- Date

MANUAL MASTER CONGRESS 2025

From Sharepoint System to Manual Master System

AGENDA

Topic
Company Overview
Sharepoint System
Manual Master System
Future Extendings
Questions & Answers

COMPANY OVERVIEW

SEPTEMBER 2025

OUR STORY

Our Vision

WHOEVER YOU ARE.
WHEREVER YOU COME FROM.
HOWEVER YOU FEEL.
WE HAVE THE COFFEE YOU LOVE.

Our Purpose

WE CHAMPION WHAT COFFEE MAKES POSSIBLE

Our Belief

WE CRAFT COFFEE FOR EVERY CUP.
WE BUILD BRANDS FOR EVERY HEART.

Our Values

LIVE THE AMAZING

- DARE TO AMAZE
- OWN IT
- MAKE IT SIMPLE
- WIN TOGETHER

OUR VALUES GUIDE THE BEHAVIOURS OF 21,689 EMPLOYEES WORLDWIDE

DARE TO AMAZE

We lead with curiosity and our passion for coffee to compete for every cup and delight every consumer.

OWN IT

We act boldly to seize opportunities that best serve the company and deliver better every day.

WIN TOGETHER

We leverage our diverse strengths, share transparently and support each other to win as one JDE Peet's.

MAKE IT SIMPLE

We remove the unnecessary and focus where we can have the greatest impact.

- DARE TO AMAZE
- OWN IT
- MAKE IT SIMPLE
- WIN TOGETHER

OUR VALUES

LIVE THE AMAZING

JDE PEET'S AT A GLANCE - 2024 FACTS & FIGURES

EUR 8.8BN
SALES

EUR 7.2BN
IN-HOME

EUR 1.6BN
AWAY-FROM-HOME

SALES BY SEGMENT (EUR MM)

4,717
EUROPE

2,030
LARMEA

1,257
PEET'S

796
APAC

5.3% ORGANIC SALES GROWTH

21,689
EMPLOYEES

40.5%
WOMEN IN LEADERSHIP POSITIONS

4,392 CUPS
OF COFFEE & TEA SERVED
EVERY SECOND

1SEC

40 MARKETS
WHERE WE ARE THE #1 OR #2 PLAYER

→ 72%
OF SALES GENERATED IN THESE MARKETS

73 PROJECTS
ACTIVE PROJECTS WITH SMALLHOLDER FARMERS

→ 24 COUNTRIES
WORLDWIDE

→ 835,000
SMALLHOLDERS REACHED DIRECTLY SINCE 2015

83.2%
RESPONSIBLY SOURCED COFFEE[1]

78%
PACKAGING DESIGNED TO BE REUSABLE, RECYCLABLE OR COMPOSTABLE

1 Responsibly sourced green coffee covered by a sustainability scheme recognised by the coffee industry, such as GCP Equivalence Mechanism, including, Enveritas, Rainforest Alliance, 4C, Fairtrade, etc. A product or material which is "responsibly sourced" means that such product or material satisfies the applicable definition contained in the section Basis of preparation of the 2024 Annual Report (p.136).

OUR BRANDS

At JDE Peet's we champion what coffee makes possible through our strong portfolio of global, regional and local brands. Our unique portfolio of brands is built upon a rich history and is deeply rooted in the local heritage of the coffee & tea culture in which we operate.

Our brand portfolio allows us to offer coffee & tea to everyone, no matter who they are, where they are, or what their preferences are, by covering different price points, taste preferences, and drinking occasions.

Our **global brands** are large players operating in multiple markets, with one meaning and one global execution.

Our **regional heroes** have an international footprint with local nuances. These local nuances are based on cultural drinking habits, the stage of category development and brand heritage.

Our **local jewels** are iconic in their local market. These brands leverage local culture and heritage and are of true significance in their home country.

