



# COFFEE CARE KIT



# OUR DEAR GRINDERS COMMUNITY

You are, and remain, a valuable member of the Grinders family.

We understand that your business, together with the wider hospitality industry, is feeling the impact of COVID-19. Businesses are finding innovative ways to continue to operate and serve their customers, and Grinders aims to continue to provide support, where possible.

We have put together a guide and our services we can offer to help you get through these times. We want our Grinders community to feel empowered to use our services and trust that we will continue to support where we can. It is our promise to support our customers in every way possible and continue to share the latest innovations we observe in the industry.

We will continue to work with you all to drive the cafe culture forward with leading, modern and progressive ideas.

Everything we do, we do with passion.

Stay safe and stay caffeinated

**Grinders Family**



# THE SHIFT IN CAFÉ SERVICE MODEL

WE CAN SEE A HUGE SHIFT IN THE WAY IN WHICH CAFES ARE OPERATING TO ADAPT TO THE CURRENT SITUATION. HERE ARE FEW OF OUR RECOMMENDATIONS

## RESPOND TO CHANGING LANDSCAPE DAILY:

Things are changing day by day, it is important to continue to audit your business strategies and be agile, now more than ever.

## GET INTO RETAIL:

Coffee beans, milk, bread, eggs, pre-prepared meals that represent the taste of your café that your clientele love.

## CURB SIDE DELIVERY:

Great way to maintain social distancing and keep the community safe.

## GET ONTO PRE-ORDERING APPS:

If you haven't already, there are great Apps such as HeyYou and Skip to allow your clientele to pre-order and pay to minimise the time spent in venue. You can also run promotions to engage with your clientele and increase foot traffic. Here are the links to get you started:

<https://info.heyyou.com.au/business>

[www.skipapp.com.au](http://www.skipapp.com.au)

## MAINTAIN SOCIAL DISTANCING:

This applies to takeaway, pick ups and deliveries for the safety of your employees and the wider community.

## GET ACTIVE ON SOCIAL MEDIA & STAY CONNECTED WITH YOUR COMMUNITY:

This is absolutely critical, this is not the time to go quiet, continue to communicate with your customers.

## TAKEAWAY MEALS & DEALS:

Delicious initiatives from pre-made meals to take-home ingredients packs are getting sold in cafes & restaurants. This is the time to get creative and recreate your menu. Get your menu up online, social media, google and your website

## DELIVERY:

Having a delivery option of your menu is critical at this time, you can now not only deliver food but retail your beans on your delivery apps or deliver yourself if this fits in your business model. Below is a summary for common apps, you can always offer delivery promotions to encourage purchase. Below is a summary of different app model and order fees:

Apps	Pickup	Delivery	Order Fees*
Hey You	YES	NO	13.50%
Skip	YES	NO	10%
Menulog	YES	NO	13%
Ubereats	YES	YES	30%
Deliveroo	NO	YES	30%



# MARKETING SUPPORT FROM GRINDERS



## POS TO RETAIL COFFEE IN-CAFÉ & SOCIAL MEDIA

Point of sale available for cafes who want to retail 1kg Grinders beans in their café and online.

## LIMITED TIME OFFER ON ALL TAKEAWAY CUPS

- 40% OFF grinders branded cups and lids
- 20% OFF generic branded cups and lids

## SOCIAL MEDIA GUIDE – NOW IS NOT THE TIME TO GO QUIET, STAY CONNECTED WITH YOUR FOLLOWERS AND THE COMMUNITY

- Create a social media page, Facebook & Instagram accounts
- Post ideally 2 times per week on each channel
- Boost your post
- Stay true to your brand tone of voice & remain community orientated

## BE-SPOKE POS

Be-spoke point of sale available for in-café and online. Contact your territory manager.

[CLICK HERE](#) to get to the aggregator portal.



# OUR SOCIAL MEDIA GUIDE

1

## PERSONAL BRANDING/ HUMANISING SOCIALS:

Relatability, natural trust building and differentiating to drive human connection.

2

## FINDING YOUR OBJECTIVE, ENSURE ALL POSTS DELIVER ON YOUR OBJECTIVE:

Will you raise awareness? Are you growing brand loyalists? Are you attracting new consumers? Are you driving in store purchase?

3

## CREATING CONTENT

Video has become a very powerful tool in social media marketing. Studies show that adding a video on a social media channel can increase conversions by 80%. Some Apps to help you create your next social media video.

<b>Adobe Spark Post:</b>	Transform photos with design and animated templates.
<b>Piclab:</b>	Add text, borders and overlays.
<b>Plotaverse:</b>	Turn any still photo into a video or GIF.
<b>Ripl:</b>	Layer animated templates on top of photos.
<b>Videoshop:</b>	Combine photos and videos, experiment with stop-motion etc
<b>Legend:</b>	Add animated text to a photo or video

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## POSTING FREQUENCY & BOOSTING

We recommend on Instagram & Facebook 2-3 x post per week, and if you want to boost your post here are the steps

### BOOST A POST ON YOUR FACEBOOK PAGE

1. Go to your Facebook Page & Find the post you want to boost.
2. Click the blue Boost Post button on the post.
3. Select the audience you'd like to reach (may select multiple), or click Create New Audience. If you click Create New Audience, you'll have the option to create an audience based on traits like age, location, interests and more.
4. Click the dropdown below Total budget to select a budget for your boosted post. You can select a pre-filled budget or click Choose Your Own and type in a custom budget.
5. Choose a duration option, or type in a custom end date next to Run this ad until.
6. Select your preferred payment option. If there are no payment options available for your account, you'll be prompted to add one after clicking Boost.

