

ARCHETYPE
COFFEE

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Welcome to the Archetype Team. We are so glad to have you!

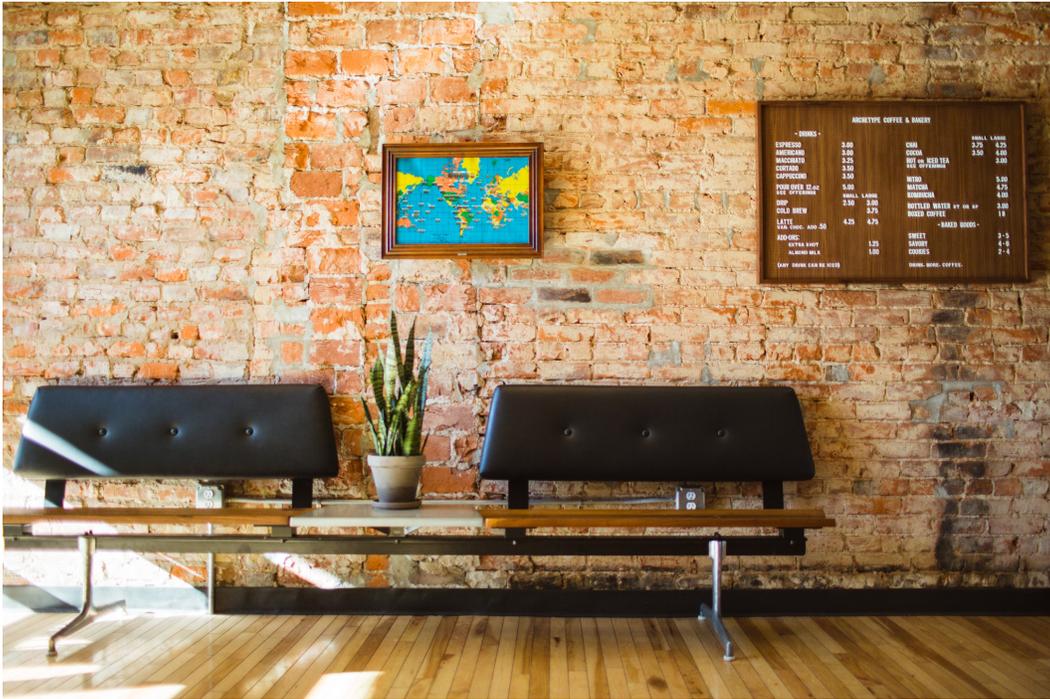
If you are anything like us (and we think you are), then you probably didn't get into this line of work to read a 30-page employee handbook on policies and procedures. You probably got into this work because you:

- a) Love coffee
- b) Like chatting with people
- c) Enjoy being on your feet
- d) Prefer a fast-paced environment
- e) ALL OF THE ABOVE!**

We hear you, and we feel the same way. We promise that 99.9% of the work you do at Archetype will involve at least one of the previously mentioned things. However, we firmly believe the employee handbook will make your work at Archetype a hundred times better. With a clear understanding of **who we are, how we serve, what we do, and how we work**, you'll be able to focus on the fun stuff like making coffee and serving delicious pastries.

At Archetype, we love to have fun, and we think having fun at work shouldn't be resigned to birthday celebrations and holiday parties. Every day should be an opportunity to enjoy yourself, the people you work with, and the people you serve.

For many of us, the café is a place we enjoy and love. It could be because we've been regulars at our neighborhood shop or because it's a place we stop to meet with friends or grab a special treat. Whatever it is, it's an environment we've learned to appreciate. And now that you're on the other side of the counter, we don't want the fun to stop. You'll have a lot more responsibilities, and it's going to be hard work, but at the end of the day, you are at one of your favorite places doing what you love: serving coffee, getting to know people, and contributing to something bigger.



PART I
ABOUT US

CAFÉ PHILOSOPHY

"Coffee is about the community it creates." – Isaiah Sheese

At Archetype, we believe there are two sides to coffee. One side is the exhausting, painstaking, demanding, and unpredictable work of coffee making. It's serious business that calls for relentless attention and care. The second side encompasses the fun and ridiculous parts of the people who grow, make, and drink coffee. Holding these two sides allows us to foster a specialty coffee community that is intentional, caring, and driven.

Without this dynamic approach to coffee, an imbalance can take hold. Coffee can start to taste pretentious, and the community can feel cold and insincere. We believe that specialty coffee should never be that way. The coffee community is made up of coffee farmers, importers, café owners, baristas, and coffee drinkers. All of us play a part in driving the specialty coffee industry forward, and people are the ones who bring life to the tough, focus-driven business of coffee. We believe coffee should be serious and ridiculous, refined and playful — just like the people who drink it. The stories made and shared within this community make the pursuit for the perfect cup worthwhile.