1753 Douwe Egberts

1923 Kenco

1966 Peet's Coffee

1992 L'OR Espresso

1999 Stumptown Coffee Roasters

2004 Tassimo

1853 Gevalia

1937 Pickwick

1978 Pilão

1995 Intelligentsia

1992 Old Town White Coffee

2021 Campos

1895 Jacobs

1960 Moccona

1987 Super

1996 Mighty Leaf Whole Leaf Tea

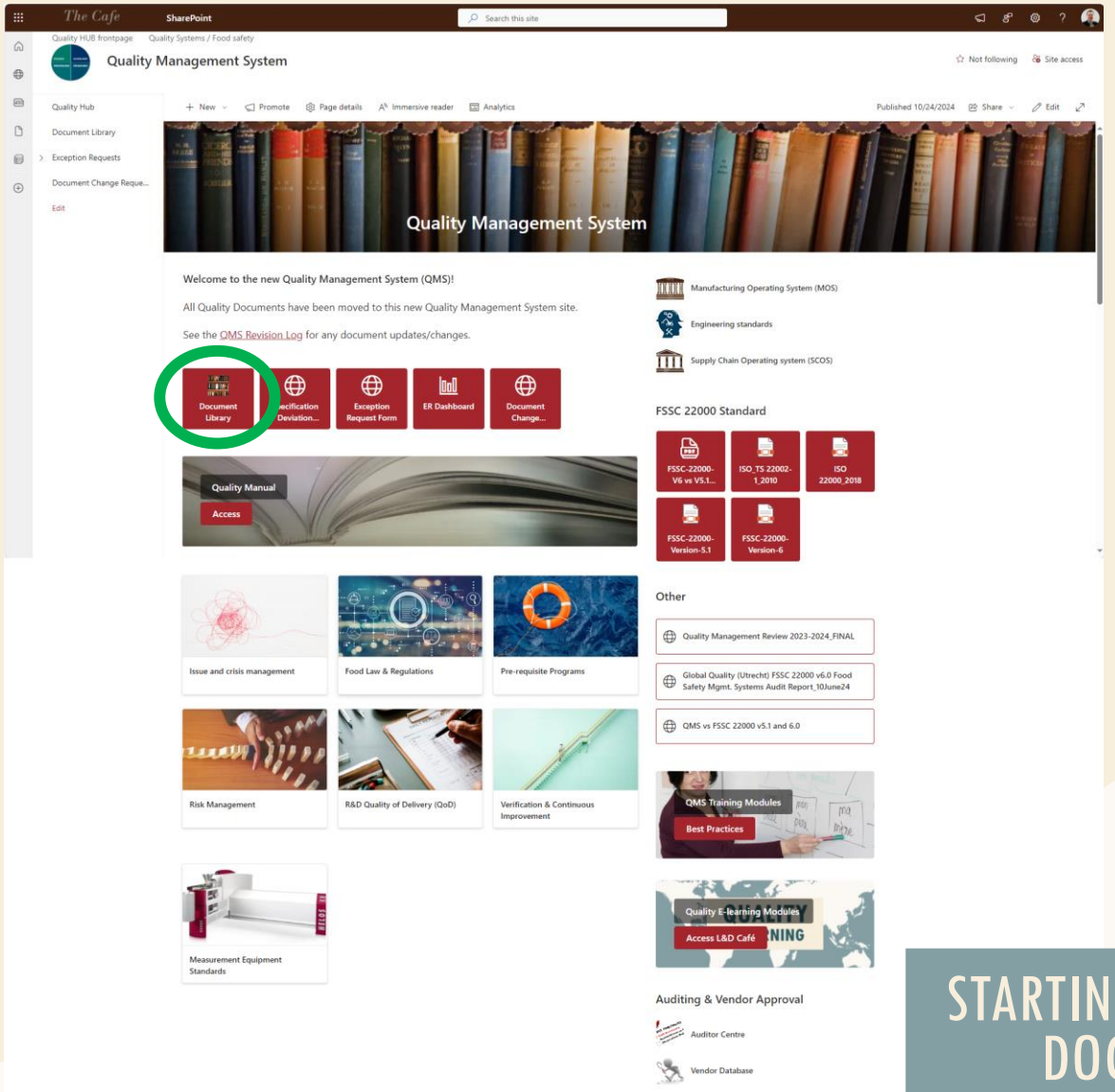
