

# Dutch Bros Manifesto Practice Test (Sample)

## Study Guide



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**SAMPLE**

## **Questions**

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- 1. What are the flavor amounts in small, medium, and large Rebel Freeze + Rebel Mix?**
  - A. 1, 2, 3**
  - B. 2, 3, 5**
  - C. 2, 3, 4**
  - D. 1, 1, 2**
- 2. What does Dutch Bros' "Bros" culture entail?**
  - A. A competitive spirit among employees**
  - B. A spirit of camaraderie, support, and connection among staff and customers**
  - C. Strict adherence to company rules**
  - D. A focus on individual achievements**
- 3. Which ingredient is NOT typically found in a White Coffee Caramelizer Carburetor?**
  - A. chocolate milk**
  - B. dark chocolate**
  - C. white coffee**
  - D. vanilla syrup**
- 4. How often does Dutch Bros introduce new products to its menu?**
  - A. Annually**
  - B. Regularly**
  - C. Whenever there is a complaint**
  - D. Only during holiday seasons**
- 5. What flavors do we offer for Smoothies? (select all that apply)**
  - A. Strawberry, mango, orange, peach**
  - B. Blueberry, strawberry, mango, green apple**
  - C. Strawberry, mango, peach, green apple**
  - D. Peach, pineapple, strawberry, banana**

- 6. What elements of fun do employees incorporate into their daily roles at Dutch Bros?**
- A. Formal dress codes and strict policies**
  - B. Engaging customer interactions, playful promotions, and team-building activities**
  - C. Limiting interactions with customers**
  - D. Standardized scripts for all employees**
- 7. How does Dutch Bros view the relationship between its employees and the community?**
- A. As two separate entities**
  - B. As strongly interconnected through mutual respect and kindness**
  - C. As competitive with each other**
  - D. As inconsequential to their business model**
- 8. How many scoops of flavor are added when a drink is ordered "extra sweet"?**
- A. 1 scoop**
  - B. 2 scoops**
  - C. 3 scoops**
  - D. 4 scoops**
- 9. Which flavor is not typically included in Smoothies offerings?**
- A. Pineapple**
  - B. Mango**
  - C. Strawberry**
  - D. Green apple**
- 10. How many tea bags are used for large hot teas?**
- A. 1**
  - B. 2**
  - C. 3**
  - D. 4**

## **Answers**

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- 1. A**
- 2. B**
- 3. D**
- 4. B**
- 5. C**
- 6. B**
- 7. B**
- 8. A**
- 9. A**
- 10. B**

SAMPLE

## **Explanations**

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**1. What are the flavor amounts in small, medium, and large Rebel Freeze + Rebel Mix?**

**A. 1, 2, 3**

**B. 2, 3, 5**

**C. 2, 3, 4**

**D. 1, 1, 2**

The correct answer reflects the specific measurements for flavor amounts that align with Dutch Bros' standard recipes for Rebel Freeze and Rebel Mix drinks. In this case, the flavor amounts for small, medium, and large sizes are set at 1, 2, and 3 flavors respectively. This structure ensures that each drink maintains a consistent flavor profile as it increases in size, allowing customers to enjoy the taste they expect regardless of the size they choose. The other options provide different quantities that do not correspond to the established guidelines for flavor amounts in each size. Understanding these measurements is essential for consistent drink preparation and customer satisfaction at Dutch Bros.

**2. What does Dutch Bros' "Bros" culture entail?**

**A. A competitive spirit among employees**

**B. A spirit of camaraderie, support, and connection among staff and customers**

**C. Strict adherence to company rules**

**D. A focus on individual achievements**

The "Bros" culture at Dutch Bros emphasizes a spirit of camaraderie, support, and connection among both staff and customers. This culture fosters an environment where team members work collaboratively and create meaningful relationships, not only within the workplace but also with their customers. This approach reflects the company's core values, prioritizing community building and a friendly atmosphere. This culture encourages employees to uplift one another and to engage positively with customers, contributing to a welcoming atmosphere that makes both staff and patrons feel valued. By focusing on support and connection, Dutch Bros cultivates a family-like environment, enhancing customer experiences and employee satisfaction. The other options do not align with the essence of the "Bros" culture. A competitive spirit would create division rather than promote the supportive environment that is key to the culture, while strict adherence to company rules could stifle creativity and personal connection. A focus on individual achievements would also detract from the team-oriented and inclusive atmosphere that Dutch Bros seeks to create.

**3. Which ingredient is NOT typically found in a White Coffee Caramelizer Carburetor?**

- A. chocolate milk**
- B. dark chocolate**
- C. white coffee**
- D. vanilla syrup**

The White Coffee Caramelizer Carburetor is designed to highlight the flavors of white coffee, which is the primary ingredient and the distinctive element of this drink. The presence of chocolate milk is common as it adds a rich, creamy flavor that complements the coffee base. Dark chocolate is also typically included to enhance the overall chocolatey taste, fitting within the context of a Caramelizer. Vanilla syrup, while a popular flavoring in many coffee beverages, is not a standard ingredient in a White Coffee Caramelizer Carburetor. This is because the focus of this specific drink is on the unique flavors of white coffee and chocolate components, rather than the sweet, floral notes that vanilla syrup would introduce. Thus, the absence of vanilla syrup in this drink aligns with the intended flavor profile, making it the correct answer to the question.

