PRE-SHIFT GUIDE

3–5 minute manager-led THC beverage pre-shifts.

1. **Pick** *one topic* →
2. **Talk for** *3–5 minutes* →
3. **Ask** *one question* →
4. **Reinforce** *one takeaway*

CHOOSE A PRE-SHIFT TOPIC

Pick whichever conversation is most useful for your team today.

KNOW WHAT WE'RE SERVING

Focus: product, flavor, THC dose, any new or changed products.

Takeaway: Know the product. Keep the explanation simple.

READ THE GUEST

Focus: pay attention to the guest's experience, not just the order.

Takeaway: Read the guest, not just the order.

SELL THROUGH FLAVOR + OCCASION

Focus: describe THC beverages through flavor, format and occasion, not effects.

Takeaway: Flavor + dose + occasion.

PACE THE WHOLE OCCASION

Focus: consider THC, alcohol, timing and the next round.

Takeaway: Consider the whole occasion before the next round.

WHEN A GUEST HAS QUESTIONS

Focus: be helpful without guessing or giving medical advice.

Takeaway: Be helpful without pretending to be an expert.

IF A GUEST FEELS UNCOMFORTABLE

Focus: stay calm, listen, don't minimize, involve a manager.

Takeaway: Take the guest seriously. Keep the situation calm.

CONFIDENT GUEST LANGUAGE

Focus: make THC beverage conversations feel normal, informed and approachable.

Takeaway: Make the category approachable.

LOCATION CHECK

Focus: use this for product changes, menu updates, house rules, special events or daily notes.

Takeaway: Clear teams create consistent guest experiences.

Keep coming back to three things:

KNOW THE PRODUCT → READ THE GUEST → SERVE WITH CONFIDENCE.