

NOTES FROM THE WHOLESALE MASTERCLASS

NEIL BURKE

The Grounds Group General Manager

BUILDING TEAM CULTURE

Start with the right people

Look at your business needs and make sure the people working with you complement that. You often need a real mix of people and skills, all with the same attitude. When it comes to hiring, it's not always based on qualifications, for us we need people who can cope with a fast pace at The Grounds.

Be mindful that you can always up-skill your staff. You can always teach them a skill, but you can't teach a personality. When it comes to development and coaching, the loyalty and commitment you'll earn from the staff you invest in tends to prove their value and time.

On a practical level, if you have a good culture, you don't have to work as hard. People will talk about you as a business and on a referral basis, people will come to you.

Maintaining work culture

When it comes to building and maintaining culture, the essentials are all the basics. Always be mindful of the language you use, be respectful to staff of all levels, take the time to nurture your staff and invest in them through training, up-skilling & offering benefits or incentives.

AMY CALTABIANO

The Grounds Marketing Manager

HOW TO BUILD YOUR BRAND

To build your brand you have to first know who it is - inside and out. In such a competitive industry, you need to identify what's unique about your brand. This includes having a vision & mission and core values, and knowing who your target audience is and your brand voice. There are great templates online to help you work through the stages to develop your brand.

The benefit to having a crystal clear idea of who your brand is the way you can then use this information as a guide and framework and ensure everything you do comes back to those points - whether it's developing a new menu offering or communicating with your guests online.

Two of those key points that will be especially important for your online presence are your target audience and brand voice.

Target audience

- Understand who your audience is and also who you want your audience to be: This is who you should be thinking of while you're creating content - it's who you most want to see it, and who you think will respond to it the best
- Of course there are more people who will see it, that don't fit into your target audience, but try not to let it overwhelm you - just focus on serving one.
- Chat to people about what they want - use those insights to find their problems and work out how to solve them - this is how you can add real value to their lives.
- From there - look at how you can build a community around them.

Brand voice

- Use the insights from your values, and who you're speaking to and develop a voice for your brand.
- Give your brand a personality: *What's their character like? What kind of tone should you use? How complex or simple is the language that you use to talk to your audience?*
- Keep it consistent across every platform.

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SARA OGDEN

The Grounds Social Media Manager

SOCIAL MEDIA 101

Content

- Create a content calendar: there are some great free online templates
- Plan ahead: ensure you have enough content for important calendar events
- Focus on your key pillars & brand values: always go back to these when you get stuck
- Look through the customer lens: make sure you're providing value to your audience
- Use your insights: valuable information about when you should be posting for the best engagement

Platforms

- Facebook is for information, Instagram is for inspiration - think about what works on different platforms
- Instagram stories are where people are consuming, it's an important space to be in
- Review platforms are just as important as your social accounts, ensure you have a consistent brand voice across all pages

Social Toolbox

- Scheduling/planning: Iconosquare, Schedugram, Later
- Design/photography: Canva, Unfold, VSCO
- Inspiration & Help: Creative Hub on Facebook, Hootsuite Blog

Community

- Engagement is what builds a community - like, comment, listen, reward your guests
- Key to understanding your audience and gain valuable insights
- Great opportunity to demonstrate top customer service



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ANDREW HUNT

The Grounds Wholesale Training Manager

BEVERAGE INNOVATION & ADDING VALUE

If your coffee menu offering is simple, a nice way is to add value to your guests is by switching it up with new offerings.

Introduce something new, like the below options, but always remain within your means to ensure you can deliver a quality product in a timely manner.

- Pour Over / Batch Brew
- Cold Brew or Cold Drip
- Espresso Tonic

Certain drinks can introduce a point of difference on your menu. Trends often come and go quite quickly, and sometimes it pays to get behind it by offering your guest something new and different.

- Matcha/Turmeric Latte - consider your target audience and an offering that resonates well
- Specialty Teas - these have a long shelf life
- Alternative Milks - consider what pairs best with your coffee
- Signature Drinks - put your twist on things and create a hero offering out of it

When it comes to presentation, consider:

- Unique serve ware - *does it reflect your identity and speak to your brand values?*
- Garnishes - dress your offering up and add a wow factor with your presentation to make more of an impact.