**4. How often does Dutch Bros introduce new products to its menu?**

- A. Annually**
- B. Regularly**
- C. Whenever there is a complaint**
- D. Only during holiday seasons**

The correct choice is that Dutch Bros introduces new products to its menu regularly. This approach allows the company to stay innovative and responsive to customer preferences while keeping the menu fresh and exciting. By consistently introducing new products, Dutch Bros can experiment with seasonal flavors, limited-time offers, and customer-inspired items, which helps enhance customer engagement and satisfaction. This continuous refresh of the menu also reflects the company's commitment to creativity and maintaining a dynamic coffee culture. In contrast, the notion of introducing new products annually, only during holiday seasons, or in response to complaints does not capture the proactive and frequent product development strategy that Dutch Bros employs. This strategy emphasizes not only responding to customer satisfaction but also anticipating and creating trends in the beverage market.

**5. What flavors do we offer for Smoothies? (select all that apply)**

- A. Strawberry, mango, orange, peach**
- B. Blueberry, strawberry, mango, green apple**
- C. Strawberry, mango, peach, green apple**
- D. Peach, pineapple, strawberry, banana**

The correct choice includes the flavors that are part of the Dutch Bros smoothie offerings, specifically Strawberry, Mango, Peach, and Green Apple. These flavors are commonly used in their smoothie selections, ensuring a variety of fruity options for customers. Each of these flavors contributes to the refreshing and satisfying taste that is characteristic of Dutch Bros smoothies. While other options may contain flavors that are enjoyed in smoothies, the specific combination provided in the correct choice accurately reflects those that are part of the Dutch Bros menu. This helps in aligning with the brand's offerings and maintaining customer expectations regarding flavor availability.

**6. What elements of fun do employees incorporate into their daily roles at Dutch Bros?**

- A. Formal dress codes and strict policies**
- B. Engaging customer interactions, playful promotions, and team-building activities**
- C. Limiting interactions with customers**
- D. Standardized scripts for all employees**

At Dutch Bros, incorporating elements of fun is a fundamental aspect of the company's culture and service approach. Engaging customer interactions, playful promotions, and team-building activities all contribute to a vibrant and enjoyable atmosphere that enhances both employee satisfaction and customer experience. Engaging customer interactions enable employees to build relationships with customers, fostering a sense of community and loyalty. Playful promotions add an element of excitement and creativity to the brand, encouraging customers to participate and enjoy their experience. Additionally, team-building activities are essential for promoting camaraderie among employees, which in turn translates to a more enthusiastic and cohesive workforce. This approach aligns with Dutch Bros' mission to create a positive and energetic environment, making every visit memorable for customers and staff alike. In contrast, options like formal dress codes and strict policies would inhibit the lively interactions that characterize the brand, while limiting customer interactions and following standardized scripts would reduce the personal touch that is so valued at Dutch Bros.

**7. How does Dutch Bros view the relationship between its employees and the community?**

**A. As two separate entities**

**B. As strongly interconnected through mutual respect and kindness**

**C. As competitive with each other**

**D. As inconsequential to their business model**

Dutch Bros emphasizes the importance of a strong connection between its employees and the community, viewing them as intertwined through mutual respect and kindness. This approach highlights the company's commitment to fostering a positive work environment where employees are encouraged to engage with and support the local community. By promoting this interconnectedness, Dutch Bros cultivates a culture of collaboration and goodwill, which not only enhances employee morale but also positively impacts community relationships. This philosophy reflects a core aspect of their brand identity, demonstrating that the strength of the business is deeply rooted in the quality of its connections with both its team members and the people they serve. The other perspectives, such as viewing employees and the community as separate entities or competitive, do not align with Dutch Bros' values and mission, which focus on unity and shared support. Similarly, treating these relationships as inconsequential disregards the fundamental role they play in building a thriving business.

**8. How many scoops of flavor are added when a drink is ordered "extra sweet"?**

**A. 1 scoop**

**B. 2 scoops**

**C. 3 scoops**

**D. 4 scoops**

When a drink is ordered "extra sweet," it typically means that an additional scoop of flavor is added to enhance the sweetness of the beverage. The standard preparation involves adding one scoop of flavor, so the option indicating one scoop is correct. This adjustment allows for a noticeable increase in sweetness without overwhelming the overall flavor profile of the drink. In this context, the concept of "extra sweet" is implemented to provide customers with a tailored experience that suits their taste preferences, and one extra scoop is sufficient to achieve that balance.

**9. Which flavor is not typically included in Smoothies offerings?**

- A. Pineapple**
- B. Mango**
- C. Strawberry**
- D. Green apple**

The correct choice indicates that green apple is typically not included in the smoothie offerings at Dutch Bros. Smoothies at Dutch Bros are primarily known for their fruity flavors, with pineapple, mango, and strawberry being popular options due to their sweet and refreshing profiles. These flavors are commonly associated with smoothie blends, which aim to provide a fruity and enjoyable drinking experience. Green apple, while distinct and flavorful, is less commonly found in smoothie menus and may not align with the typical flavor profiles that customers expect from Dutch Bros smoothies. This can be attributed to the desire for sweeter, more universally appealing flavors that resonate with a broad audience, making pineapple, mango, and strawberry more common choices.

**10. How many tea bags are used for large hot teas?**

- A. 1**
- B. 2**
- C. 3**
- D. 4**

For large hot teas, the correct number of tea bags used is two. This standard is set to ensure that the flavor of the tea is robust enough to fill a larger cup. Using only one tea bag in a larger volume can lead to a weak flavor, while using more than two could overwhelm the taste, making it overly strong or bitter. Therefore, using two tea bags strikes the right balance, ensuring that customers enjoy a full-bodied cup of tea that meets the expectations of Dutch Bros.