We've boiled down what we hope to create here at Archetype into one phrase that we think neatly explains what we do:

"Fastidious Roasts. Punctilious Brews. Ridiculous People."

Fastidious Roasts: because attention to accuracy and detail leads to consistent, high quality roasts.

Punctilious Brews: because calculating and caring for each cup of brewed coffee and shot of espresso means we can guarantee every drink is made with intention.

Ridiculous People: because coffee tastes better when we don't take ourselves too seriously.

Aside from our motto, there are two things at Archetype Coffee that we hold dear: The Bluebook and our wifi password. The Bluebook is our tab book for regulars. It's a source of pride to have a community of coffee drinkers that buy in to our vision for specialty coffee and are committed to seeing Archetype grow. We stand by it because it's an old-school promise, a promise that our regulars will keep coming back, and that we will keep striving to serve them better. And as for our wifi password? Well, it's exactly what we hope you'll do:

Drink more coffee.

HISTORY

Isaiah Sheese opened Archetype Coffee in 2014 with the intention of bringing delicious specialty coffee to the Heartland. After working at Shades of Brown, Double Shot, Topeca, and Anodyne, Isaiah moved to Omaha with his wife and found that he had a great opportunity. Through opening Archetype Coffee, Isaiah hoped to combine what he learned from years in the coffee industry and his experiences traveling to coffee farms, to showcase how specialty coffee that is roasted with precision and brewed with care can be both delicious and sustainable.

In 2015, Isaiah partnered with Jason Burkum, a talented and experienced roaster, to help Archetype transition from multi-roaster café to roastery. Jason continues to work with Isaiah to guarantee that each step of the coffee process — from seed to cup — is overseen and attended to with relentless care. Their commitment to producing the highest quality coffee is recognized both regionally and nationally, as Isaiah and Jason compete at SCA and other specialty coffee competitions regularly.

ROASTING PHILOSOPHY

Coffee roasting is about striking a balance between science and art; between precision and creativity.

Roasting coffee is not as simple as "A+B" always = "C." It's a craft that takes years of patience and practice. In coffee roasting, there is a constant strive for balance between science and art; between precision and creativity. Ending with "C" — that perfect batch — requires the discipline of roasting with fastidious care along with the boldness to push boundaries.

At Archetype, we're pursuing this balance on a daily basis. We archive the details of every single roast, from the coffee's origin, elevation, and varietal, down to the weather at the exact time frame of each roast. All this information helps us to narrow our target for consistency in our roasting. It also allows us to cross-reference the details of every roast with what we are tasting in our coffees so that we can track how certain flavor profiles were revealed in hopes to repeat the good and avoid the bad.

At Archetype Coffee, we love both the serious and ridiculous side of coffee. It's an honor to be a part of a long-standing, evolving tradition and a joy to serve the Archetype community!



PART II
CULTURE

Culture is the unique composite of values, beliefs, and character of our business. It is meaningful only when the people who live in it believe in it.

A CONSISTENT STANDARD OF EXCELLENCE

Archetype's owner, Isaiah, opened Archetype Coffee with an expressed purpose of serving the highest quality coffee he could produce. Today, the café reflects his determination and pursuit of a consistent standard of excellence, to which popular restaurant owner, Danny Meyer, refers to as the "saltshaker theory." The saltshaker theory is the belief that it is the responsibility of leadership to set the table (including the saltshaker) exactly as it should be, as a way of establishing the standard to which everyone can follow.

However, there is a tendency within the hospitality environment, whether intentional or circumstantial, to move the saltshaker and allow standards to slip. At Archetype, we believe everyone should work together to maintain the standards of excellence originally set; when we see that the saltshaker has moved over to the left or to the right, we are committed to re-setting the table to meet the standard.ⁱ

One way we maintain this standard is by knowing and understanding the culture and values of the café. It is the standard of Archetype Coffee that we work intentionally and passionately, that we treat one another with honor and recognition, and that we prioritize our guests' experiences. By knowing and understanding the standards set and their purpose, we are better equipped to maintain them.

CRITICAL THINKING

Critical thinking is defined as the ability to question, test, and determine the right course of action (quickly). This may seem like an obvious qualification for a work environment, and we are in no way implying that you don't think critically. But in our experience, we've found critical

thinking to be one of the most valuable skills for a profession in hospitality. The hospitality industry (and coffee, specifically) is a fast-paced, multi-tasking machine. It requires precise and calculated movements, consistent friendliness, and quick thinking.

Critical thinking in service

An average guest interaction is less than three minutes. In those three minutes, you must greet and engage the guest, take their order and payment, make or serve their drink, give them a pastry, and say goodbye all while managing the previous order, the following order, and the needs of your team. It's a lot of work! The amazing part, however, is when everything clicks it feels like a dance — the service is seamless, customer engagement is effortless, and the teamwork is fun.

