



Hicks Orchard & Slyboro Ciderhouse

18 Hicks Road | Granville, NY 12832

Dan Wilson, Proprietor

Michelle Wilson, Hicks Orchard Manager

Kim O'Leary, Slyboro Hard Ciders, Outside Sales Manager

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Farmer's Market Employee – Job Description and Manual



About Slyboro Ciderhouse

Founded in 2007, Slyboro Ciderhouse is one of the original craft hard cidermakers in New York. Named for the centuries-old hamlet that is home to Hicks Orchard, Slyboro re-introduces the lost craft of traditional American ciders.

At Slyboro Ciderhouse, you can expect excellent craft hard cider made from apples from our own orchard and made on the premises. We sell our cider through our tasting room, the farmers market in Saratoga, Troy and Albany, and through self-distribution to area liquor stores and restaurants and online sales.

Duties Sales Team Member for farmers markets in Troy, Glens Falls and Albany

Qualifications

1. Valid driver's license if you wish to help drive to or from market.
2. Able to lift 35 lbs. (cases of hard cider, ice, popup tent, folding tables)
3. Able to work with customers - small talk, answer questions & SMILE!
4. Able to handle money and make change using Square handheld terminal.
5. Love of farm-made, local hard cider!

Description

1. Drive Transit van one or both ways to market site or meet the market staff at the market.
If you load and drive your own vehicle, we pay \$5 for every 20 miles driven.
2. Help set up stand with tents, cases of hard cider, tables, table clothes, display stands, banners, etc.
3. Do a count of all your bottles BEFORE you sell. You are accountable for your inventory.
4. Be welcoming! Offer cider tastings to everyone who is 21 and older and wishes to try.
5. Be able to explain what cider is and the differences between the 6-8 varieties we make and sell.
6. Be aware of underage drinkers. ID folks that don't look at least 35 years old.
7. Notice what people like to drink. Be encouraging to buy! Have fun with the guests.
8. Upgrade sales from 1 bottle to 3 with a 5% discount and a tote bag gift!
9. Collect money and give change and a receipt if asked for. Process credit cards.
10. Restock display as soon as possible.
11. End of day, count your empty sample bottles, enter into Square and record on count sheet.
12. End of day, count of your unsold bottles. Enter in your count sheet.
13. Your cash and bottle counts should balance based on your Square sales report. No over/under.
14. Deduct credit card tips and your \$1 per bottle bonus after the first 12. Note on Count Sheet.
15. Pack up everything and put it neatly back in the van, including all garbage. Leave no trash behind.
16. After returning to the farm (Hicks Orchard) unload and replace any supplies before parking the van.



Market Schedule

1. Albany Concourse – Wednesday – 10 AM to 2 PM (May to September)
2. Troy Waterfront Farmers Market – Saturday 9 AM to 1 PM (May to September)
3. Glens Falls Shirt Factory – Thursday from 4:30 PM to 8 PM (May to September)

Slyboro Farmer Market Employee Manual



Pay Rate \$20/hour plus \$1 per bottle cash bonus after the first case (12 bottles).

If you drive your own vehicle, we give a stipend of \$5 for every 20 miles driven.



Wholesale Deliveries at Market From time to time, you may have a wholesale delivery for a customer to pick up at market. An invoice for this delivery will be ready to take with you when you leave for market. You will be compensated for the additional labor involved with these wholesale deliveries, based off of the number of cases. To determine your additional compensation, please refer to the spreadsheet in your money box, and divide the total compensation up between each employee attending the market that day.

Accidents All injuries or accidents occurring while on the job, regardless how minor, must be reported immediately to your Team Leader. The failure to report an injury or accident immediately after its occurrence may result in denial of liability for workers' compensation benefits.

Personal Phone Calls Receiving incoming and placing outgoing personal phone calls personal cell phones is strongly discouraged. This policy includes text messaging. If this becomes a problem, all phones will be required to stay in the truck for the duration of the market.

Personal Conversations All personal conversations should end when a customer is within earshot. The customer should be your number one priority. Please no profanity.

Personal Appearance Slyboro Ciderhouse will provide you with a company "DRINK SLYBORO" t-shirt and hat at no charge. Branding is so important when setting us apart from other booths at the farmers market. We want to be unique. To be seen as THE hippest, most fun place to try samples and buy cider! You are much more approachable if you are wearing our t-shirt and hat vs. regular street clothing.

Social Media We encourage you to use social media to promote Slyboro. We try to include diversity in our social media. Cider is for everyone! Show your heart and what fun cider is!

Calling Out Let Michelle and Kim know as soon as possible if you cannot attend any markets you have signed up for. If you become ill or have an emergency and cannot fulfill your work time, call Dan, the owner, as soon as possible. Please be on time to work, your team members are counting on you.

Smoking NO SMOKING.

Breaks We encourage you to get to know your other vendors. If you are working with a partner, take time before it gets busy to walk around a bit. Support other vendors by trying and buying from them. If our cider pairs with something like cheese or bread from another vendor, send them business! They will reciprocate! If you are working alone, get to know your other vendors around you so they can help cover your booth if you need to run to the bathroom. Do the same for them. Don't leave cash unattended. Take it with you if you do need to step away for a couple minutes.

Driving If you are a driver, please understand that it is expected that you adhere to good and safe driving.

I have read and understand Slyboro Ciderhouse Farmers Market Employee – Job Description and Manual as outlined above.

Name

Date



CIDER IS FOR EVERYONE!

