

**BACKPACK  
BRANDS  
CULTURE  
CODE**

FIRST & FOREMOST

# WE ARE SO GLAD YOU'RE HERE!



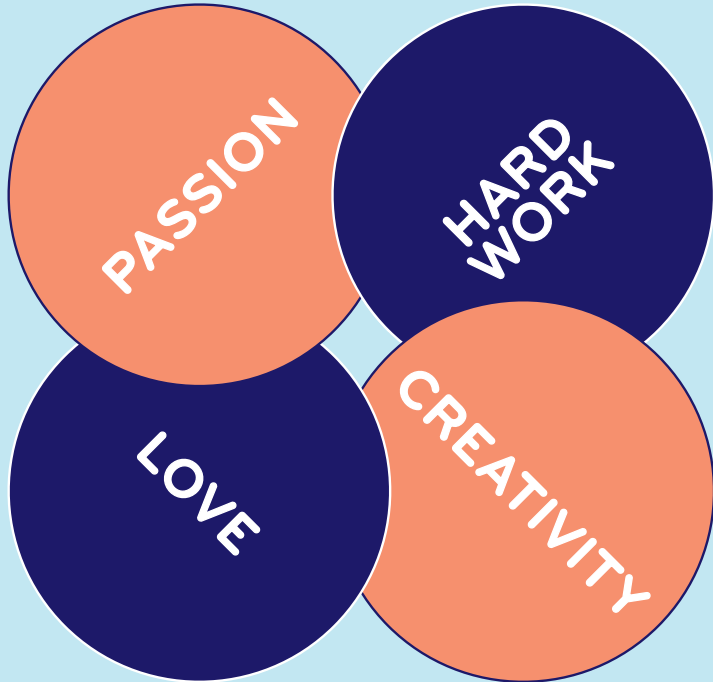
I know you're thinking, "okay, so you're a cider company. What's so cool about that?"—well, hold tight. We're about to blow your mind...

WHO

WE

ARE

## BACKPACK BRANDS IS A CONVERGENCE OF...



We tend to veer away from the norm. We put together weird flavor combinations that would make you say “um please stop” except, our production team is so talented that it’s literally the best thing you’ll ever sip on. We will make you second guess everything you thought you knew about what cider could be—that’s a promise.

We stay innovative and we are committed to creating those jaw dropping flavors that we all dream of. Quality over quantity is the name of the game. Our products are something that we want to stand behind and enjoy for ourselves as well as our consumer. Our goal is to consistently create a one of a kind beverage that we are proud to call ours every single day. **CHEERS!**

OUR CORE VALUES ARE...

BE

EMPOWERED

STAY

FRESH

MAKE

RELATIONSHIPS

KEEP IT

STREAMLINE



## BE EMPOWERED

Own your job as if it was your own business! Passion, care, kindness, and drive will always guide you to success—even when things get a little bumpy.

## STAY FRESH

Exploring & adopting innovative ideas, concepts, strategies, and execution. Fresh is simply the creation of unconventional ideas and concepts that can radically change the way we make and sell our cider.

*Uh wait, can you give me an example of a fresh idea?*

But of course! When our team gets together and comes up with a new flavor profile for a cider that targets what our consumer wants—that's a fresh idea!

## MAKE RELATIONSHIPS

Backpack operates within a relationship-based business; we are not just a brand, we are individuals with ideas, feelings and needs. Respect, patience, transparency and communication across all levels is one of our cornerstones.

## KEEP IT STREAMLINE

We are a small team and we need to work on maximizing value creation in everything we do. Technology is your friend!

*Hm, how do I streamline?*

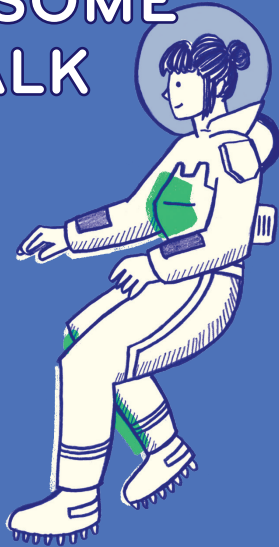
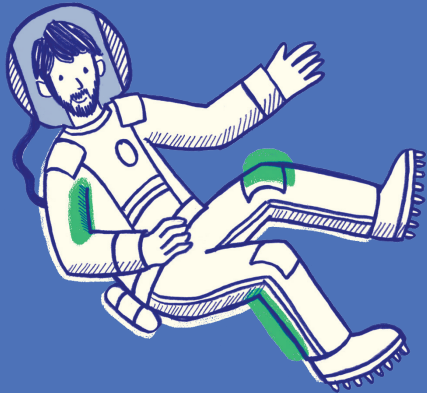
Well, this handbook is a great example! Instead of HR receiving questions on policies and procedures, we've created this guide book to assist you on your journey and cut out all the confusion.