Feeling the rhythm takes both practice and critical thinking. No two guest experiences are the same because no two people are the same. The type of service guests are expecting changes daily, and so will the way you serve them, which means you must be prepared to think quickly and critically about how you create excellent service. The goal is to arrive at the "best decision" — the decision that is best for the guest. If an issue comes up – maybe you run out of coffee or there are no more seats or the guest's drink wasn't made correctly — the best decision is to do whatever will leave the guest smiling and wanting to come back. If you aren't sure what that is, ask your team, learn from their responses, and be prepared to address the problem on your own next time.

Excellent service takes practice and critical thinking! The goal should always be to exceed the guest's expectations.

Critical thinking and stewardship

Using resources wisely is our responsibility. Everything has a cost: a paper cup costs 25 cents, a shot of espresso roughly costs the price of an egg, and a pastry costs half of its retail value. The farmer who produced the coffee we're serving had to be responsible about their resources. They had to purchase the crop at fair market price and we had to buy the bean

at a cost that offers a return on the farmer's investment. Using resources responsibly is part of the sustainability chain. Knowing the cost of our products helps us to steward those resources wisely.

It goes without saying that our planet, including its farmland, needs to be valued and protected. *The 2016 World Coffee Research Annual Report* states that climate change was one of the contributing factors of the 2012 Central America Leaf Rust Epidemic that ruined 18.2 million bags of coffee worth \$2.5 billion, and put 1.7 million people in the region out of work. This epidemic sparked further study into the sustainability of agriculturally viable farmland for coffee production. It's estimated that by 2050, the agricultural demand for coffee will double, but viable farmland will decline by half. As a result of global climate change and other environmental factors, the specialty coffee industry will need to invest in new countries like China for coffee agriculture, and continue supporting coffee farmers in current major producing countries like those in Central America.ⁱⁱ

Thinking critically about stewardship is not limited to pastries and coffee cups, but expands further into the thoughtful use of time and relationships. Labor costs are the greatest expense of operating a café. Roughly 30% of the cost of running a shop goes towards paying staff. This cost is imperative because the success of any café lives and dies on the talent of its employees. People are more likely to return to a shop with friendly employees who might have gotten a drink order wrong than they are to a shop with rude employees who did everything else by the book.

As a service-forward industry, we ask that you manage your time, our guests' time, and your team's time well. Managing your time well means knowing what tasks can be done when there are no guests in line. Managing a guest's time well means you are prepared to serve their order quickly and correctly. Managing your team's time well means you are aware of the responsibilities of your role.

Critically thinking about stewardship means knowing the cost of time and resources and using those resources responsibly.

HONOR AND RECOGNITION

Honor begins with the self and extends towards others. In his book *The Business of Honor*, Bob Hasson writes, "Honor begins in the heart – with the core beliefs that define our identity and values." He goes on to say that when we talk about honor, we are not talking about a list of things you must do or become, but about looking inward, and this intentional self-examination of the heart is where honor is realized. The confidence we gain from looking inward allows us to extend the same relational understanding and grace to those we work with. "Ultimately, writes Hasson, "honor is all about stewarding relationships well – and business is all about relationships. The more honor we have towards ourselves, the more honor and grace we can extend to others."ⁱⁱⁱ

Recognition is a pathway to honor. When we are aware of our own strengths, we are better able to recognize and affirm the strengths of others. If you have an opportunity to complement a guest or team member, don't hesitate – go for it! Everyone appreciates a compliment. Your willingness to offer a kind and encouraging word in the moment will always make the person's day better. By virtue of extending recognition, you actively build relational honor, and affirm their individual value. We believe an honoring leader is one who is willing to examine his or her self and extend honor and recognition to others, and we believe an honoring leader should follow four core values:

1. People are valuable, and our relationships with them are the most important things we are called to steward well.
2. Our highest purpose is to give of ourselves, and to invest in the growth, benefit, and success of others.
3. In self-giving, we model the path to success for those we are serving and leading.
4. The growth and success of people is a long-term process; therefore, we must have a long-term vision for relating to them.^{iv}



PART III
WHAT WE DO

*Every expectation and guideline serves a greater purpose and goal.
They are a pathway to embodied hospitality that values
the guest, the product, and the employee.*

EXPECTATIONS

Guests + Community (Turning guests into community)

- We expect that you will greet and treat each guest that walks through the doors with kindness and respect.
- We expect that you will value each guest's time by working efficiently and accurately.
- We expect that you will serve guests with the highest quality product you can deliver.
- We expect community building to never stop; that you will continue to invite guests to become a part of the community.

