

Il Giornale Coffee Company
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Seattle, Washington 98121
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May 19, 1986

WHEN IT COMES TO "ESTABLISHING THE IL GIORNALE DIFFERENCE..."

In just about every well run business, setting objectives is standard operating procedure. Il Giornale is certainly no exception. Prior to the establishment of our company a great deal of planning took place, in which we set our corporate mission into motion...

Il Giornale will strive to be the best coffee bar company on earth. We will offer superior coffee and related products that help our customers start and continue their work day. We are genuinely interested in educating our customers and will not compromise our ethics or integrity in the name of profit. Our marketing will emphasize quality and service, not price.

We will set aggressive goals and drive ourselves to achieve them. We recognize this is a unique time; when our coffee bars will change the way people will perceive the beverage. It's an adventure and we're in it together.

As a corporation, we wish to be an economic, intellectual and social asset in communities where we operate. But beyond that, we expect our coffee bars to enhance the environment in which people work.

We expect individual commitment and performance above the standard of the food and retail industry.

Teamwork is essential to Il Giornale's success, for the job is too big to be done by any one person. Individuals are encouraged to interact with all levels of management, sharing ideas, concerns and suggestions to improve our effectiveness and quality of life. It takes all of us to win. We will support each other and share the victory and rewards together.

We care deeply about what we do. We build into each Il Giornale coffee bar a level of quality, performance and value that will earn the respect and loyalty of our customers. We recognize the contribution that comes from each person's high performance. We recognize also that rewards must be psychological as well as financial and strive for an atmosphere where each individual can share in the growth and excitement of working at Il Giornale.

The attitudes of managers towards their people are of primary importance. Employees should be able to trust the motives and integrity of their supervisors. It is the responsibility of management to create a protective environment where Il Giornale values flourish. We believe

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our employees will develop a commitment to excellence when they are directly involved in the management of their areas of responsibility. The team effort maximizes results, minimizes costs and allows our employees the opportunity to have authorship and integrity in their accomplishments as well as sharing in the financial rewards of their individual and team efforts.

We believe in hiring exceptional people who are willing to work for excellent results. In exchange, we are committed to the development of our good people by identifying, cultivating, training, rewarding and promoting those individuals who are committed to moving our company forward.

Together, we can establish the difference.

Onward,

Howard
