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MY ACCOUNT



At TriBeCa everything is about incredible coffee and passionate people. Best described as open, creative and rooted our 9 core brand values are what we are about.

These values guide everything we do, including how we interact with our employees, our customers, our community and our business partners. As we grow our processes and strategies may change, but these 9 core values will always remain rooted in our culture. Anything worth doing is doing it with style, effort and attitude. We are not an average company and everything we deliver reflects that.

At TriBeCa we are our own little coffee mafia – working hard together, respecting each other and occasionally that braai on the Friday to just chill out. But one commonality sits with us all – we are all obsessed with coffee. We are continuously evolving and re-imagining ways to exceed customer expectation, protect and grow our company culture and serve communities near and far.



### IMAGINE, DREAM, MAKE IT HAPPEN

'Make it real' asks for a broadening of the mind and an eagerness to keep evolving with the world, 'making' things happen requires courage and vision 'keeping' them real takes hard work and perseverance.



### TRIBECA, NEW YORK

TriBeCa is a neighbourhood of Manhattan and an abbreviation of: TRIangle BElow CAnal Street. Enterprising New York culture and vintage Art Deco values were embedded in TriBeCa South Africa from early on.



### SKILFUL PLAYERS

TriBeCa culture is playful, with a strong work ethic and the knowledge that full potential is reached when one is focused and always improving skills.



### VINTAGE PRINCIPLES

Entrepreneurship, vision and old-school principles like hard work and quality control will never fall out of fashion with us.



### ROCK 'N ROLL INNOVATION

We are inspired by the type of creativity that lead to the invention of the electric guitar in the 1930's and by the energy it created in the music world.



### VARIETY, NOT BOREDOM

Variety is the spice of life and a guide for good coffee business. We love exploring the coffee frontier and all our stores are unique, definitely not franchised.



### GRITTY AUTHENTICITY

TriBeCa stands for the 'analog way' when it comes to the coffee culture: Keeping it rooted in the real world.



### SOUL, SOUL, SOUL

Coffee blends with culture as TriBeCa draws inspiration from the South African experience and builds friendships with coffee farmers around our continent.



### MAKE IT FLY

The 'Flying Springbok' became iconic of an era. We revive some of that positive momentum and give the springbok a nod of appreciation with our brand.





## ARE YOU UP FOR THE TASK? WE'D LIKE TO HEAR FROM YOU!

We are constantly looking for talented and coffee passionate individuals to join our team. We hire people that have the right attitude and willing to put in the right amount of effort, but also have the ability think outside the box. At TriBeCa you will work with a variety of different cultures and personalities and we expect our employees to always maintain a professional, respectful demeanor.

### SEND US YOUR CV

NAME AND SURNAME

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EMAIL

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MANUFACTURING

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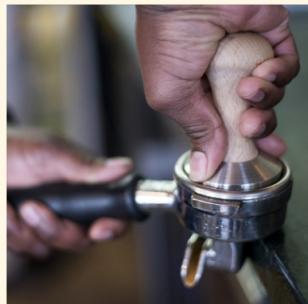
## MANUFACTURING

A large diversity of roles in our factories can span from quality (lab, quality control and assurance and systems management), factory floor operations (green coffee handling, roasting, grinding and packaging) to management roles. The important thing for the team is to craft the best quality coffee out consistently. Its all about the Flavour Roast®.



## RESTAURANTS

From barista to scullery, from waiter to manager the roles in the restaurant are where we strive to bring out the best of our coffee and food offerings. Our staff are continuously trained and evaluated and understand all our products in full. Our team makes you feel like a VIP with great service in an amazing environment.





## SALES AND TRAINING

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Training and support is one of our strengths and all our staff and baristas are consistently trained along with our customers. Our training and account managers ensure that we build relationships, going above and beyond to make that happen.



## OFFICE TEAMS

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Whether it's the IT geek, the bean counters or the HR gals, our office team is what cements the processes in place. We rely on our team to keep everything running smoothly behind the scene and to create efficient systems that support all our daily activities.



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