We have an opportunity to invite each guest into a community where they feel comfortable, known, and appreciated. The expectations listed above are ways in which we show our guests appreciation and invite them into our community.ʘ

Knowledge + Quality (Transforming knowledge into quality of service)

- We expect you to know what our different coffees taste like and how to explain them to our guests.
- We expect you to know the basics of coffee farming, roasting, and brewing.
- We expect you to understand what the coffee equipment does.

The more knowledgeable we are about our trade and the product we serve, the better we are at identifying when something is wrong. Coffee is always changing. It's important to know how to identify where the problem is and how to fix it.

Speed + Efficiency (Moving from busy-work to intentionally working)

- We expect you learn how to work efficiently not just quickly.
- We expect you to learn how to move fluidly within a team.

Our guests perceive speed as efficiency; we know that the one doesn't always equal the other. Working quickly can lead to mistakes and misunderstandings, where working efficiently should be intentional and practiced.

GUIDELINES

Greet guests

We use "The Rule of Three" when greeting guests: say hello as a guest walks in, engage them at the till or while they wait for their drink, and say "Thank you" or "Have a good one" as they leave. **Tip:** Lean into your personality and be creative with how you greet people, but always remember to be friendly and respectful.

Learn their names

We pride ourselves on the relationships we build with our guests. The first step to building that relationship is by learning their names. **Tip:** Say a guest's name when they walk in, when you hand them their drink, and when they leave.

Anticipate their needs

The best hospitality experiences contain an element of surprise. Surprise the guest by anticipating their needs before they are aware of them. **Tip:** Learn a guest's order and have it prepared for them before they reach the register.

Know your space

The café environment is fast paced. It requires quick thinking and special awareness. To keep things moving smoothly, always be aware of what needs to be done next. **Tip:** Keep a mental checklist of your responsibilities. Have three tasks in mind you can do after you are finished with the current one.

Find the flow

Guests are always expecting you to move quickly and efficiently, and so is your team. Learn to anticipate your team members' needs, and be ready to help them. **Tip:** Finding the flow doesn't require a lot of talking, it should look like a dance – graceful and fun.

Do the dishes

Offering great service means more than just serving drinks. It includes making sure the café is clean (behind the bar, in the bathrooms, and in the seating area) and stocked. It's important to be confident while switching between serving guests and preparing to serve them. **Tip:** When no one is in line clear the dish bin, wash dishes, and check tables.

Learn the art of chit-chat

The café is a rich environment for quick conversations, funny anecdotes, and weekend updates, but sometimes those conversations can run on and interfere with your ability to attend to the next guest. **Tip:** Smile at the guest, then turn your body towards the guest in line.

Be resourceful

We want to be good stewards of our resources. That means not wasting coffee, being careful with fragile items, dosing milk, handling the pastries with care, and making the drink right the first time. **Tip:** Be present. Stay focused on the task at hand.



PART IV
COFFEE TERMS + FAQs

Drip coffee: “batch brew” or “drip coffee” are the terms we use to define our daily brewed coffee, which is brewed through a batch brewer and is high quality and delicious. Every day we offer our guests two options: Adventure or Comfort.

Adventure coffee: Adventure coffees tend to come from African regions. Their tasting notes lend towards bright acidity, citrus and fruity sweetness, with a light to medium body.

Comfort coffee: Comfort coffees tend to come from Central and South American regions. Their tasting notes lend towards a vegetable acidity, chocolate and nut sweetness, with a medium body.

Pour-over: A pour-over is an individually/single brewed cup of coffee. There are several methods (Bee-house, Kalita Wave, V60, Chemex, Aeropress, etc.) We use a Seraphim, an automated pour-over brewer from Curtis, as our pour-over option.

Tasting notes: Every coffee has its own unique taste, called tasting notes. The three primary categories we use to describe how a coffee tastes are: **acidity, body, and sweetness.**

TDS: TDS stands for Total Dissolved Solids, and is how we describe the amount of coffee in a brewed cup of coffee. The target TDS is between 1.28 and 1.32. TDS is measured by a refractometer, which uses light to measure the total percent of TDS. This number helps us to identify if a coffee is too strong or too weak (over-extracted or under-extracted).

Espresso Drinks

Espresso: a concentrated shot of coffee pulled from an espresso machine, pulled as a double-shot

Americano: a shot of espresso with hot water

Macchiato: a 2 oz. espresso drink, made with a single shot of espresso and steamed half & half

Cortado/Gibraltar: a 3 oz. espresso drink, made with equal parts espresso to steamed milk

Cappuccino: a 4 oz. espresso drink, made with one-part espresso and two-parts steamed milk

Latte: a 12 oz. or 16 oz. espresso drink, made with a double shot of espresso and filled with steamed milk.