2001 Senseo

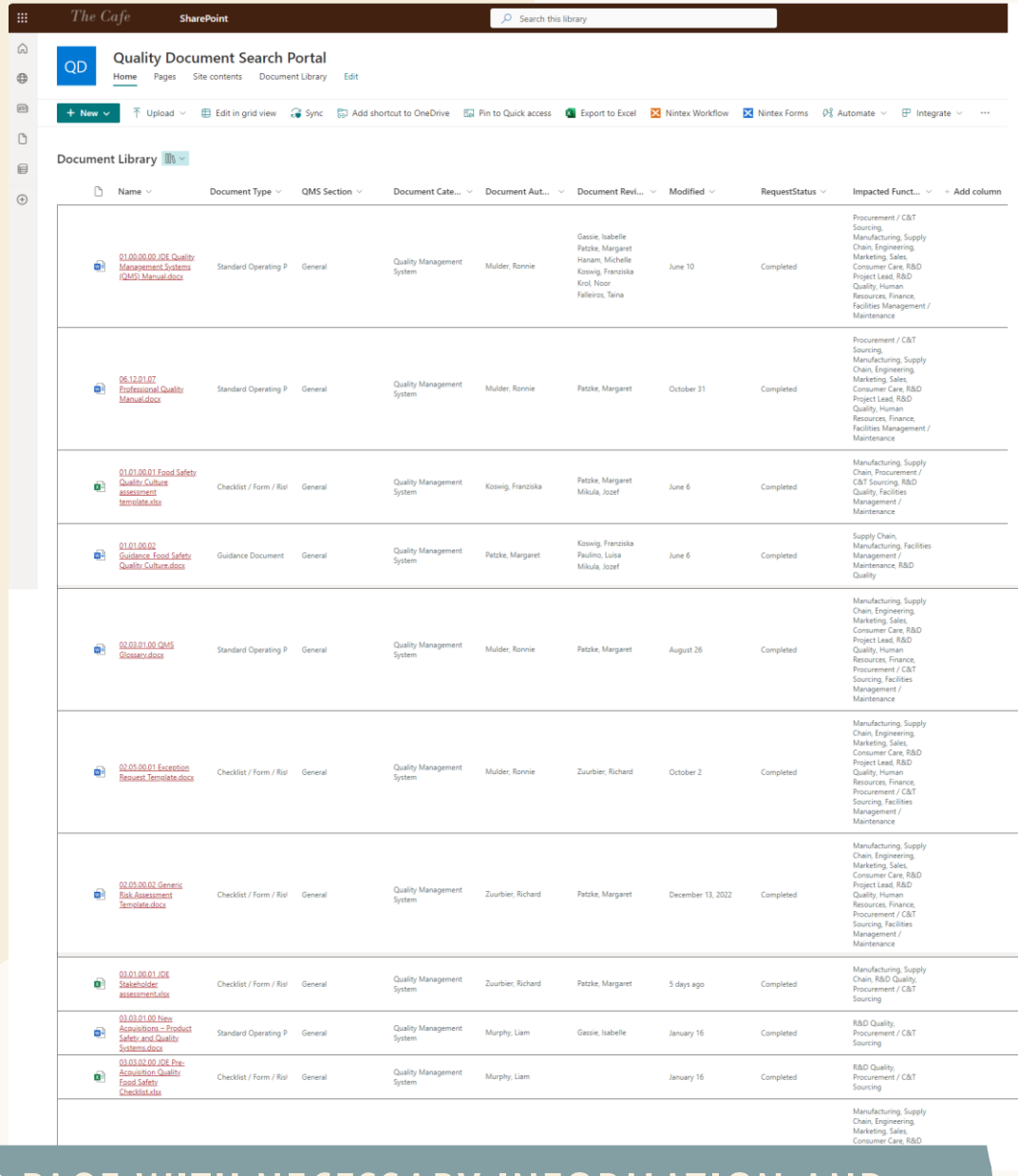
2022 Les 2 Marmottes

SHAREPOINT SYSTEM

- Look and Feel
- Need for Improvement
- System defects during use

SHAREPOINT QMS SYSTEM





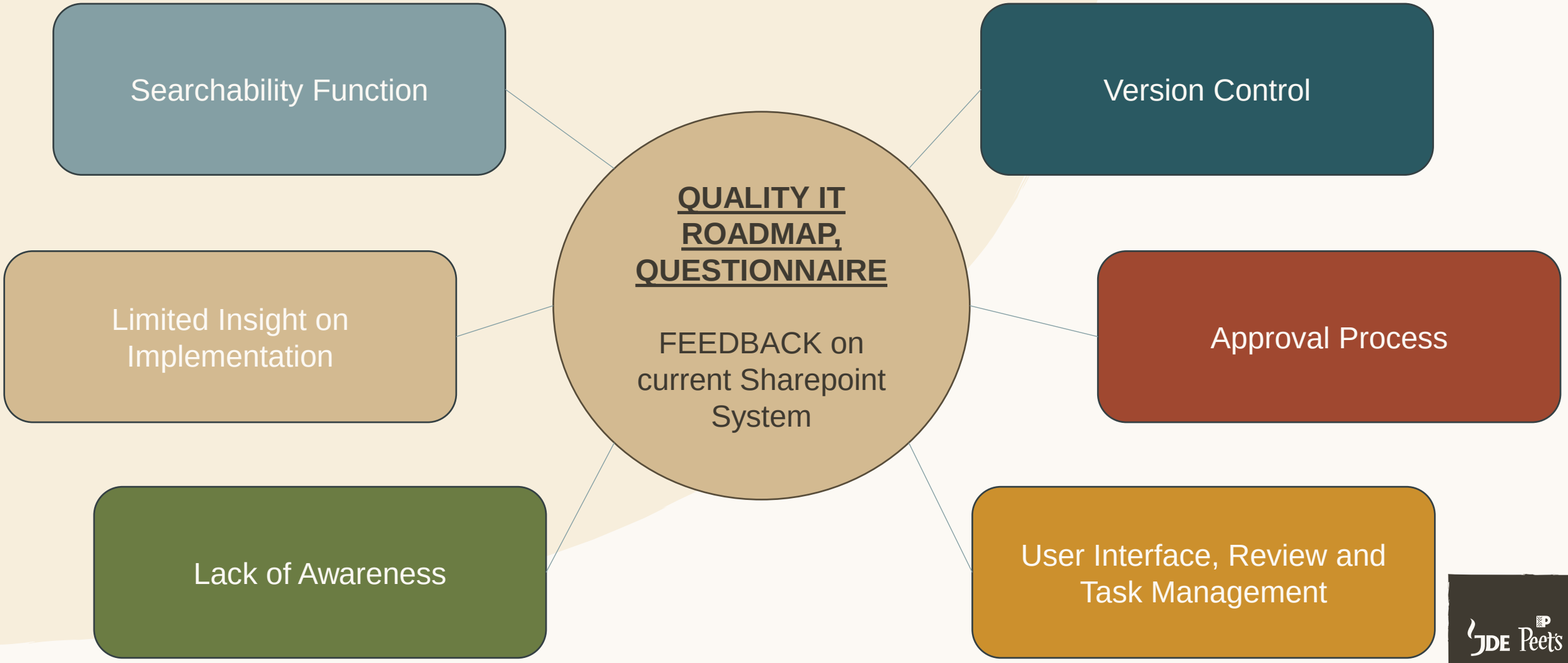
STARTING PAGE WITH NECESSARY INFORMATION AND DOCUMENT LIBRARY WITH ALL DOCUMENTS

