

DUTCH BROS MANIFESTO PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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<https://dutchbrosmanifesto.examzify.com>



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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. How are customer preferences prioritized at Dutch Bros?**
 - A. By limiting feedback options
 - B. By adhering strictly to traditional menu items
 - C. By actively seeking and incorporating feedback into menu updates
 - D. By relying only on management decisions
- 2. What are the can-blended flavor amounts per size?**
 - A. 1, 2, 3
 - B. 2, 3, 4
 - C. 3, 4, 5
 - D. 1, 3, 5
- 3. Which ingredient is common to all types of Freezes?**
 - A. Milk
 - B. Coffee
 - C. Espresso
 - D. Sugar
- 4. What are the mix line measurements for small, medium, and large iced drinks?**
 - A. 6, 10, 14
 - B. 8, 12, 16
 - C. 10, 14, 18
 - D. 4, 8, 12
- 5. What does "Create a lasting impact" suggest about Dutch Bros' mission?**
 - A. They focus only on financial profitability
 - B. It implies a focus on making meaningful contributions to individuals and communities
 - C. That they aim only for quick customer transactions
 - D. They prioritize product innovation above all

6. How does Dutch Bros handle customer service training?

- A. Through minimal training sessions
- B. Through comprehensive onboarding and ongoing development programs
- C. Only at the beginning of employment
- D. By self-training modules

7. How does Dutch Bros utilize social media in its marketing strategy?

- A. By engaging customers, showcasing products, and promoting events through various platforms
- B. By only responding to customer complaints
- C. By limiting interactions to private messages
- D. By focusing solely on paid advertisements

8. What is the primary audience referred to as 'custies'?

- A. Employees of Dutch Bros.
- B. Customers of Dutch Bros.
- C. Business partners of Dutch Bros.
- D. Competitors of Dutch Bros.

9. What characterizes a dirty chai?

- A. A chai without milk
- B. A chai with extra flavor
- C. A chai with espresso added
- D. A chai served cold

10. What is the key to building long-term customer loyalty according to Dutch Bros?

- A. Consistent quality service and personal connections
- B. Discounts and loyalty programs
- C. Advertising and promotions
- D. Variety of menu options

Answers

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

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Explanations

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1. How are customer preferences prioritized at Dutch Bros?

- A. By limiting feedback options
- B. By adhering strictly to traditional menu items
- C. By actively seeking and incorporating feedback into menu updates**
- D. By relying only on management decisions

Customer preferences at Dutch Bros are prioritized by actively seeking and incorporating feedback into menu updates. This approach demonstrates a commitment to understanding and responding to what customers want. By engaging customers and gathering their insights, Dutch Bros can adapt their offerings to better align with consumer tastes, ensuring that the menu remains relevant and appealing. This proactive strategy fosters a sense of community and customer loyalty, as patrons feel their opinions are valued and impactful. Furthermore, it encourages continuous improvement of products and services, which is essential for staying competitive in the beverage market. This ethos of listening to customers and integrating their feedback is a cornerstone of Dutch Bros' operational philosophy, creating a dynamic menu that reflects their clientele's preferences.

2. What are the can-blended flavor amounts per size?

- A. 1, 2, 3
- B. 2, 3, 4**
- C. 3, 4, 5
- D. 1, 3, 5

The correct answer reflects the standard flavor amounts for can-blended drinks at Dutch Bros, which are adjusted according to cup size. Typically, the amount of flavoring increases with the size of the drink to ensure that each size delivers a balanced taste experience. For example, a smaller drink may receive two pumps of flavoring, while a medium drink has three, and a large drink would have four. This scaling ensures that every customer enjoys a consistently flavorful experience regardless of the size they choose. This understanding is essential for properly crafting beverages that meet Dutch Bros' quality standards.

3. Which ingredient is common to all types of Freezes?

- A. Milk
- B. Coffee
- C. Espresso**
- D. Sugar

The correct answer is espresso, as it is the key ingredient that distinguishes Freezes within the Dutch Bros menu. Freezes are known for their icy, blended texture and main flavor profile, which comes from espresso. This ingredient provides the foundational coffee flavor that sets Freezes apart from other blended beverages. While milk, coffee, and sugar may be present in various drinks at Dutch Bros, they are not universal or defining ingredients specifically for Freezes. Milk can vary between drinks and is not a standard component of every Freeze, while regular coffee can be used in some mixes but is not a defining base for Freezes. Sugar, although often added to enhance sweetness, is also not a required ingredient for all Freezes. Thus, espresso emerges as the common and essential component that characterizes this specific type of beverage.

4. What are the mix line measurements for small, medium, and large iced drinks?

- A. 6, 10, 14
- B. 8, 12, 16**
- C. 10, 14, 18
- D. 4, 8, 12

The correct mix line measurements for small, medium, and large iced drinks at Dutch Bros are 8 oz, 12 oz, and 16 oz respectively. These measurements are crucial for maintaining consistent drink quality and flavor, as they ensure that each size is prepared with the appropriate amount of ice and ingredients. Each measurement corresponds to the volume needed to provide customers with the optimal balance of ice to liquid, maintaining the integrity of the drink's taste across different sizes. This consistency is a key aspect of the Dutch Bros experience, as it allows customers to know exactly what to expect when ordering their favorite iced beverages.