Non-Espresso Drinks

Nitro Coffee: a nitrogen infused cold-brew coffee that's smooth, rich, and chocolaty

Cold Brew: a 24-hour immersion-brewed small-batch brewed coffee that's low-acidity and contains more caffeine than a regular cup of coffee

Matcha: a finely-ground Japanese green tea that's highly bitter and rich in antioxidants

Chai: a super-secret recipe of spices, tea, and sweetener, made in-house

INTERNAL QUESTIONS

As helpful as a glossary of popular coffee terms are, we know that each day is different. Here are some questions and answers you may find yourself asking or being asked.

Did you prep their drink?

At Archetype, around 35-45% of our customers are regulars. That means we know almost half of the orders before they are ordered. To provide excellent and efficient service, we expect you start a mental catalog of regulars' drinks.

Do you have enough coffee?

If you are working the till or bar-backing it is your responsibility to make sure we NEVER run out of batch brewed coffee.

What are they having?

If you take an order, your team will expect you to remember who the drink or pastry goes to. Practice remembering the last three orders to help ensure no one gets the wrong order.

EXTERNAL QUESTIONS

What's the difference between Adventure & Comfort?

We group our coffees into these two categories to help our guests identify which type of coffee they would like to drink. Whether it's the brewed coffee options of the day, the single-origin espresso we are serving, or the list of pour-over offerings, it's useful to describe our coffees in these terms.

Do you have dark roast?

When a guest asks for a dark roast, they are usually looking for a coffee that is chocolaty or nutty in flavor. As a response, you can say, "You might enjoy our comfort coffee."

Can you heat this up for me?

As a general rule, we only heat up savory bakery items. If a guest asks you to warm up a sweet pastry for them and it seems like they *really* want you to do it, then go ahead. It's always better to exceed a guest's expectations.

Can I have a caramel macchiato?

We offer two flavored options: homemade vanilla and chocolate. Guests will still order caramel because that's what they are familiar with. Instead of saying, "No, we don't," say, "I'm sorry we don't carry caramel, would you like to have vanilla or chocolate? Oftentimes, guests are just looking for something sweet. Additionally, when guests order a caramel macchiato or a macchiato, take the time to make sure you know what they are expecting to receive. A great follow-up question is: *"Would you like a traditional macchiato that is two ounces or a latté-style macchiato that can be either 12 ounces or 16 ounces?"*

Can you grind this coffee for me?

That's an easy one: Yes! We are happy to grind coffee for people. When a guest asks you to grind coffee, follow up with the question: *"How are you brewing this coffee?"* That will help you identify the grind size.

COMPLAINTS

Not all complaints are made equal. Sometimes complaints are unnecessary and hurtful. Other times, complaints are completely legitimate. It's important to learn how to distinguish between the two. That said, your response to *any* complaint should be the same:

1. *Follow up the complaint with a question*
2. *Ask another question*
3. *Thank them for sharing their complaint*

Typically, a guest with a complaint is looking to be heard and validated. We hear them by asking questions, and we validate their complaint by thanking them for sharing it. If the complaint doesn't sit right with you or needs to be addressed, bring it up with a manager.



PART V
HOW WE WORK

WHAT TO WEAR TO WORK

At Archetype, we want to put our professional foot forward. We've set high standards for our coffee and our service, and we feel that level of professionalism should match what we wear on shift.

Looking professional on shift includes:

Hygiene

- *Be clean!* You should show up to work having showered in the last 18 hours.
- *Smell good, but not too good.* One way we taste coffee is through aroma that's why we ask that your personal scent isn't so strong that we can't smell the coffee.
- *Do the "Do."* In the food-service industry it is important to have your hair combed and out of your face, and especially OUT of the food or beverage.
- *Scrub, scrub, scrub.* Wash your hands thoroughly before every shift.

Clothing

- *Smart & sleek.* A professional look includes dark denim, slacks, a knee-length (or longer) skirt, button-up shirt, and a nice blouse. You are not required to wear a tie or bowtie, but you are welcome to.
- *So fresh & so clean.* It's not expected that your clothes be freshly laundered, but they should not be wrinkled or have an odor.

- *Best foot forward.* You are required by the health department to wear closed-toed shoes. We also encourage you to wear shoes that are supportive and comfortable.
- *Additionally,* no belly shirts or crop tops, shorts, torn clothes, or visible underwear.

Did we forget to mention the best part?! We have Casual Friday!

- *Casual Friday!:* On Casual Friday, you can wear t-shirts, jeans, shorts, and/or a hat. It's also a great time to wear your favorite Archetype Tee or other favorite coffee shop apparel. Athletic clothes are not allowed on Casual Friday.

