

Mac's Creek

Winery · Cidery · Brewery

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Lexington, Nebraska



Mission Statement: Create high quality, hand-crafted Nebraska wine and experiences presented in a friendly way.

Mac's Creek Winery & Brewery Employee Mission Statement

I am a **friend and loyal** to my coworkers.

I am **approachable and charismatic**.

I am a **team player** and ready to **cooperate** and **communicate** with **respect**.

I engage with the others around me with **genuine joy**.

I understand that we are **all in this together** and my choice in attitude directly affects those around me.

I take **pride** in the job I do and strive to **always do my best**.

I work at a winery and it is a **fun, cool, and fascinating** job.

Find your style. Whether it is taking a guest through the wine experience, working an event, or taking care of one of our retailers, we encourage each person to find their voice and do it with their own style.

Strengths-based management. We believe our people thrive where they can use their strengths. We always try to put people in the job best-suited for their strengths.

Right People, Right Place, Right Time.

Be positive and work together. Every job is important to the overall goal and we couldn't do our job without every individual contribution.

Try something new and make mistakes. We learn from mistakes and that is how we find out what works and what doesn't. You should never be afraid to be wrong, but always strive to be right!

Tasting Crew Description

The Tasting Crew are the backbone of the Tasting Room. They are the face and personality of Mac's Creek Winery & Brewery. Tasting Crew members are directly responsible for the guest experience whether they are conducting a guided tasting, selling glasses or bottles, keeping the flow of operations during a busy event, keeping the Tasting Room clean or

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simply talking about the property and wine. Our Tasting Crew's contributions to the guest experience are the reason guests buy from us, keep coming back time and time again, and tell their friends about us.

Working the Tasting Room

- Smiling friendly faces
- Image is everything with the public.
- Be accommodating without interfering with flow or policies
- No food or drink out on the bar
- No sitting behind the bar
- Be a problem solver

Tasting Room Basics

Dress code when working the Tasting Room:

- **No leggings/yoga pants/athletic clothing or flip-flops**
- **No cutoffs or pants or shorts with holes or rips in them**
- Mac's Creek tee-shirt or polo (some events require a specific Mac's Creek shirt)
 - *Private events we ask that you wear your polo and khaki or black pants.*
- Jeans or shorts in good condition

Parking:

- Side parking area near the bottle warehouse
- Do not park in the front lot or near the handicap parking.

Food/Snacks/Employee Area

- Snacks
 - Employees may have a bottle of water or can of soda while on shift. Make sure we mark it in the POS under "Employee."
 - Employees may snack on the items we use to make meat and cheese boards
 - Prepackaged items for sale in the tasting room are not free snacks, employees can purchase them at their discount (30% discount).

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Tasting Room Flow

Greet the guest with a friendly smile, if you are currently with a guest let the new guest know that you will be with them shortly. Ask open-ended questions, get to know the guest by starting a conversation.

If the tasting room is busy, have guests go and sit down and bring them tasting and appetizer menus. We do not want a line of people at the bar.

- Use all three sides of the bar if necessary to meet the needs of customers.

What do we offer, what are some things the guest can do while here?

- Wine Tasting \$10.00
 - 5 - 2oz. Tastings (they may mix and match wine, hard cider and/or beer)
- We sell all our wine by the glass or by the bottle
- We sell all our hard cider and beer by the glass or by the 12oz. can or 16oz. can.
- We have appetizers guests can order to enjoy with the wine, hard cider or beers.
- Customers can walk our sustainability trail around the property.
- Give them Calendar of events and remind them of all the other things we do
- Mention that we also have a wonderful wine club program



8oz. Glass of Wine



2oz. Sample of Wine

Tasting Basics

- Can choose 5 wines, hard ciders, and/or beers or a combination of each.
- If they join the wine club or purchase two bottles all tasting fees will be waived
- Prepare the tasting by placing 5 glasses in the metal tray, pour tasting in each glass - 2oz. Tasting (arrange the tasting from dry (no sugar) wines to sweet wines also

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wine before hard cider and beer) also place a package of oyster crackers in the sixth slot of the metal tray.