5. What does "Create a lasting impact" suggest about Dutch Bros' mission?

- A. They focus only on financial profitability
- B. It implies a focus on making meaningful contributions to individuals and communities**
- C. That they aim only for quick customer transactions
- D. They prioritize product innovation above all

"Create a lasting impact" suggests a deeply ingrained commitment to not just serving customers, but also to contributing positively to the lives of individuals and the well-being of communities. This part of Dutch Bros' mission reflects an aspiration to make meaningful and enduring changes that go beyond simple transactions. By focusing on relationships, community involvement, and social responsibility, Dutch Bros aims to foster an environment where both customers and employees feel valued. The mission underscores the company's dedication to building connections that have a positive effect, cultivating an atmosphere of support and engagement. This highlights a philosophy that prioritizes the human aspect of business, ensuring that their impact resonates through generations rather than just satisfying immediate financial goals or transaction speeds.

6. How does Dutch Bros handle customer service training?

- A. Through minimal training sessions
- B. Through comprehensive onboarding and ongoing development programs**
- C. Only at the beginning of employment
- D. By self-training modules

Dutch Bros emphasizes the importance of exceptional customer service as part of its brand identity, which is why the training approach focuses on comprehensive onboarding and ongoing development programs. This method ensures that employees not only receive thorough instruction when they first join the company but also continue to develop their skills and knowledge over time. Providing comprehensive onboarding helps new hires understand the company's culture, values, and expectations, enabling them to deliver the quality of service that customers expect from Dutch Bros. Ongoing development programs further enhance employees' skills and keep them engaged in their roles. This continuous training reflects the company's commitment to maintaining high standards of customer service and supporting their team members in personal and professional growth. The alternatives do not capture this holistic and forward-thinking approach to training, as minimal training sessions, only beginning training, or self-training modules lack the depth and support that comprehensive programs offer. By prioritizing continuous education and development, Dutch Bros fosters a customer-centric culture that consistently meets and exceeds customer expectations.

7. How does Dutch Bros utilize social media in its marketing strategy?

- A. By engaging customers, showcasing products, and promoting events through various platforms
- B. By only responding to customer complaints
- C. By limiting interactions to private messages
- D. By focusing solely on paid advertisements

Dutch Bros effectively utilizes social media as a key component of its marketing strategy by engaging customers, showcasing products, and promoting events through various platforms. This approach helps create a strong community connection and brand loyalty, as customers feel involved and valued. By regularly posting content that highlights new drinks, special offers, and events, Dutch Bros keeps its audience informed and excited about what the brand has to offer. Engagement is crucial in social media marketing, and Dutch Bros encourages interactions by responding to comments, sharing user-generated content, and running contests. This not only enhances customer relationships but also generates organic reach and community engagement. Using social media in this inclusive and participatory manner allows Dutch Bros to build a strong brand image and fosters a vibrant community around its products, making it much more effective than simple complaint responses, limited private interactions, or a singular focus on paid advertising. Each of these options would lack the multiple dimensions of connection and engagement that characterize a successful social media strategy in today's marketing landscape.

8. What is the primary audience referred to as 'custies'?

- A. Employees of Dutch Bros.
- B. Customers of Dutch Bros.
- C. Business partners of Dutch Bros.
- D. Competitors of Dutch Bros.

The term "custies" is a playful and informal way to refer to the customers of Dutch Bros. It reflects the company's culture of creating a sense of community and connection with their patrons. This term is an integral part of Dutch Bros' branding and customer service approach, emphasizing the importance of building relationships with customers beyond just a transactional interaction. The focus on "custies" aligns with Dutch Bros' commitment to providing an exceptional customer experience and fostering loyalty among its clientele. In this context, it highlights how the company prioritizes customer engagement and satisfaction.

9. What characterizes a dirty chai?

- A. A chai without milk
- B. A chai with extra flavor
- C. A chai with espresso added
- D. A chai served cold

A dirty chai is characterized by the addition of espresso to a traditional chai tea. This combination enhances the drink's flavor profile by adding the rich and bold taste of espresso to the spice and warmth of chai, creating a unique beverage that appeals to both chai lovers and coffee enthusiasts. The incorporation of espresso gives the drink an extra caffeine boost and a distinctive taste that differentiates it from regular chai offerings. The other choices do not align with the standard definition of dirty chai: a chai without milk lacks one of the foundational components of chai, a chai with extra flavor may refer to flavored variations but doesn't specify the addition of espresso, and a chai served cold describes the temperature rather than the preparation style that makes it "dirty."

10. What is the key to building long-term customer loyalty according to Dutch Bros?

A. Consistent quality service and personal connections

B. Discounts and loyalty programs

C. Advertising and promotions

D. Variety of menu options

The key to building long-term customer loyalty according to Dutch Bros lies in providing consistent quality service and fostering personal connections with customers. This approach emphasizes creating a welcoming and friendly environment where customers feel valued and appreciated. Consistency in service ensures that customers know they can expect the same high-quality experience each time they visit, which builds trust. Concurrently, personal connections involve team members engaging with customers, remembering their names, and recognizing their preferences. This level of personalized interaction can transform a routine coffee purchase into a special moment, encouraging customers to return not just for the product but for the overall experience. While discounts and loyalty programs, advertising, and a variety of menu options can attract customers or initially pique their interest, they do not necessarily create the deep emotional connection and trust that are essential for fostering long-term loyalty. The focus on quality service and personal relationships is what distinguishes Dutch Bros and enables them to cultivate a dedicated customer base.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://dutchbrosmanifesto.examzify.com>

We wish you the very best on your exam journey. You've got this!

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