PROJECT

- NEED FOR IMPROVEMENT
  - MORE EFFICIENT USE OF THE SYSTEM
  - SAVING TIME
  - MORE INSIGHTS
  - STANDARDIZED LOOK AND FEEL
  - UPSCALE POSSIBILITY
- INTERNAL QUESTIONNAIRE

RESULTS:

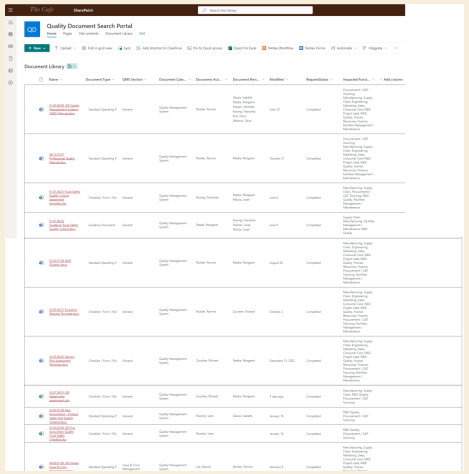
WHY MOVE FROM SHAREPOINT TO A DOCUMENT MANAGEMENT SYSTEM?

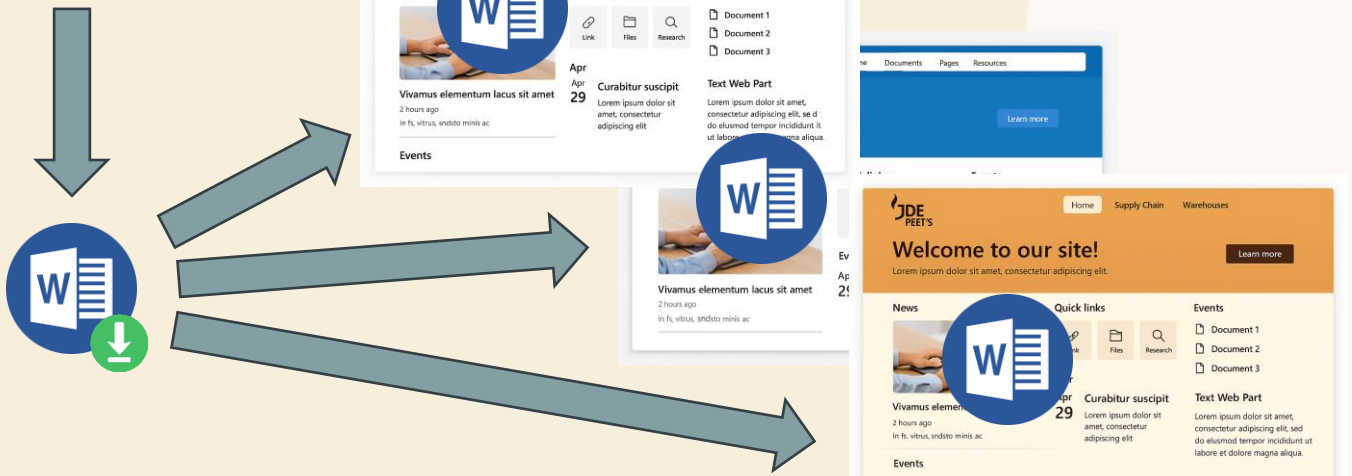


VERSION CONTROL

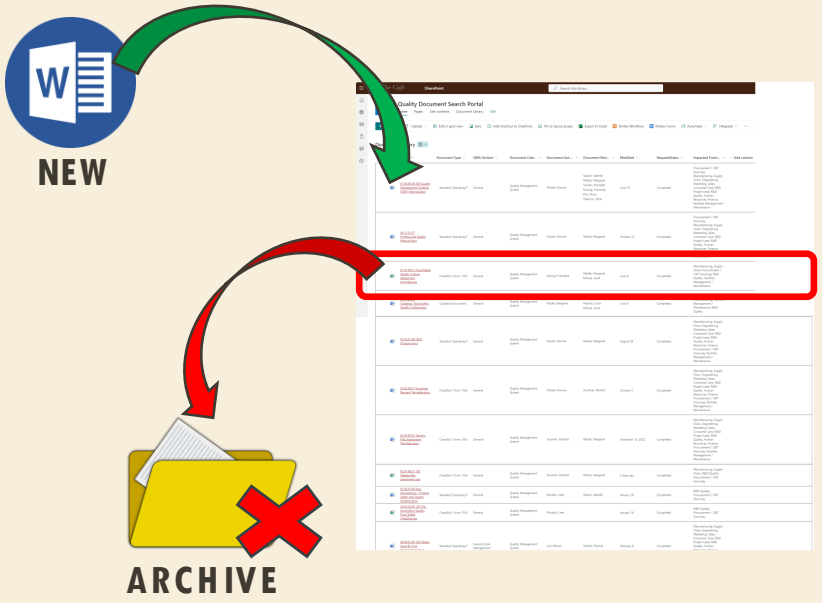
LIMITED SECURITY OPTIONS

- DOCUMENTS EASY TO DOWNLOAD AND EDIT
- OPTION TO UPLOAD ON SEVERAL STORAGE LOCATIONS





VERSION CONTROL



Version history

Document Owner Mulder, Ronnie

1.1 7/20/2022 1:35 PM

Approval Status Draft

This is the current published major version

1.0 4/27/2021 4:17 PM

Document Owner Mulder, Ronnie
RequestStatus Completed
Approval Status Approved

0.3 4/7/2021 2:47 PM

Impacted Functions Manufacturing, R&D
Document Type Checklist / Form / Ri
Document Category Quality Managemen
Document Author [redacted]
Document Reviewers [redacted]
[redacted]
QMS Section Risk Management