- Make sure you place their tasting menu, and winer/brewery information brochure with the tasting before serving.
- When you serve the tasting to the guest(s) ask if there are any appetizers they would like to order that we can make while they are tasting.
- At the end of the tasting ask if they would like a bottle to enjoy while they are here, or any to go.
- Other question to ask:
 - Open a tab?
 - If there is something else they are interested in trying they can try it at the bar in the tasting room at no additional charge.
 - Do not go to the bar and bring wine back to the tasting bar for the guest to try, this causes a problem with flow and the people at the main bar may need that bottle of wine
 - At the end of the tasting let them know that if there is anything else they need, the staff at the bar in the tasting room will take care of them.

Customer Service Expectations

- Greet every guest within 10 seconds of entering, even if you are busy
 - When busy one Tasting Crew member needs to be placed at the entrance to hand out tasting menus and appetizers menus and get guests seated.
 - Discuss with the guests they can go sit and look things over and come to the tasting bar when they are ready to begin their tasting or order appetizers.
- Answer as many questions as possible
- Resources: Wine Info Book, Guided tour sheet, other staff members, FAQ sheet, information binder
- Be just as courteous and kind with kids as you would be with mom and dad, point out that we sell kids snack packs and capri suns.
- Let guests know that we are dog friendly
 - furry friends are welcome in the tasting room and on the grounds
 - Dogs must remain on leash while on property
 - offer a dog treat and a poop bag (in case of accidents)

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- If they are staying longer offer a doggy water dish
- Be courteous with your coworkers and watch what you say and how you talk to them while in front of guests.
- Be flexible and be a problem solver.
- If you see a guest injure themselves; please let someone know immediately and fill out an incident report, we need as much information as possible
- If you encounter a situation that you are uncomfortable with, talk to Lucy or one of the McFarlands.

Everyday Employee Expectations

- Clean up after yourself and guest whenever possible
- Throw out uneaten crackers or other snacks
- Check bathrooms frequently (at least every 30 minutes) and wipe sink and toilets down.
- Tidy/organize merchandise shelf and t-shirts (fold or rehang shirts, bring merchandize out from the back)
- In your down time, please ask what you can do
- Place empty bottles in box by the back doors, when the box is full, close it up and take it to the pallet, put a new box in the corner

Opening Closing Checklist details

- This is not an option; it must be done everyday

Barback Duties

- Keep clean glasses stocked (If we are running low on glasses, pull more from the bottle house, wash them before stocking them)
- Let Barry know if we are low on glasses in the back (an order of glasses takes almost a month to arrive at the tasting room)
- Bus tables, inside and outside (don't forget Creekside)
- Check and stock:
 - Wine shelf
 - Wine, soda, water, and Capri Suns in tasting room fridge
- Check bathrooms for cleanliness and restock toilet paper and paper towels
- Check trash cans (inside and outside) if full take trash to dumpster
- Keep kitchen clean

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- wash dishes
- put away clean dry dishes
- keep counters clear of clutter
- Refill water with water and ice
- Restock the plasticware, plates, napkins, and cups next to water urn

List of things to do during downtime

Have some downtime? There are always things that need to be done, and if everyone pitches in and helps out then none of the things on this list will ever get overwhelming.

- In the Tasting room:
 - Refill plastic wear, cups, plates, etc. below station 2
 - Reorganize wine in wine fridge (straighten rows, make sure there are 6 bottles in a row, clean out the bottom of fridge; it gets gross)
 - Straighten up the merchandise, put out more merchandise, refold t-shirts in bins, put out more boxes of crackers and chocolates.
 - Price any merchandise that is not marked.
- In the Kitchen
 - Clean out the fridge, wipe down the door (inside and out)
 - Clean out food bins (take the food out and wash the bins, put fresh paper towels in the grapes, refill bins if necessary)
 - Take cheese out of the freezer and place it into the fridge, if needed (pull from top shelf)
 - Clean out the dishwasher - spray it down so all food particles are down the drain
- Outside:
 - Pick up trash and cigarette butts, make sure there is sand in the ash tray.

Tips, Wine Club Signups & Goal Wine

- Cash tips are turned in (placed in the cash till) by the Shift Lead at the end of the day and the cash amount will be recorded on the monthly cash sheet with each Tasting Crew members name who worked that shift.
- Wine Club Signups

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- Commissions
 - \$15.00 for any new wine club memberships. Will be placed on your check at the end of each quarter.

Complimentary (Comp) Glasses of Wine

- A Wine Club member and up to 4 guests may receive a free wine tasting or comp glass of wine in place of a free wine tasting. (Wine Club member must be present.)

