

Brilliant Basics Toolbox

JOE & THE JUICE, 2026





Management Presence

Total mgmt. coverage throughout the month, example if a store has 10 hours of operating time and 8 hours are covered by a manager then the mgmt. presence = 80%

Key Parameters

Shift planning

Ideal Management

Team Positioning

Success Criteria

Target

Always have a Manager present, covering 100% of all shifts

85%

Training Modules

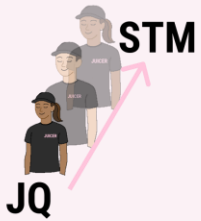
Tools

Shift Planning

WP2 Shift Plan

Pipeline Overview

	P	M	H	O	H	AWT	W	P
48	3.0	2	2.2	23				
69	3.0	4	3.1	81				
81	4.0	3	2.8	68				
116	5.0	4	3.6	130				
149	6.0	4	3.5	122				
181	6.0	4	3.7	93				
102	5.1	4	5.7	95				
72	4.1	4	4.1	71				
65	3.8	3	4.3	53				
53	3.2	3						
29	2.2	2						
55	3.0	3	1.8	27				



- Plan shifts with manager coverage
- Align staffing to traffic and peak moments
- Adjust plans proactively when reality changes

- Keep shifts updated and accurate
- Use advanced Shift Planning to ensure manager coverage throughout shift
- Ensure clear role ownership per shift

- Visualize current and future managers
- Track readiness and gaps every 14 days
- Plan in training of the next generation in time



Ideal Management

Mgmt. hired in a store compared to budgeted expectations, example if a store is expected to have 5 managers but only has 4 the % will be 80%

Key Parameters

JQ Pipeline

Training

Success Criteria

Target

In-store management aligned with Manager allowance matrix

50%

Training Modules

Tools

Pipeline

Team Performance Overview

Manager Allowance Matrix



- Identify and track future leaders early
- Create clear next-step development paths
- Follow up on progress consistently



- Visualize current and future leaders
- Track readiness and gaps
- Support structured succession planning

STM	
ASTM	
SSV	

- Clarify manager coverage and roles
- Identify gaps in leadership presence
- Plan hiring and development needs



Myli Rating (in-store only)

Average in-store rating throughout all guest platforms Google, Tripadvisor etc.

Key Parameters

Cleanliness

Juicer Attitude

Product Quality

Success Criteria

Deliver the perfect memorable guest experience every time.

Target

3.75

Training Modules

Tools

Showtime

Create energy and positive guest interaction

Reinforce Speak-Speed-Support

Deliver a memorable in-store experience

Activating on the Go

Observe and act in real time

Train behaviours as they happen

Keep standards high throughout the shift

Whiteboard

Set clear roles and focus points

Delegate tasks visibly

Align the team before peak

Showtime

Run speed tests to push pace

Use loud communication to support flow

Maintain energy through speed and support

One Rotation

Assign a responsible every shift

Every 20th minute

Keep guest areas clean and tidy



Complaints / 1000 orders

As stated, total complaints per 1000 orders, example 2 complaints and the store has 2000 transactions then the amount equals 1.

Key Parameters

Cleanliness

Juicer Attitude

Product Quality

Success Criteria

Deliver the perfect memorable guest experience every time.

Target

1.5

Training Modules

Tools

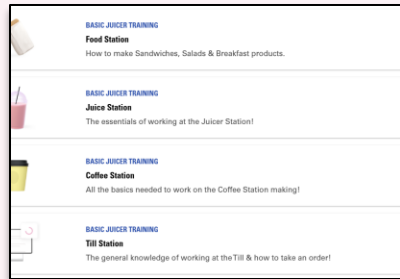
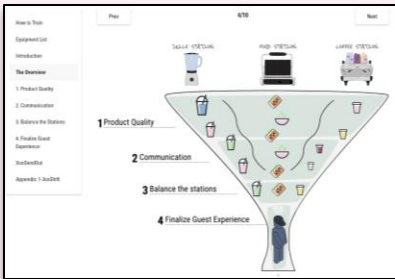
Send out Captain