0.2 4/7/2021 2:44 PM

Document Number 07.02.01.05
Document Name 07.02.01.05 JDE HACC

0.1 4/7/2021 2:43 PM

RequestStatus New
Approval Status Draft

RISK OF LOSING INFORMATION

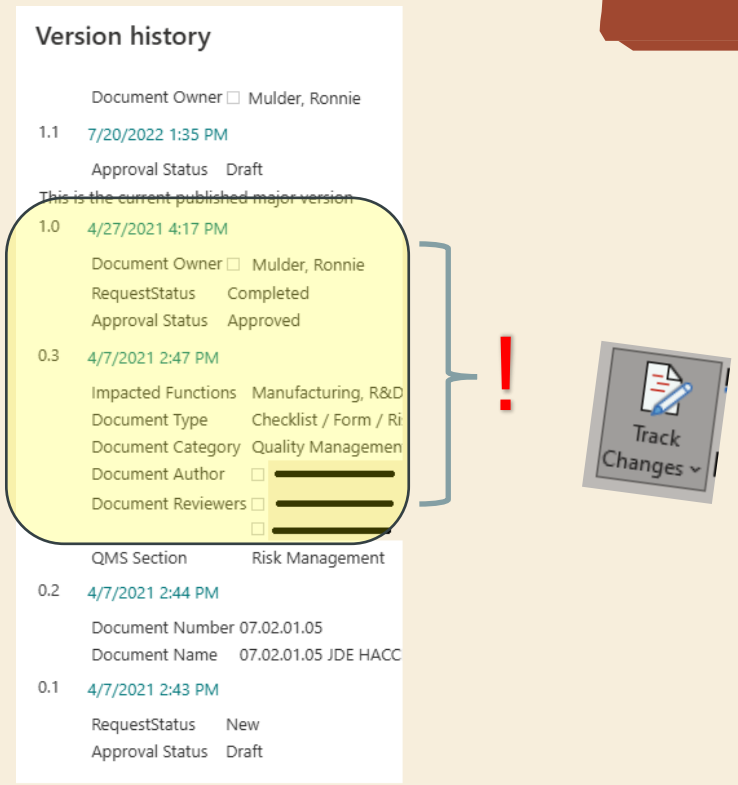
- DOCUMENT HISTORY: ONLY LAST 10 VERSIONS STORED
- NO ARCHIVE
- LIMITED OPTIONS FOR ADDING / REPLACING DOCUMENTS

APPROVAL PROCESS

REQUEST TO UPLOAD / CHANGE DOCUMENT

NOT USER FRIENDLY

- POSSIBLE TOO EARLY AUTOMATIC PUBLICATIONS
- SETTING CHANGES TRIGGER NEW VERSIONS
- DIFFICULT TO "CONNECT" DOCUMENTS TOGETHER
- DEAD LINKS / CONTRADICTING INFORMATION
- UPDATE CHECK BY "TRACK CHANGES"
- EDITOR RIGHTS LOST AFTER PUBLICATION



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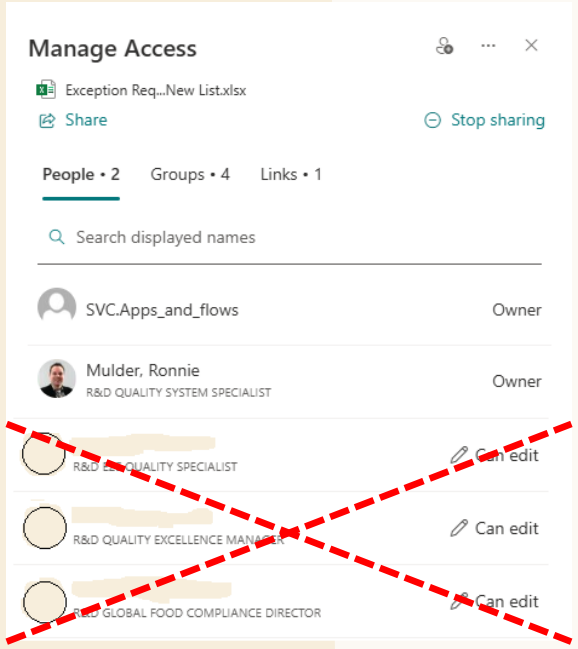
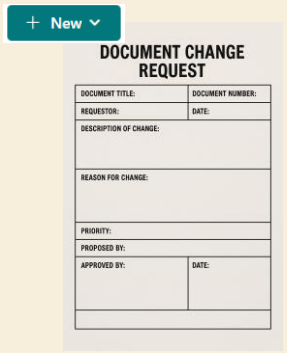