HOW WE TALK TO EACH OTHER

There's a lot of chatter at a coffee shop. We hope you always feel like you can approach your team with questions, and on the flip side, we hope you are always up for answering questions. Whether those questions come from guests, co-workers, or management, having a willingness to ask and answer questions is an important part of facilitating open communication.

Our communication expectation

We expect you to read and be familiar with all internal communication, including email and Homebase.

Your communication expectation

We pride ourselves on maintaining a safe and open work environment, but if you don't feel like we're living up to that standard, and if you have any concerns, questions, or ideas, *please* talk to us.

Our expectations for each other

It's OK if you have a conflict with a team member. In fact, we expect conflict in a fast-paced environment where you're constantly around people. When a conflict arises, you have two options: talk to the person directly or talk to management. We will always listen. When working with others we ask that you are respectful and gracious. Assume first best intentions, then seek to understand, and lastly, explain your frustration.

SCHEDULING AND TIMESHEETS

Shifts

- Your shifts are posted on the app Homebase. Every day, you're required to clock in and clock out through Homebase. Your pay will reflect the hours recorded through Homebase.
- Shifts are posted in one-month increments. If you need to request time off (R/O) we expect you to give notice two weeks in advance. You can manage those requests through Homebase.
- If you need a shift covered within two weeks, you're welcome to ask your team members, and are responsible for ensuring that team member covering your shift is at the same training level as yourself.
- Being on time to work means arriving with enough time to put coat and bag away, wash hands, and ask your team for any updates. You can clock in up to 5 minutes before your shift starts.

Calling in sick

If you're not feeling well and don't think you will be able to work your shift, you will need to contact a manager. Please give as much notice as possible. If you are contagious do not come to work.

Holidays

If you need to request time off during a holiday, please give notice one month in advance. We can't guarantee you will get the time off if you make a request after the 30-day mark. The only major holiday we are closed on is Christmas. We are either open or have shortened hours on all other major holidays (Christmas Eve, New Year's Eve, Easter, Fourth of July).

Giving Notice

You are required to give two weeks' notice before terminating your employment at Archetype Coffee.

Payroll

Our pay days are on the 1st and the 15th of each month.

Discounts and free coffee

- All employees are welcome to free drip coffee and espresso while on shift. You are also welcome to come in while you are not working and have drip coffee, but we do require that you pay for a paper cup or bring your own mug. Additionally, we require that you order your coffee, drink, or food in line. This shows our guests that we don't play favorites.
- Discounts include: 50% off retail whole bean coffee and 30% off merchandise.
- All merchandise and whole bean coffee discounts must be rung in through Clover. *



PART VI
LEVEL SYSTEM

The level system^{vi} is a clearly defined path towards professional development within Archetype Coffee. The system expands the first year to two years of your training. Each level builds on the knowledge and skill acquired from the previous one; our hope is that every barista will pass through all three levels during their employment at Archetype.

The main principal behind the level system is to provide our team members with opportunities for growth. The specialty coffee industry is a rapidly growing and developing field to work in. It has so much to offer beyond the daily functions of brewing coffee, pulling shots, making latté art, and cleaning toilets. Our hope is that our team is comprised of people who are excited and curious about coffee because that passion will be evident in the way our employees show up to work and serve guests. To feed that passion for specialty coffee, we've developed a system to help members of our team tangibly grow in their coffee knowledge and experience. A team member's value increases as their personal skill improves.

Along with individual and team growth, our guests expect that we are knowledgeable and skilled in the craft of coffee. In addition to sourcing and roasting high quality coffee, our guests rely on us to be experts in our field. Specialty coffee is a luxury, not a necessity. Our guests could go to Scooters or Starbucks and (probably) have quicker and more consistent service, but they choose Archetype because of quality, our commitment to embodied service, and our knowledge of the craft.

At Archetype, we are constantly striving to increase our own understanding and experience with specialty coffee so we can pass that understanding and experience onto our guests. This is why we believe the criteria for an excellent café should be:

1. Knowledge
2. Coffee
3. Equipment^{vii}

We've all gone to a coffee shop that looks super cool, has awesome equipment and beautiful branding, only to be greeted with a too-cool-for-school attitude and a terrible cup of coffee. It's the worst! It's not only a waste of money but leaves you feeling jaded. We know our guests have had that experience, too (hopefully not at Archetype). When they step into our café they, like you, have a catalog of experiences they are bringing with them, some good, and some bad. What they want from us isn't a pretense about being the best; they want friendly service, quality coffee, and professional equipment. When the "knowledge, coffee, equipment" criteria get flipped everyone loses.

The details of the Level system are outlined below. Stay curious, and good luck!

TRAINING PHASE

The training phase is a brief, but critical phase. We hope you are only in this phase for up to 30 days. In this initial phase, we want to make sure you have all of your bases covered.