Basic Juicer Modules

Product IMS

Till Discipline

Send Out – Last Filter



Check product quality before send-out

Catch mistakes before the guest does

Communicate issues back to the team

Follow recipes and standards

Ask for support when unsure

Follow product recipes

Avoid making mistakes – slow is smooth and smooth is fast

Be aware of order customizations

Confirm orders clearly with guests

Follow the Till Handling Flow

Communicate orders to team

Final quality check on every order

Match order to guest name and only send out full orders

Stop bad products from leaving the bar -> communicate and follow up on team



Correct production time %

% of orders completed within the product split expectations based on the fuel of the product

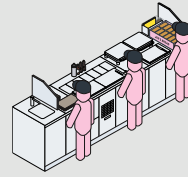
EXPERIENCE



Key Parameters



Product Making Speed



Team Positioning



Kill the Queue

Success Criteria

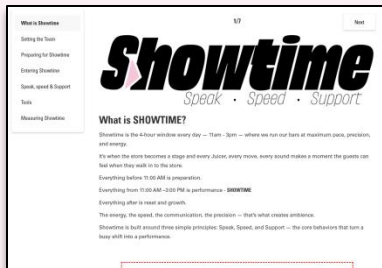
Complete and send out all orders within the correct production time

Target

70%

Training Modules

Showtime

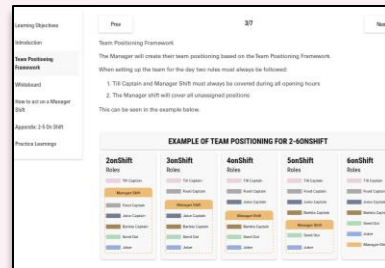


Lead with Speak-Speed-Support

Create visible energy on shift

Show Showtime behaviours on shift

Manager Shift



Stay present in the bar

Fix issues immediately

Uphold guest experience all shift

Use [Activating on the Go](#) to be successful on a Manager Shift

Tools

Showtime - Speed

Speed

Encourage fast, clean execution

Call out pace and urgency

Celebrate speed wins out loud

Team Positioning

TEAM POSITIONING

MANAGER SHIFT:	FOOD:
TILL CAPTAIN:	BARISTA:
JUICE:	SEND OUT:

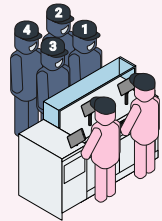
Place fastest juicers on key stations

Balance stations before long wait time occurs

Reposition quickly when stations are out of sync

Send Out to balance out stations: [Module](#)

Kill the Queue



Till Juicer to activate 2-on Till when needed

Always a Juicer on the Till Station



Avg. store assessment rating

The rating that the store has gotten based on the GoAudit "Guest POV" audit.

EXPERIENCE

Key Parameters

Cleanliness Manager Presence Guest Experience

Success Criteria

Target

Perfect all stages of the guest journey by focusing on cleanliness

75%

Training Modules

Tools

Showtime

Lead with Speak-Speed-Support
Create visible energy on shift
Show Showtime behaviours on shift

Optics & Activity Plan

Create clear store optics daily
Prepare the store for peak periods
Maintain structure before and after rush

Elderflower Management

Delegate tasks with clear ownership
Follow up on execution consistently
Free Manager time for Manager leadership

One Rotation

Assign a responsible every shift
Every 20th minute
Keep guest areas clean and tidy

Showtime

Music and ambiance
Team Positioning, each station is activated



Health rating

Stores with perfect health inspection rating. If a store does not have a perfect health inspection rating the store will not be a brilliant basics store



Key Parameters



Cleanliness



Juicer Hygiene



Pink Standard

Success Criteria

Target

Complete all RiskProof tasks timely, follow the Pink Standard to pass the health rating