H

R

PROTECTING OUR PEOPLE

# OKAY. NOW FOR SOME REAL TALK



At Backpack Brands, we base identity off of how you treat others, maneuver challenges, and bring new ideas to the table. Our team is what makes us successful. We do not tolerate discrimination of any kind and we will always protect the safety of our hive.





## HARASSMENT

# DID SOMEONE MAKE YOU FEEL UNCOMFORTABLE?



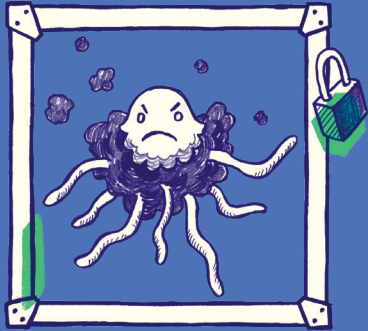
### LET'S TALK ABOUT IT!

We care about the well being and security of our team and we want you to feel safe in our space! After all, we spend a majority of our time together :-)

If you experience any form of harassment or behavior that doesn't "sit right" in your gut, please contact your manager or human resources superstar to discuss what has taken place. Backpack Brands has a zero tolerance policy against all forms of harassment.

## CONFLICT & MEDIATION

HMM...  
SO I HEARD YOU'RE  
ACTING UP?



### HERE'S WHAT TO EXPECT

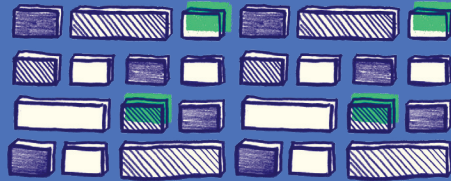
An informal and casual conversation to discuss what's up and see how we can work to remedy the situation.

If the situation escalates, you will be gifted some one-on-one sessions with your \*wonderful\* human resources contact to see how they can help remedy the situation! Mediation can be included as well if there are some rough waters between yourself and a coworker.

If all else fails, a formal write up may come into place. And as much as we hope it never does come to this—potential suspension or termination may arise if we can't get back together and unite our visions for making Backpack Brands successful.

## WORKPLACE INJURY

# UH, OH. DID YOU GET HURT ON THE JOB?



**THERE'S A FORM FOR THAT!**

Please file an incident report with human resources ASAP!

The next step is to get that boo boo checked out by a medical professional.



## OUR GOLDEN RULE

IF YOU...  
SEE  
SOMETHING  
SAY  
SOMETHING

### WE CARE HARD

We care most about your safety as we continue growing, we are constantly putting policies and procedures into place to protect our team. We hold a weekly safety meeting to discuss new ideas and areas of improvement.

We love individuality here at Backpack and we want to hear from you!

If you have an idea or see something that could be improved, please let us know so we can investigate further and put those great ideas of yours to work!

PAY

&

BENNIES

## MONEY TALK

# PAYDAY? REIMBURSEMENT? OVERTIME? NOW WE'RE TALKING!

### PAYDAY

Weekly on Fridays! **WOO HOO!**

### EXTRA HOURS NEEDED?

Email your overtime hours to your manager and cc HR by Thursday at 10am.

### MADE PURCHASE WITH YOUR OWN MONEY?

First off—thank you! We appreciate that. To be reimbursed, simply submit a copy of your receipt to your manager and cc HR and it will be reimbursed in your next paycheck.

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### BUT WAIT...

Not so fast over there Sales... don't forget you need to submit your expense report by the end of the month!

## PERKS

SO YOU'VE MADE  
IT PAST THE FIRST  
90 DAYS?  
CONGRATS! YOU'RE  
OFFICIALLY A  
BACKPACK NATIVE!

Aside from working for the \*best\* cidery ever, we do offer some cool perks....

### LET'S TAKE CARE OF YOU

\$250 monthly healthcare stipend to take care of you now.