### BOOST A POST ON YOUR INSTAGRAM PAGE

1. Go to your Instagram Page. Find the post you want to boost.
2. Click the blue Promote button on the post.
3. Select where to send people, either 'Your Profile', 'Your Website' or 'Your Shop Front'. (For Smile-A-Line we suggest 'Your Website' to drive purchases and sign ups.
4. Select the audience you'd like to reach (may select multiple), or click Manual. If you click Manual, you'll have the option to create an audience based on traits like age, location, interests and more.
5. Set your Daily Budget and Duration.
6. Select your preferred payment option. If there are no payment options available for your account, you'll be prompted to add one.
7. Click Create Promotion.

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## FINALLY GET CREATIVE!

There are plenty of ways you can get creative - check out some ideas here:  
[www.thepreviewapp.com/7-types-instagram-grid-layouts-planner-tips/](http://www.thepreviewapp.com/7-types-instagram-grid-layouts-planner-tips/)

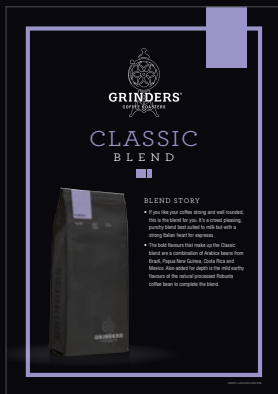


# POINT OF SALE AVAILABLE

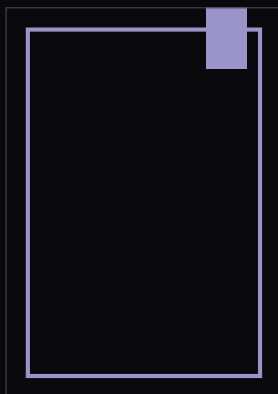
## POS TO BE USED INSTORE.



## POS TO USE ON SOCIAL WITH THE PRICE POINT IN COPY.



## GENERIC TEMPLATE TO BUILD YOUR MENU.



[CLICK HERE TO CREATE BE-SPOKE POS](#)

GENERIC COFFEE & FOOD BUNDLES AVAILABLE ON OUR ONLINE AGGREGATOR PLATFORM

[CLICK HERE](#)



# NEW CAFÉ SERVICE MODEL

Our pre-prepared meals for you to enjoy at home

Your everyday needs now available



You can now brew your favourite coffee at home, \$40/1kg

Keep your hands sanitised at all times

Pre-ordering App available, order online and pick up in store

Maintain social distance





# YOUR WELLBEING IS IMPORTANT TO US, LET US HELP YOU

As your wellbeing is important to us we would like to extend our employee assistance program to our grinders customers.

A free 24-hour customer support and counselling service to support customers who are struggling with the unprecedented impact of COVID-19. The Customer Support Line is run by Assure, a trusted partner. The 24/7 support service offers confidential counselling and financial coaching and is available to all customers completely free of charge, in the strictest confidence.

## HOW TO ACCESS THIS SERVICE

Customers can access this service by calling 1800 808 374 to speak with a member of Assure's Client Support Team and book an appointment. Or can book online at <https://assureprograms.com.au/book-an-appointment/>. Each customer will need to state that they are an Amatil customer to ensure you can register you for an appointment. You are not expected to provide the reason for attending – this is a conversation saved for your session with the psychologist.





# GOVERNMENT AND PRIVATE SECTOR FINANCIAL SUPPORT AVAILABLE

The Australian Government recently announced an economic stimulus package to support small businesses challenged by COVID-19. For full information on the Australian Government stimulus package, please visit the [website](#).

## KEY AUSTRALIAN GOVERNMENT SMALL BUSINESS ASSISTANCE:

- The [instant asset write-off program](#) will increase to \$150,000 for businesses with annual turnover of less than \$500 million;
- The [Boosting Cash Flow for Employers program](#): eligible employers to receive increased payments between \$10,000 and \$50,000;
- [Backing Business Investment](#): A time limited 15 month investment incentive to support business investment and economic growth over the short term. Businesses can deduct 50 per cent of the cost of an eligible asset on installation, with existing depreciation rules applying to the balance of the asset's cost;
- [Superannuation](#): Individuals can access up to \$10,000 of their superannuation in 2019-20 and a further \$10,000 in 2020-21;
- [Coronavirus SME Guarantee Scheme](#): to provide a guarantee of 50% to SME lenders for new unsecured loans to be used as working capital; and
- The Australian Tax Office is providing [relief for some tax obligations for businesses](#) affected by the outbreak, on a case-by-case basis.

## STATE AND TERRITORY GOVERNMENT ASSISTANCE:

Each state and territory government have announced a raft of economic packages for small businesses. Click on the following to learn more - [NSW Government](#), [Victorian Government](#), [Queensland Government](#), [SA Government](#), [WA Government](#), [Tasmanian Government](#), [ACT Government](#), and [NT Government](#).

## BANKING SECTOR SMALL BUSINESS ASSISTANCE:

The Australian Banking Association has announced a [small business relief package](#) that will enable Australian banks to defer loan repayments for small businesses affected by COVID-19 for six months.





# REACH OUT TO US AND LET US KNOW HOW ELSE WE CAN HELP

- Reach us via our social media pages, [@grinderscoffee](#)
- Subscribe to our Grinders EDM list to receive regular updates on how we can help and insights from the industry
- Reach out to your local Territory Manager or email us directly at [Melbourne@grinderscoffee.com.au](mailto:Melbourne@grinderscoffee.com.au)
- Jump onto our website, website [www.grinderscoffee.com.au](http://www.grinderscoffee.com.au)