Once you can check off all the boxes below, talk to a manager and they will schedule a time to review it with you. When you pass this phase, you will work regular shifts and make tips.

Training Phase Checklist

- Learn the names of three regulars and their corresponding drink orders
- Explain the difference between “Adventure” and “Comfort” coffee
- Describe the tasting notes in the current coffee lineup
- Ring in an order with a discount and add-on item
- Buy quarters
- Re-start Clover
- Sell a gift card
- Explain what each of our drinks are to a guest
- Put a milk order away
- Clean the bathrooms
- Re-stock pour-over dosing containers
- Brew a pour-over on the Seraphim
- Brew ice tea
- Re-stock tea bags
- Familiarize yourself with the weekly cleaning list
- Stamp cups and pastry bags
- Make sanitizer solution
- Familiarize yourself with where to find re-stocking items: paper goods, cleaning supplies, merchandise, and retail coffee
- Be able to describe the broad journey coffee goes through (from seed to cup)
- Explain our roasting style to a guest
- Record orders in the Blue Book
- *BONUS* — Read two coffee articles (suggested websites: Sprudge, Barista Magazine, Barista Hustle)

LEVEL I

Think of Level I as a 100-level course. It is a more thorough exploration of the basics of coffee, including, brewing, roasting, tasting, and serving. In addition to gaining a better understanding of coffee, you will also learn more about the shop, our systems, and how we work together as a team. We hope you pass through this phase within your first 100 days at Archetype.

Once you can check off all the boxes below, talk to a manager and they will schedule a time for you to take the Level I quiz. When you pass this phase, you will make Level I pay plus tips.

Level I Checklist

- Learn the names of three more regulars and their corresponding drink orders
- Know how to dose and setup every drink on the menu
- Know how to properly ring-up every drink in Clover
- Know how to stock and clean the pastry case
- Know when to brew batch coffee
- Understand and be able to explain the difference between a traditional macchiato and a 16oz. macchiato
- Know how to prep an Americano in any situation
- Be able to recall the last three orders and know who ordered them
- Be comfortable taking the orders and dosing with a line of 3+ guests
- Be able to inform a guest about the ingredients in all in-house pastries

Know and understand the answers to the following questions

- What are the basic elements of coffee extraction?
- How does coffee extraction vary between filter coffee and espresso?
- What does TDS mean?
- What is the target TDS range? What is platinum?
- How does grind size affect extraction?
- What is Nordic-style roasting?

- What is a cupping and why do we do it?
- When a guest asks you what retail coffee they should buy, what do you say?
- *BONUS* — Listen to two coffee podcasts or coffee vlogs (suggested podcasts: *Cat & Cloud*, *Tamper Tantrum*, *Barista Hustle*, *Jim Seven*)

LEVEL II

It's time to talk espresso! The Level II phase is your introduction to the bar, which means learning about espresso and espresso milk beverages. Additionally, you will have the opportunity to learn latté art skills.

Once you can check off all the boxes below and answer the questions, talk to a manager and they will schedule a time for you to take the Level II quiz and review session. When you pass this phase, you will make Level II pay plus tips and be eligible for a yearly bonus. Additionally, you will be able to work open & close shifts.

Level II Checklist

- Learn the names of three more regulars and their corresponding drink orders
- Be able to execute at fast-paced workflow
- Be able to describe three different pour-over methods and recommend them to guests
- Know how to make Toddy & Nitro coffee

Know and understand the answers to the following questions

- What does "Honey, Washed, and Natural process" mean?
- What is "channeling"?
- Are espresso beans different from filter coffee beans?
- What are "fines"? Do they migrate? Does it affect extraction?
- What is the target extraction output we use when we pull a shot of Home?
- What is the proper way to "tamp"?
- What sound are you listening for when you steam milk?

- What temperature do you serve a macchiato, cappuccino, and latté at?
- What is micro-foam?
- What role does the “Maillard Reaction” play in roasting coffee?

Review Session

This portion will be a 20-minute practical review of your skill and comfort at the bar. You will be asked to fulfill the tasks below:

- Accurately dial in espresso
- Make two drinks in 2.5 minutes
- Steam milk at the correct temperature for a chosen drink
- Properly make micro-foam
- Pour a centered heart and a 3-layer tulip in a cappuccino
- *BONUS* — Read *The Professional Barista’s Handbook*, Scott Rao

LEVEL III

Level III is the highest standard of training we officially offer at Archetype Coffee. Passing the Level III phase means you are prepared to pursue your passion and possibly a career in specialty coffee independent of our guidance. By now, you will know what your strengths and weakness are in coffee, and be equipped to work on them. Additionally, you will be able to help other team members do the same.

