Brew Haven – Franchise Operations Manual

Page 1 - Introduction & Brand Standards

Welcome to the Brew Haven Franchise Network.

This manual defines the operational standards, customer experience policies, and compliance requirements that every franchisee must follow to maintain Brew Haven's reputation as a trusted and welcoming neighborhood coffee shop.

Our Mission:

To create a warm, inspiring space where people can enjoy expertly brewed coffee, fresh pastries, and meaningful connections.

Core Brand Principles:

- Consistency: A Brew Haven latte in Paris must taste the same as one in Toronto.
- Quality: Only certified beans and approved suppliers are permitted.
- **Community:** Each café should serve as a local gathering spot, encouraging creativity and connection.
- Sustainability: Source fair-trade coffee, minimize waste, and prioritize eco-friendly packaging.
- Hospitality: Every customer should feel like a valued guest.

Franchisees must fully comply with the standards outlined in this manual. Failure to do so may result in operational audits, penalties, or termination of franchise rights.

Page 2 – Food & Beverage Safety

Food and beverage safety is non-negotiable at Brew Haven. Every staff member must complete Food Safety Certification annually.

Storage & Handling:

Coffee beans in airtight containers away from moisture and sunlight.

- Milk stored at ≤ 4 °C; plant-based alternatives handled the same.
- Pastries delivered daily; discard leftovers after 24 hours.

Preparation:

- Dedicated tools for coffee, tea, and food prep.
- Espresso machines, grinders, and blenders cleaned at end of each shift.
- Clearly label allergens (gluten, dairy, nuts, soy).

Serving:

- Hot drinks served between 65–70°C.
- Cold beverages at ≤ 5°C.
- Any beverage left unattended >20 minutes discarded.

Staff Hygiene:

- Handwashing every 30 minutes.
- Aprons, hats, and gloves required in prep areas.
- Jewelry, long nails, and perfumes prohibited.

Page 3 - Supplier & Inventory Management

Approved Suppliers: Coffee beans, dairy, syrups, and baked goods must come from Brew Haven–approved suppliers.

Delivery Checks:

- Inspect packaging, seals, and expiration dates.
- Reject damaged or low-quality shipments.
- Log deliveries in the Supply Chain Tracker.

Inventory Control:

- FIFO (First In, First Out) rotation required.
- Weekly stock audits reconciled with POS data.
- Maintain stock equal to 3 days of sales.

Waste Management:

- Record all discarded items with reason codes.
- ≤ 2% waste target per month.
- Donate unsold pastries daily to charities where possible.

Page 4 – Customer Service & Staff Conduct Customer Experience Standards:

- Greet guests within 15 seconds.
- Serve hot drinks within 5 minutes.
- Promote loyalty cards and seasonal specials.
- Use "Listen Apologize Resolve Thank" for complaints.

Staff Conduct:

- Branded uniform: black apron with Brew Haven pin.
- No phones in customer areas.
- No eating/drinking behind counter.
- No smoking/vaping during shifts.

Training Requirements:

- 15 hours onboarding for new staff.
- Monthly barista workshops.
- Annual leadership training for managers.

Community Engagement:

Each café must host at least two events yearly (coffee tastings, art showcases, charity fundraisers).

Page 5 – Health & Workplace Safety Fire & Safety Compliance:

- Fire extinguishers checked monthly.
- Emergency exits marked and clear.
- Staff trained in evacuation procedures.

Equipment Safety:

- Espresso machines serviced every 6 months.
- Electrical equipment tested annually.
- Blades, grinders, and sharp tools stored safely.

Employee Health:

- Sick employees must not handle food or drinks.
- Report workplace injuries immediately.
- Ergonomic training for heavy lifting and repetitive tasks.

- Official logo, color palette, and fonts must not be altered.
- Menus must follow approved design templates.
- In-store décor: wood accents, warm lighting, and greenery.

Marketing Campaigns:

- Seasonal promotions released quarterly by HQ.
- Local marketing (e.g., flyers, events) must be approved.
- Social media posts should follow Brew Haven's brand voice: warm, friendly, community-driven.

Customer Loyalty:

- Brew Haven Rewards App required at all locations.
- Encourage repeat visits with discounts, free birthday drinks, and seasonal bonuses.

Page 7 – Technology & POS Systems

- Only Brew Haven's approved POS system may be used.
- Daily sales data uploaded to HQ servers.
- Wi-Fi networks must be password-protected and regularly updated.
- Security cameras required in all customer and staff areas (except restrooms).
- Franchisees responsible for maintaining cyber-security compliance.

Page 8 – Financial Reporting & Compliance

• Weekly sales reports submitted via the Franchise Portal.

- Monthly profit/loss statements required.
- Royalty fees: 6% of gross sales, payable monthly.
- Marketing fund contribution: 2% of gross sales.
- Tax compliance is the responsibility of each franchisee.

Page 9 – Training & Development Barista Training Program:

- Covers brewing methods, latte art, customer service, and safety.
- Completion required within 30 days of employment.

Management Training:

• Inventory control, HR practices, conflict resolution, financial reporting.

Ongoing Development:

- Quarterly refresher training on customer service.
- Annual franchisee summit with workshops and updates.

✓ Page 10 – Franchise Growth & Support Head Office Support Includes: ✓ Page 10 – Franchise Growth & Support Includes: ✓ Page 10 – Franchis

- Site selection & lease negotiation assistance.
- Pre-opening marketing and launch campaigns.
- Continuous supplier negotiation for lower costs.
- Access to R&D team for new beverage innovations.

Expansion Opportunities:

- Multi-unit development rights may be granted based on performance.
- International expansion requires corporate approval and regional adaptation.