100%

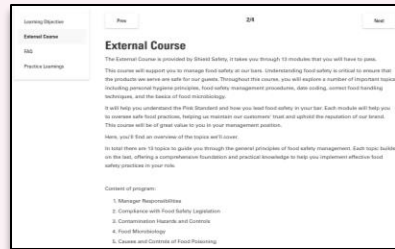
Training Modules

Tools

Food & Bar Safety

Food & Bar Safety Course

RiskProof



Set and uphold the Pink Standard daily

Lead safety through follow-up

Use Food & Bar Safety as a leadership tool

Certify all managers in Food & Bar Safety

Anchor knowledge behind the Pink Standard

Apply learning directly in the store

Execute and follow up on safety tasks daily

Use data to follow up on cleaning tasks

Pink Standard (HACCP)



Revenue

Deviation vs the SOM revenue expectations. Example a store does 1% better than expectations = score of 5

Key Parameters

Showtime **Returning Guests** **Cross- & Upsell**

Success Criteria

Deliver perfect guest experience through Showtime, cross- & upsell to increase revenue

Target

0%

Training Modules

Tools

Showtime

Lead with Speak-Speed-Support
Use Team Positioning
Create visible energy on shift

Till Station

Upsell & Cross-sell
Follow Till Handling Flow
Upsell add-ons to basket size

Commercial KPI Report

Track real-time sales
Regular vs. small size
Basket size
App conversions
Use data to push sales

QR code (hand out)

Hand out and highlight the QR every time
Explain app benefits quickly
Drive guest visit frequency

Team Positioning

Position people where they perform best
Set the team before the rush
Balance stations
Communicate clearly



Store Salary

Delta of expected store salary & executed store salary



Key Parameters





Shiftplanning **Turnover** **Ideal Management**

Success Criteria

Target

Go below the expected Store Salary by correct shift planning and hitting Turnover targets

0% deviation in Salary %

Training Modules

In-store Tools

Shiftplanning

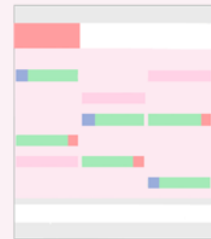
Shift Plan template

WP2 Shift plan stats

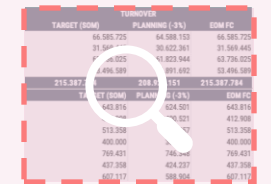
Salary Controller



	P	M.H.	O.H.	AWT	W.P.	
8	48	3.0	2	2.2	23	
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4	43	7.2	4.1	4	4.1	71
3	65	6.6	3.8	3	4.3	53
3	53	5.3				
2	29	3.2				
3	55	3.8	3.0	2	1.8	27




Category	Value	Value	Value	Value	Value	Value	Value	Value	Value
Man hours	100	100	100	100	100	100	100	100	100
Optimal hours	100	100	100	100	100	100	100	100	100
Average Waiting Time	100	100	100	100	100	100	100	100	100
Weighted Products	100	100	100	100	100	100	100	100	100



TARGET (€000)	PLANNING (3%)	€000 FC
66,585,725	64,588,153	66,585,725
31,569,441	30,422,361	31,569,441
12,716,258	12,822,844	12,716,258
4,496,589	4,911,402	4,496,589
215,387,784	215,387,784	215,387,784
142,816	142,816	142,816
513,308	513,308	513,308
400,000	400,000	400,000
769,431	769,431	769,431
437,358	437,358	437,358
607,417	607,417	607,417

- Build optimal weekly shift plans
- Hit Store Salary % expectations
- Match staffing levels to traffic patterns and sales
- Remove unnecessary hours while keeping operations smooth

- Schedule Management first
- Secure strong opening & Closing coverage
- Optimize using data & request adjustments when needed

- Optimize the shift plan based on WP2 Shiftplanning stats for previous two weeks
- Look into Hit-ratios, M.H, O.H, AWT, W.P
- (Man hours, Optimal hours, Average Waiting Time, Weighted Products)

- Take action and optimize shift plan based on Salary Controller insights for both:
 - “Current month”
 - “Next month”