401(k) 3% (100% match) 3-5% (50% match) for the future you.

### OH, DID I MENTION THE COMPANY RETREAT?

Okay, put your seatbelt on because once a year we plan a thoughtful, fun, creative and badass company retreat. All expenses paid of course!

This is a time for our whole team to gather round and enjoy the payoff of our hard work and see what is in store for us in the next year. We cook, laugh, learn, and explore! Oh, did I mention there's alcohol? (if it's not your thing, don't worry! We have some mocktails up our sleeve for you).

## NEW YORK STATE RESIDENTS

HAVE YOU MADE IT  
TO 6 MONTHS OF FULL  
TIME EMPLOYMENT?  
AS A START UP  
BUSINESS IN NYS, WE  
GET SOME COOL TAX  
BENEFITS FOR YOU.

As a Start Up NY approved business, we are pleased to offer you exclusion from the following:

NYS PERSONAL INCOME TAX

NYS RESIDENT INCOME TAX

YONKERS RESIDENT INCOME TAX SURCHARGE

YONKERS NON-RESIDENT EARNINGS TAX

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### WHAT'S THE CATCH, RIGHT?

The only catch is that our payroll provider needs a little extra time filing your W-2 at the end of the year to make sure we have maximized your tax benefits.

But, fear not! The lead time is typically 4 weeks and then those W-2s will be hot off the press.



## PAID TIME OFF

FEELING TIRED?  
HEARING SWEET  
MELODIES OF PTO IN  
YOUR EARS?  
WELL, WORK LIFE  
BALANCE IS A HUGE  
DEAL FOR US!

We understand that sometimes you just need a break, or you're going to a fancy wedding, or planning a trip that's on your bucket list!

At Backpack, we offer alternating Friday's off and 10 PTO days a year (2.5 days accrued quarterly) for our talented production staff, and 20 PTO days a year (5 days accrued quarterly) for our *bad and boujee* Sales and Admin Staff.

All we ask is that you give us some time to plan for your absence. Please submit your PTO request 2-3 weeks in advance if you are taking a proper vacation (you know the type), or a few days notice if something pops up- like a doctor appointment or your favorite band decided to do a pop up at a pizza shop. We get it! Life is meant to be enjoyed and we support you taking some time for yourself!

## HOLIDAYS

DO WE HAVE PAID  
HOLIDAYS, YOU ASK?  
OF COURSE WE DO!  
WE'RE NOT  
ALL BUSINESS HERE!



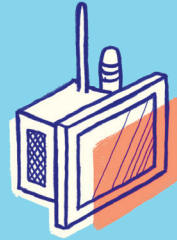
We love snagging some extra days off for the team!

At the beginning of the calendar year, you will receive a shared doc containing all paid holidays for the year! This will be in the google drive and the days will also be documented on our shared calendar!



## EMPLOYEE OWNERSHIP PLAN

YOU'VE HIT 3 YEARS  
WITH US?  
THEN YOU CAN JOIN  
OUR EMPLOYEE  
STOCK OWNERSHIP  
PROGRAM!



At Backpack, we believe that a business can be more than just the standard hierarchy of power. We strive to work more as a collective of smart, motivated people working together for a common goal.

After three years of full time employment, you'll get a slice of the cake. Interested in learning more, check out our Employee Ownership Plan in our shared drive!

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WRAP

IT

UP

TELL US WHAT YOU THINK

DO YOU THRIVE OFF  
FEEDBACK?  
WELL, SO DO WE!

#### MONTHLY ACTION PLAN MEETINGS

Together we check in on different projects or goals that we have set, and look at ways we can help you grow and develop your role.

We also send out a monthly questionnaire to gauge how you're feeling about your work. *Need to be challenged more? Are you receiving enough feedback? See cool course online for strengthening your skills at work?* Tell us about it! We want to help you grow and acquire the tools you need.

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#### ANNUAL REVIEWS

Held the first week in April for an in depth chat on how great you're performing and all the success we see in the future! But don't worry, it's not all about you, there's an opportunity to give us our annual review as well—because if you're not happy, how could we possibly be?

THAT'S ALL FOLKS!  
ENJOY YOUR JOURNEY  
HERE AT BACKPACK.  
WE ARE SO EXCITED TO  
SEE WHAT YOU HAVE IN  
STORE FOR US!





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