Once you can check off all the boxes below and answer the questions, talk to a manager and they will schedule a time for you to take the Level III quiz and review session. When you pass this phase, you will make Level III pay plus tips and be eligible for a yearly bonus.

Level III Checklist

- Learn the names of three more regulars and their corresponding drink orders
- Be able to set up a cupping and triangulation

Know and understand the answers to the following questions

- How can you tell if an espresso is extracted properly?
- How do you taste and describe the flavor of an espresso?
- What is pre-infusion? How does it affect extraction?
- What role does water play in extraction?
- Why do we use reverse osmosis water?
- Why do we Agtron roasted coffee? What does it tell us?
- What do defects in coffee often taste like?
- Can you name two terms given to green beans that are defected?
- What is the SCA?
- What does it mean to “make your worst cup better?”

Review Session

This portion will be a 20-minute practical review of your skill and speed on the bar. You will be asked to fulfill the tasks below:

- Make three espresso-based drinks in three minutes
- Dial in an S.O. espresso
- Identify the origins of two filter coffees
- Pour a 5-layer tulip in a macchiato + one creative pour in a latté
- *BONUS* — Name 2 US Barista Champions & 2 World Barista Champions



PART VI
REFERENCES + EMPLOYEE INFO

READING + REFERENCES

- *The Professional Barista's Handbook* by Scott Rao
- *What I Know About Running Coffee Shops* by Colin Harmon
- *Setting the Table: The Transforming Power of Hospitality in Business* by Danny Meyer
- *A Lapsed Anarchist's Approach to Building a Great Business* by Ari Weinzweig
- *How to Win Friends and Influence People* by Dale Carnegie
- *The Business of Honor* by Bob Hasson and Danny Silk
- *Strengths Finder 2.0* by Tom Rath
- *The Checklist Manifesto: How to Get Things Right* by Atul Gawande
- *Be Our Guest* by The Disney Institute and Theodore Kinni
- *Craft Coffee: A Manual* by Jessica Easto
- *The Coffee Dictionary: An A-Z of coffee, from growing & roasting to brewing & tasting* by Maxwell Colonna-Dashwood
- *Coffeeography: The Coffee Producers* by Stephen Philip Leighton
- *The World Atlas of Coffee* by James Hoffmann

I have read, understand, and agree with this document in its entirety.

- I am committed to understanding and following the previously mentioned expectations and guidelines, as outlined in the Employee Handbook.
- I acknowledge that my employment at Archetype Coffee is subject to a three-month trial period, wherein my employment may be terminated at any time without notice.
- I acknowledge that after my training period, my performance will be reviewed on a regular basis, and poor performance, including dishonesty, poor attitude, and an unwillingness to work with my team, will constitute grounds for dismissal.
- I understand that I may be asked to work weekends and holidays.

More importantly...

- I will do my best to provide excellent service and hospitality to every guest that walks through Archetype's doors.
- I am committed to working well on a team.
- I am committed to giving a 100% every day.

In addition, I acknowledge that any of the following actions are grounds for immediate dismissal.

- Lying or stealing.
- Missing a shift without personally ensuring adequate coverage of it.
- Sexual harassment, profane language, or gestures to other team members or guests, or any other abusive, discriminatory, or aggressive actions towards staff or guests.
- The distribution of any internal materials, including mail, instructional material, or otherwise, or any intellectual property which may be acquired as a result of my employment at Archetype, to an unauthorized third party. This may additionally result in legal action on part of Archetype.

Employee's Name
Date

Signature

Manager's Name
Date

Signature

Name:	Social Security #:
Address:	Birthday:
Address:	Emergency Contact:
Postal Code:	Phone:
Phone:	
To be filled out by Manager:	
Occupation:	Starting Wage:
Starting Date:	

ⁱ Danny Meyer, *Setting the Table: The Transforming Power of Hospitality in Business*. (HarperCollins: New York City, NY), 2006.

ⁱⁱ 2016 World Coffee Research Annual Report:

https://worldcoffeeresearch.org/media/documents/2016_Annual_Report.pdf

ⁱⁱⁱ Bob Hasson and Danny Silk, *The Business of Honor: Restoring the Heart of Business*. (Loving On Purpose: Reddington, CA), 2017.

^{iv} *Ibd.*, 5.

^v Ari Weinzwieg, *A Lapsed Anarchist's Approach to Building a Great Business*. (Zingerman's Press: Ann Arbor, MI), 2010.

^{vi} The Level System was adapted from the Counter Culture Coffee Employee Handbook, 2014 (Durham, NC) and the Matchstick Coffee Employee Handbook, 2016 (Vancouver, BC).

<https://counterculturecoffee.com/about-us/our-people>

<https://matchstickvvr.com/>

^{vii} Colin Harmon, *What I know About Running Coffee Shops*. (self-published: Dublin), 2017.