Checking out wine from the Bottle House (BH)

- Wine that leaves the Bottle House is taxed and we must keep a record of it
- To check out wine please complete the check out form on each separate wine pallet.
 - To return a case of wine, make a tally mark in the return wine column

About Us

- The Mac's Creek name came from:
 - The McFarland family. Everyone is called "Mac" growing up.
 - Spring Creek that runs through the property.
- Our address: 43315 Road 757, Lexington, NE 68850
- Phone Number: (308) 324-0440
- Email: info@macscreek.com

FAQs:

How big is the property?

- The estate property (estate means all the land owned around the winery itself) is 27 acres.
- We also have vineyards south of Lexington along Hwy 283, on your way to Johnson Lake (under the large radio towers)
- We also have grapes we purchase from growers in Lincoln and Broken Bow, Nebraska.

What grapes do you grow here?

- We grow Cold-Climate varieties of grapes. They have to be able to withstand -25 degrees below zero.
- On property, we grow Edelweiss, Brianna, Marachel Foch, Petit Pearl, Crimson Pearl, Verona, Catawba, Concord, and LaCrosse

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How long has the winery been here?

- The winery opened in 2002 but we have been growing grapes since 2000

Is your wine gluten free?

- Yes

Is your wine vegan?

- This may seem like a strange question, but is possible for a wine to be non-vegan
 - A traditional way of fining (filtering) wine is to use egg whites
 - The use of egg whites would make the wine not vegan even though they do not end up in the final product
- We do not use egg whites, so our wine is vegan

Important People

Dr. Max “Mac” McFarland & Theresa McFarland: Founders/Current Co-Owners

- Max & Theresa McFarland founded Mac’s Creek in the fall of 1999 when they purchased the original twelve acres of land that the winery sits on today. They both grew up with farming backgrounds. Max, grew up near Eddyville, Nebraska (25mi. North of Lexington). His father was a cattleman and raised Hereford cattle as well as corn and other crops.

Theresa, grew up near Sumner, Nebraska. Her family were row crop farmers as well as hog farming operations. Both Max and Theresa attended S-E-M high school. They both attended Kearney State College where Max earned his degrees in Psychology and School Psychology. Theresa received her degrees in Special Education teaching and as a Speech Language Pathologist. Max went on and received his doctorate from the University of South Dakota in School Psychology. Theresa went on and received her Education Specialist degree in school psychology and administration.

Max retired from 35 years as a professor at the University of Nebraska Kearney. Theresa retired from Lexington Public Schools as the Special Education Director for the district.

Max currently serves as a member of the Wine America nation board of directors based in Washington D.C.

Seth McFarland: Head Winemaker and Brewmaster/ Current Co-Owner

- Seth graduated from Lexington High School in 1998 and from the University of Nebraska Kearney with a Masters degree in Athletic Training. Seth has been the Head Winemaker and Brewmaster of Mac’s Creek since joining the company in 2007. He currently oversees all production aspects as well as directs all vineyard operations.

Seth and Max have been two of the leading researchers in the Central United

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States in the area of grape sustainability and viticulture practices. They have presented their research and findings across the United States and in Canada and Europe. Their lead research is in the area of using Ozone in natural grape protection as well as the use of Essential Oils in the vineyards instead of harsh chemicals.

He and his wife Dora live on the vineyard property with their two children Greyson and Elena as well as their beloved vineyard dog Yogi!

Lucy Kimball: Assistant Winemaker and Assistant Brewmaster

- Lucy is a graduate of the University of Nebraska Lincoln with a degree in Agricultural and Hospitality. Lucy resides in Callaway, Nebraska. She joined the Mac's Creek team in the Spring of 2022. She helps oversee the winemaking and brewing processes as well as helps manage the vineyard operations. Lucy currently manages the Mac's Creek Wine Club memberships.

Barry McFarland: Business Director/ Current Co-Owner

- Barry graduated from Lexington High School and the University of Nebraska Kearney with a degree in Elementary Education. He also received his Education Specialist from UNK in Education Administration. Barry has been an Administrator with Lexington Public Schools for over 20 years.

Barry holds a Wine Management Certification from Sonoma State University. He oversees the business and finance operations and event planning at Mac's Creek as well as he directs all marketing efforts. He has presented wine marketing seminars in the United States and Canada. Barry lives on the vineyard property with his three vineyard dogs... Cooper, Angus and Quinn.