rule:

Employees are never required to tolerate verbal abuse to “save the interaction.”

Leadership SOP

1. Back your employee publicly (when appropriate)

If you’re present:

“We’re happy to help, but I won’t have my staff spoken to that way.”

2. Handle the guest privately and briefly

Your goal is de-escalation, not winning.

Script:

“I understand you’re frustrated. We’re happy to remake the drink, but I need us to keep things respectful.”

No apologies for the boundary.

3. Try to find a solution that results in a guest feeling seen and wanting to return. If that is not feasible, ask them to leave the premises when necessary.

SOP: Drink Standards

Purpose: To ensure drinks are consistent, high-quality, and visually appealing.

Scope: All baristas.

Core Recipes:

- **Reg. Double Shot of Espresso:** 18g in / 36 out in 26-31seconds.
- **Ristretto Double Shot of Espresso:** 17g in / 22g out in 18-24 sec.
- **Decaf Double Shot of Espresso:** 18g in / 34g out in 19-26 sec.
- **Matcha:** 8oz/2g, 12oz/3g, 16oz/4g, 24oz/5g with 2oz of water.
- **Turmeric:** 8oz/ $\frac{3}{4}$ TBSP, 12oz/1TBSP, 16oz/1 $\frac{1}{2}$ TBSP, 24oz/2TBSP
- **Hot Tea:** 8oz&12oz/1tsp 16oz/2tsp, LAV/R 8oz/12oz/1TBSP 16oz/2TBSP, Halo 1 pod (all sizes)
- **Iced Tea:** Pre-batch 1 gal – cover 2 bags of tea with hot water, let it be brewed on the counter for 10 minutes, remove bags after brew time, top off with cold water.
- **Syrups:** 8oz/15g, 12oz, 20g, 16oz/25g, 24oz/30g
- **Chai:** $\frac{1}{2}$ Chai Concentrate, $\frac{1}{2}$ Milk

Shot Standards for Drinks:

- **Latte:** Hot | 8oz/2, 12oz/2, 16oz/3 Iced | 12oz/2, 16oz/2, 24oz/4
- **Americanos:** Hot | 8oz/2, 12oz/2, 16oz/4 Iced | 12oz/2, 16oz/3, 24oz/4
- **Cappuccinos/Flat Whites:** 8oz/2, 12oz/3, 16oz/4

Milk Standards:

- Microfoam for latte art.
- No “screaming milk”.
- Always purge steam wand and wipe.
- Knock out any bubbles and swirl until it looks like paint.
- Less air incorporated for a Flat White.
- More air incorporated for a Cappuccino (top with cocoa powder).
- **Milk lines for iced:** 12oz/8, 16oz/12, 24oz/15
- **Temperatures:** Latte/138-142, Cap/FW/130, Cortado/120, Kids/100

Pictures for reference:



Latte Art

Centered, clear, crisp lines, symmetrical

Flat White, Cappuccino, Latte



Milk Texture:



Milk lines for iced drinks (8, 12, 15)

SOP – Iced Coffee-Based Drinks

Purpose:

To ensure all iced coffee beverages are prepared consistently according to shop standards for taste, strength, and presentation.

Scope

Covers iced versions of:

- Lattes
- Americanos
- Specialty espresso-based iced drinks

Required Tools & Equipment

- Espresso machine & grinder
- Scale (for espresso, syrups, and sauces)
- Shot glasses

- Iced milk pitchers
- Ice scoop (never scoop ice with the cup/hands)
- 12 oz, 16 oz, and 24 oz cold cups + lids

Core Recipes – Espresso

- **Regular Double:** 18g in → 36g out in 26-31 sec
- **Decaf Double:** 18g in → 36g out in 19–26 sec

Shot Standards for Iced Drinks

Latte / Mocha:

- 12 oz → 2 shots
- 16 oz → 2 shots
- 24 oz → 4 shots

Americano:

- 12 oz → 2 shots
- 16 oz → 3 shots
- 24 oz → 4 shots

Syrup Standards for Iced Drinks

- 12 oz → 20g
- 16 oz → 25g
- 24 oz → 30g

General Build Procedure

1. Prepare Espresso

1. Dose, tamp, and pull shots according to recipe & size standard.
2. Pull shots into a shot glass.
3. Ensure they are within the correct shot range.
4. If shot crème separates, pull a new shot.

