



City of Warrenville
Jack Maszka
3S258 Manning Avenue
Warrenville, IL 60555

**RE: 7 BREW DRIVE THRU COFFEE – GRAND OPENING ACTIVITIES/SWAG DAY/JACKPOT DAY/PROMOTIONAL DAYS DRIVE-THRU OPERATIONAL PLAN
28231 DIEHL ROAD; WARRENVILLE, IL 60555**

Dear Mr. Maszka,

Please let this letter serve as the operational plan 7 Brew Drive-Thru Coffee to address Grand Opening Activities, Swag Day, Jackpot Day and all other promotional days (hereafter referred to as “Promotional Days”) at the drive-thru stand located at 28231 Diehl Road; Warrenville, IL.

Objective: This operational plan is intended to ensure efficient drive-thru flow and minimize traffic congestion and vehicle backups into the surrounding shopping center, Dodge Drive, Davis Parkway and Diehl Road during Promotional Days. The operational plan provides clear guidance on how overflow stacking procedures, queue management, and team member positioning, to ensure smooth operations and prevent traffic impacts to adjacent roadways.

Stacking and Queue Management Plan

The site plan allows for 48 cars to queue on-site before traffic would otherwise back up on to Private Rd. If the drive-thru queue exceeds 25 vehicles on Promotional Days, the following measures will be put into place to manage drive-thru flow:

- **Overflow Queueing Location:** Upon reaching a queue greater than 48 cars, 7 Brew will implement the overflow stacking plan which incorporates queuing in the drive aisle to the West and depicted in Exhibit A. A single file line will form and can hold an additional 15 cars until reaching Dodge Dr.
- **Third Party Traffic Control:** 7 Brew will engage either the Warrenville Police Department or a Third-Party Traffic Control company to help direct traffic on all Promotional Days. There will be a minimum quantity of two (2) units engaged to help direct traffic to designated locations as identified on Exhibit A.

Below are Promotional Days that Warrenville Police Department or third-party traffic control company will be engaged to aid in traffic control:

- Grand Opening Day: Always on a Monday
- Swag Day: First Saturday after Grand Opening Monday



- Jackpot Days: 7th of every month (event will not be promoted but if a customer comes in and asks about the promotion, it will be honored to the customer. Will commit to traffic control even though no promotion is taking place).
- Grand Opening Day: Always on a Monday
- **Additional Team Members/Team Member Positioning:** Additional team members will be on-site during Swag Day activities. This includes at least three (3) New Stand Opening Specialists and additional team members (up to 20-25 team members) to be positioned to help engage with customers, direct customers of the appropriate locations for customers to queue and to help expedite the process of making and delivering drinks to ensure the drive-thru lane moves as efficiently and quickly as possible in an orderly manner. On all other Promotional Days, the additional team members will be added to direct customers. Locations of the team members are identified in Exhibit. Additional team members will be on hand if additional locations are identified for team members to be stationed during Promotional Days.
- **Large Orders:** In the event there are large orders that threaten to slow down the throughput of the stand, the cars will be notified to pull forward into the parking spots across the drive aisle to the North to wait and collect their order once completed.

This Promotional Days drive-thru overflow management plan is designed to ensure when customer demand peaks, the demand can be accommodated without cars impacting/backing up into the shopping center, Dodge Drive, Davis Parkway and Diehl Road. It is important to note that 7 Brew Drive-Thru Coffee is still fairly new to the Chicagoland market with locations open in Naperville, IL, Round Lake Beach, IL, Lake Zurich, IL, Huntley, IL, Mokena, IL, Lockport, IL, two locations in Joliet, IL, Bolingbrook, IL and Algonquin, IL. By the time Swag Day occurs at the Warrenville, IL location, additional locations should be open in Downers Grove, IL, two in Bloomingdale, IL, and Plainfield, IL. An additional location in Wheaton, IL is tracking similar timing to the Warrenville, IL location.

When 7 Brew first opened in Naperville, IL, it saw a significant amount of its business travelling from a far distance away (a lot of times over 10 miles away). This demand has cut down significantly since additional locations have opened and we expect this trend to continue with the opening of additional stands.

We appreciate your time on this matter and please do not hesitate to reach out with any questions. I can be reached at (847) 372-2586 or via email at chrisgeorge@whobrewllc.com.

Sincerely,

Chris George
Who Brew, LLC



EXHIBIT A – OVERFLOW QUEUE EXHIBIT

Signage and Team Member placement directing traffic to stack in single file line

Signage and Team Member placement directing traffic to stack in single file line

Signage and Team Member placement directing traffic to stack in single file line

48 cars in drive-thru queue