REVIEW AND TASK MANAGEMENT



AGREEMENT FROM QMS OWNER

APPOINTING DOCUMENT OWNER AND REVIEWERS

REVIEW PROCESS BY DOCUMENT OWNER

REVIEW PROCESS BY DOCUMENT REVIEWERS

FINAL CHECK BY DOCUMENT OWNER

APPROVAL AND PUBLISHING BY QMS OWNER

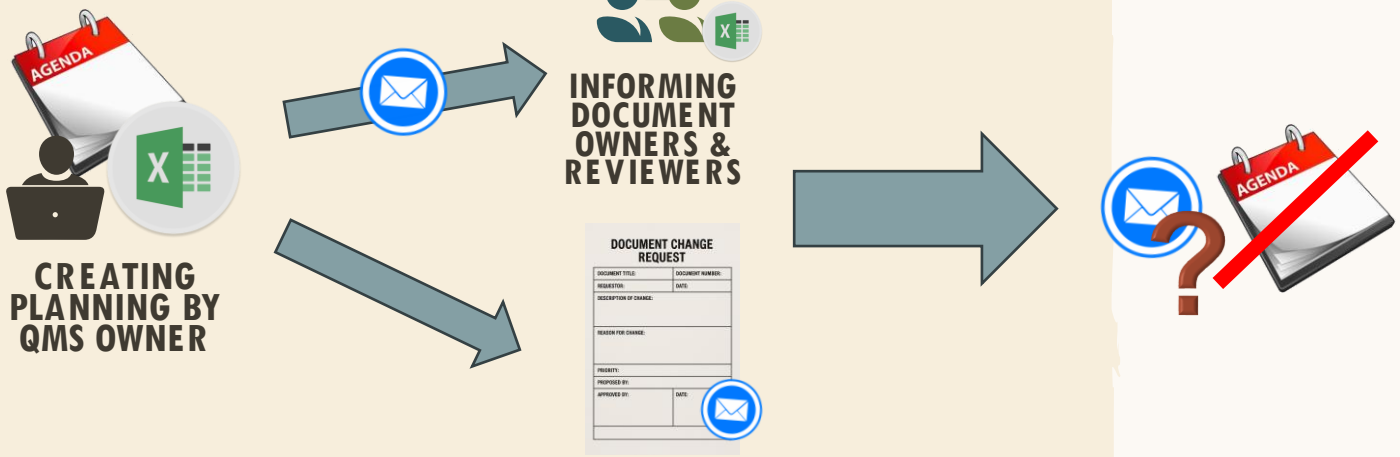
NOT EFFICIENT

- DIFFICULT TO NAVIGATE AND COMPLETE TASKS
- LEADING TO DELAYS

REVIEW AND TASK MANAGEMENT

NOT EFFICIENT

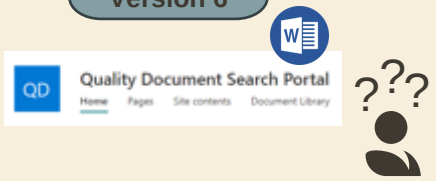
- DIFFICULT TO NAVIGATE / COMPLETE TASKS
- LEADING TO MISSED DEADLINES



LACK OF AWARENESS AND INSIGHTS

Version 1

Version 6



LACK OF AWARENESS

- DOCUMENTS STORED ON LOCAL DRIVES
- NOT KNOWN ON EXISTING OF SHAREPOINT

LIMITED INSIGHTS

- IMPLEMENTATIONS NOT RECORDED
- NO CONFIRMATION ON READ AND UNDERSTOOD

MANUAL MASTER SYSTEM

- Setting Up the System
- Look and Feel
- Additional Benefits
- Challenges

EVALUATION STEP

System Requirements

Requirement	Description
User Interface	Intuitive, Accessible, User-friendly interface
Searchability	Keywords, Metadata, AI, Chatbot
Document Structure	Centralized and organized database
Content Creation / Editing	Diverse document upload, Editing tools, Templates, Media management
Version Control	Robust system, Availability of latest version, Mechanism for document review, Updates, History availability
Accessibility	Enhanced control rights, Mobile & iPad responsiveness
Security	Protection against unauthorized access
Connectivity / Integration	Incorporate links to Dashboards, Third-Party integrations
SOP Approval / Review Process	Simplified request process, clear ownership, control over approvals, notifications, Progress monitoring and analytics
Support	Provides platform content creation support and ongoing technical support

JDE PEET'S AT A GLANCE – DEPARTMENTS

R&D
NETHERLANDS

GLOBAL QUALITY
FOOD COMPLIANCE

GLOBAL QMS SYSTEM
(INCLUDING EXHIBITS, STANDARDS & PROCEDURES)

MSU'S
WORLDWIDE

SLA'S

SUPPLY CHAIN PROCEDURES

LOCAL QA
NETHERLANDS

LOCAL QMS SYSTEM
(INCLUDING STANDARDS & PROCEDURES)

MU'S
WORLDWIDE

FACTORY QUALITY

MANUFACTURING STANDARDS

OPERATIONS
WORLDWIDE

MANUFACTURING STANDARDS

SAFETY, HEALTH & ENVIRONMENT PROCEDURES

PEET'S
UNITED STATES

QUALITY DEPT.

SETTING UP THE SYSTEM

TRAINING & CONSULTANCY

CREATING A BASIC TEMPLATE

DEEP-DIVE OF QUALITY DOCUMENTS

FOCUS ON GLOBAL QUALITY

Persons | Jobs | Departments | Groups

CREATING FOLDERS, GROUPS AND DEPARTMENTS

SharePoint

manualmaster.