2. Build Drink

1. Add syrup/sauce to cold cup (per syrup standard).
2. Add espresso shots, stir to dissolve syrups/sauces.
3. Pour espresso/flavor mix into ice milk pitcher.
4. Add cold milk or water to appropriate milk line (reduce line by 2oz if RM is needed).

5. Fill cup $\frac{3}{4}$ the way with ice.



6. Tom-Tom.
7. Hold back extra ice with whisk (when necessary) to make sure the guest gets the entirety of their drink.
8. Put lid on.
9. Call out drink/name to serve.

Presentation Standards

- Syrups/sauces fully dissolved.
- Ice is flush with rim.
- Cup exterior clean and dry.
- Drink is topped with lid.

Quality Control

- Taste espresso after it has been dialed in.
 - Ensure it is smooth/bold. Not too acidic or too bitter.
- Keep milk $\leq 41^{\circ}\text{F}$. Milks kept in fridge whenever possible.
- Ice bin covered when not in use.

SOP: Cold Brew Coffee

Purpose

To produce smooth, consistent cold brew concentrate using proper ratios, steeping time, and sanitation standards.

1. Equipment & Supplies Needed

- Cold Brew Toddy
- Grinder (Mahlkonig Ek43)
- Scale
- Fresh coffee beans
- Filter bags
- Sanitized spoon for stirring
- Cold Brew storage pitchers (labeled, dated)

2. Brew Parameters

- **Ratio:** 1 lb (454g) coffee : 1 gallon (3.8L) water
- **Grind:** Extra coarse
- **Steep time:** 24-30 hours
- **Yield:** Cold brew concentrate (to be diluted for service)

3. Procedure

Preparation

1. Wash hands and sanitize all equipment.
2. Grind coffee on extra coarse setting (13 setting on grinder).
3. Weigh desired amount of coffee (e.g., 2 lbs for 2 gallons).
4. Place ground coffee into filter bag.
5. Add measured filtered water over coffee grounds. Pour slowly and evenly to saturate.

Brewing

6. Stir gently with sanitized utensil to ensure all grounds are wet.
7. Pull ties of filter bag closed and cover Toddy with lid.
8. Steep at room temp.
9. Brew time: 24-30 hours (label with start + finish time).

Post-Brew

10. After steep, drain concentrate cold brew storage pitchers.
11. Label container with: *"CB" and "Use By" Date (7 days)*.
12. Store sealed in refrigerator at $\leq 40^{\circ}\text{F}$.

4. Service Standards

- **Dilution Ratio:** 1 part concentrate : 1 part water.
- Always dilute *per serving* unless making a pre-batched pitcher.
- Serve cold brew over ice unless requested otherwise.
- Shelf life: 7 days from brew date (discard after).

5. Cleaning

- Wash and sanitize all brewing equipment immediately after draining.
- Allow to air dry completely before storing.

SOP – Batch Brew Coffee

Purpose:

To ensure all batch brew coffees are prepared consistently according to shop standards for taste, strength, and presentation.

1. Equipment & Supplies Needed

- Batch brewer (Marco 6)
- Grinder (Mahlkonig Ek43)
- Scale
- Coffee beans
- Filters
- Carafe

2. Brew Parameters

- **Dose:** 190g (Elusive)
- **Grind:** 10.5 (Elusive)
- **Brew time:** Approx. 7 minutes

3. Procedure

Preparation

1. Wash hands before handling equipment.
2. Confirm brewer is clean and free of old grounds/filter.
3. Place a fresh filter into the brew basket.
4. Grind coffee to correct setting/ratio (always grind fresh, just before brewing).

Brewing

5. Add ground coffee to filter, level bed by shaking gently.
6. Ensure carafe is clean and in place under brew basket.
7. Select “Lunch Time” brew button.
8. Start brew cycle and let it run to completion (do not remove mid-brew).

Post-Brew

9. Serve within **2.5 hour maximum** — discard and re-brew if older.

4. Quality Standards

- Coffee should taste balanced, not watery or overly bitter.

- Grounds should appear evenly saturated after brewing.
- No old coffee should ever be mixed with a fresh batch.

5. Cleaning

- End of day: Clean brewer/drip catcher using triple sink.
- Wipe exterior of brewer and surrounding counter.
- Store carafe open to air dry overnight.