

¶ JANUARY 2019 ¶

TEAM! 2018 was SO GOOD to us! Stage 1 of Journey Fairfield is up & running with a fantastic director (drumroll, DAN THE MAN). There is a solid dream team of staff in both locations that is overflowing with loving personalities, welcoming attitudes, and value people over everything. We sold all but 2,000 bags of coffee beans & roasted nearly 12,000 lbs (that's 1263 batches!). Real Gary joined the dream and launched a new website. SERIOUSLY! SO. MANY. EXCITING. MOMENTS!

We are beyond excited for 2019! Big dreams and goals are in place: Amanda is ready to relocate and expand into the Fairfield location. Bill is prepared for wholesale orders to start pouring in. Heather is dreaming up the catering menu. The Leadership Team meets monthly and is bursting with creativity. Most importantly, we are excited to share the launch of a PROFIT SHARE for 2019 (watch SLACK for a link that shares info!).

SO MUCH MORE TO COME!

HAPPY NEW YEARS!

Morne & Nicole

JANUARY GOAL FOR BOTH LOCATIONS: Custom Amounts for December were \$1634. (\$13,536 for the year) This means that we cannot track \$1634 of inventory for December. With the new year & new location (Fairfield, roasting facility, baking facility), we need to track everything separately, and it's super important that everything is rung up accurately. **If it's not in square, don't ring it up - ask to have it added/ fixed (@mrsjourneycoffeeoco).** Let's aim for 100% accuracy with purchases as the tickets ring up in the Back of the House!!! We ALWAYS want to improve for our customers - showtime, every time! WOOT WOOT!

CHRISTMAS RETAIL:

THE ORIGIN LINE profits were able to throw a Christmas party for our farmers & their families in El Salvador. Sold \$3068 and sent 20% to our farmers. We're sorry the hats were never delivered - that was a fiasco with the vendor! OY! Next time!!

COFFEE BAG SALES UPDATE: Our lofty goal of 609 was an attempt to TRIPLE our sales from last year. Although we didn't meet that goal, we were able to sell 279 bags, which was a 37% increase in sales from last year! **The FREE 12 oz COFFEE WITH PURCHASE OF BEANS deal - this was a hit for December, and we've decided to keep it in place!**

MINI PASTRIES

Traditionally, bakery sales are slower in January - BUT NOT THIS YEAR! We will be offering mini pastries for January.

Smaller portions are available to those not wanting to over indulge. Half sizes will hopefully encourage people to try more flavors, as well!

Cookies 1.75 or 2/\$3

Scones 1.75 or 2/\$3

Poptarts 1.75 or 2/\$3

Breads - no changes; MUFFINS: 1.75 or 2/\$3

Cupcakes \$1.75

GF Brownies 2.50

Latte: DULCE DE LECHE (caramelized sweet condensed milk) [[12 oz hot & 16 oz iced: 20 g --- 16 oz hot: 25 g]]

+ICED Bulletproof (cup of house brew 1" from top, 1 tbsp butter, 1 tbsp MCT oil, 1 tbsp heavy cream)

Macarons: Red Hots & Chocolate Covered PB Caramel Pretzel

↓NEW↓: sugar-free cocoa syrup & heavy cream

WHO:	KETO friendly, diabetics, weight watchers, etc
WHAT:	SUGAR FREE SYRUP: sugar free chocolate chips melted with a sugar alternative HEAVY WHIPPING CREAM: sugar free milk option with high fat
WHEN:	Starting Jan 1!
WHERE:	BOTH LOCATIONS! [[Vacaville storage: Lilys Choc Chips & Swerve are on back shelf by Ice Cream machine]]
WHY:	PEOPLE ASK! Diabetics will probably ask for cow or almond milk with sugar free syrup. People following KETO will want sugar free syrup and a sugar free/ high fat milk option (heavy cream). Heavy Cream = full cream, no sugar Half & Half = half cream, half whole milk... some sugar

****ABBREVIATIONS: Sugar Free Latte: SFL/ Heavy Cream: HC**

Adding SUGAR FREE syrup & CREAM is TOUGH. There will be a lot of requests for modifications that could potentially make our flow go crazy! These choices keep our ratios of milk/ syrup/ coffee right. What we CAN offer is:

8 oz HOT sugar free drink	40g SF chocolate, heavy cream	100% sugar free
16 oz ICED sugar free drink *	40g SF chocolate, heavy cream, ICE	100% sugar free
Heavy cream for their coffee	2 oz portion cup	\$.25 - sugar free!

*16 oz ICED: 40 grams of SUGAR FREE choc & mix well with shot; add cream to the bottom line of logo AND MIX WELL AGAIN! FILL with ice.

- REGULAR OR ALMOND MILK 12 oz hot latte: 30 grams
- REGULAR OR ALMOND MILK 16 oz hot latte: 35 grams
- REGULAR OR ALMOND MILK iced latte: 30 grams

SUGAR FREE CHOCOLATE: Lily's Dark Chocolate Chips in 9 oz bags - you MUST use this chocolate for syrup to be sugar free

SWERVE: "sugar free" sweetener

*both items are located on shelf next to ice cream machine

SUGAR FREE CHOCOLATE RECIPE

255 g Lily's dark chocolate chips (1 9 oz bag)
60 grams of SWERVE
1.25 cups hot water
SHAKE VIGOROUSLY