TRANSFERRING DOCUMENTS

CREATING A DASHBOARD

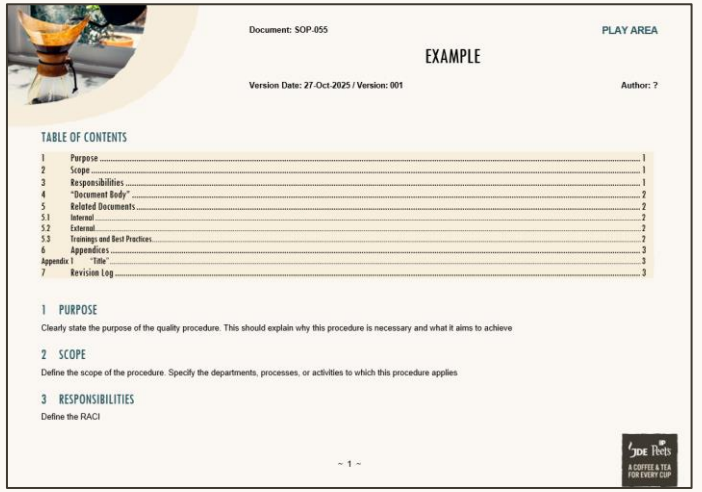
DECIDING AND APPOINTING EDITORS

PUBLISHING AND GO-LIVE

JDE Peet's

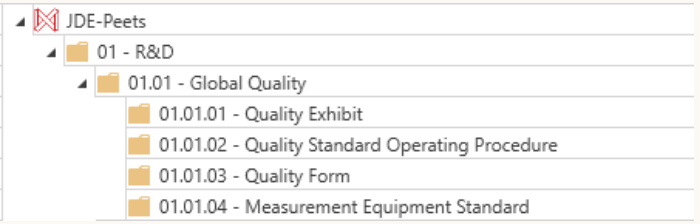
LOOK AND FEEL – BASIC TEMPLATE

- First page with different header and background
- Headers automatically filled
  - Document Number
  - Document Title
  - Document Version / Date
  - Document Folder Name
  - Document Author
- Fixed following of Chapters

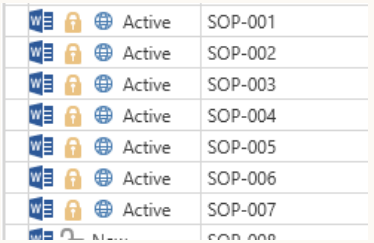


LOOK AND FEEL – SYSTEM SETTINGS

- 4 Main Folders set
  - Different Document Types split

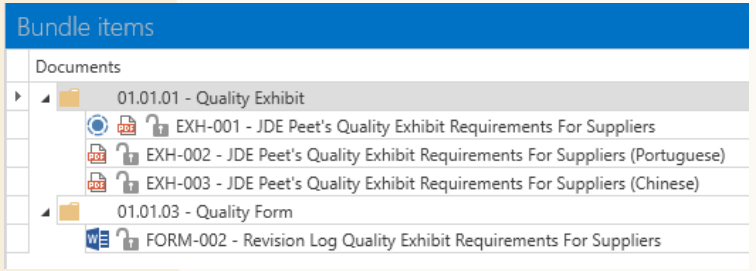


- Each Folder has own Codings
  - Automatically generated



- Several Departments Created
  - Needed to set up System Rights

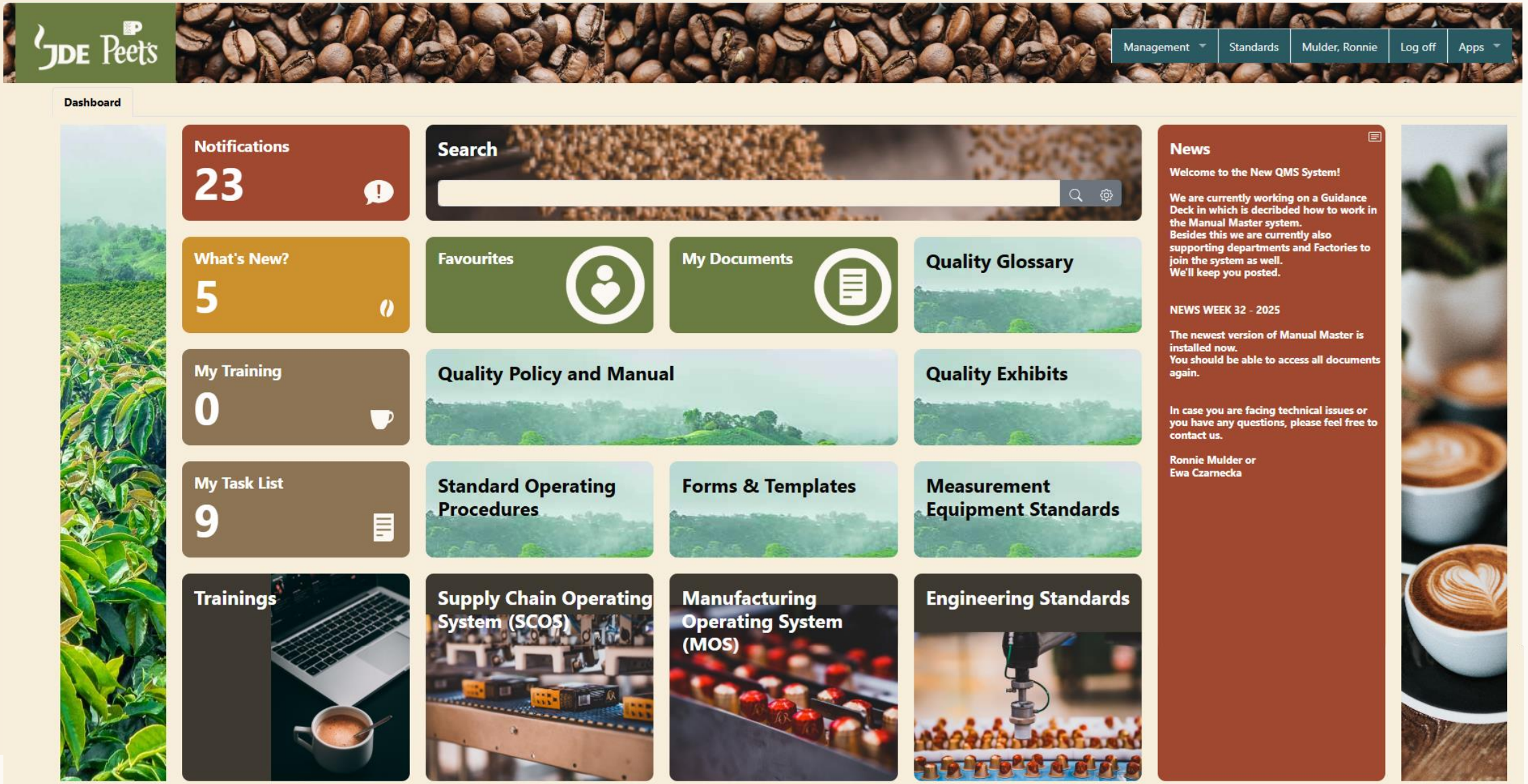
- Several Documents Bundled



System Licences

- 2 Admins
- 10 Editors

LOOK AND FEEL – DASHBOARD



SHAREPOINT VS MANUAL MASTER

Searchability Function

- Improved due to use of Tags
- Improved assurance of newest version

Version Control

- Downloads in pdf format
- Document History secured
- Documents easier to replace

Approval Process

- Improved Approval Workflow
- Improved Document Connection

User Interface, Review and Task Management

- Better insights in pending tasks
- Improved Document Change Request

Lack of Awareness

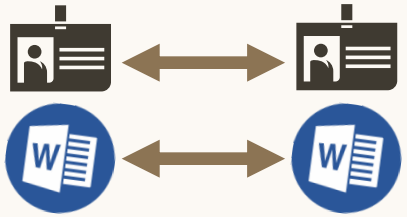
- Personal tasks
- Improved Upscale possibilities

Limited Insight on Implementation

- Read and Understood Information
- Insights on Document Statistics

ADDITIONAL BENEFITS

BUNDLING OF DOCUMENTS
MORE AWARENESS ON SUPPORTING DOCUMENTS (E.G. FORMS)



USE OF TAGS AND INTERNAL LINKING
NO DEAD LINKS AND AUTOMATIC ADAPTING

MOBILITY OPTIONS
ALWAYS DOCUMENT INFO AVAILABLE

Show document | Show differences

SOP-029 - Product Pack Line Change Management

	History - 001		Active - 002
	@@ -1,6 +1,5 @@		
1		1	
2	-		
3	TABLE OF CONTENTS	2	TABLE OF CONTENTS
4	1 Purpose 2	3	1 Purpose 2
5	2 Scope 2	4	2 Scope 2
6	3 Responsibilities 2	5	3 Responsibilities 2
	@@ -18,15 +17,14 @@		
18	6.7 Consumer Testing 10	17	6.7 Consumer Testing 10
19	7 Launch and Post Launch Evaluation 10	18	7 Launch and Post Launch Evaluation 10
20	7.1 Pro-Start Process 11	19	7.1 Pro-Start Process 11
21	7.2 Consumer Careline Briefing 14	20	7.2 Consumer Careline Briefing 14
22	- 7.3 Post Launch Assessment 14		
23	8 Related Documents 14	21	8 Related Documents 14
24	8.1 Internal 14	22	8.1 Internal 14
25	8.2 External 15	23	8.2 External 15
26	8.3 Trainings and Best Practices 15	24	8.3 Trainings and Best Practices 15
27	- 9 Appendices 16	25	+ 9 Appendices 15
28	- Appendix 1 Design Safety Analysis 16	26	+ Appendix 1 Design Safety Analysis 15
29	Appendix 2 Labelling Requirements for Test and Trial Product Consumer Testing 18	27	Appendix 2 Labelling Requirements for Test and Trial Product Consumer Testing 18
30	Appendix 3 Shelf Life Evaluation 20	28	Appendix 3 Shelf Life Evaluation 20
31	10 Revision Log 27	29	10 Revision Log 27
32		30	

UNIQUE VERSION CHECK OF DOCUMENTS
NO NEED TO USE “TRACK CHANGES” ANYMORE

CHALLENGES

Portrait Mode Versus Landscape Mode

- System is not able to combine portrait and landscape modes together
- Decided to use landscape mode as standard

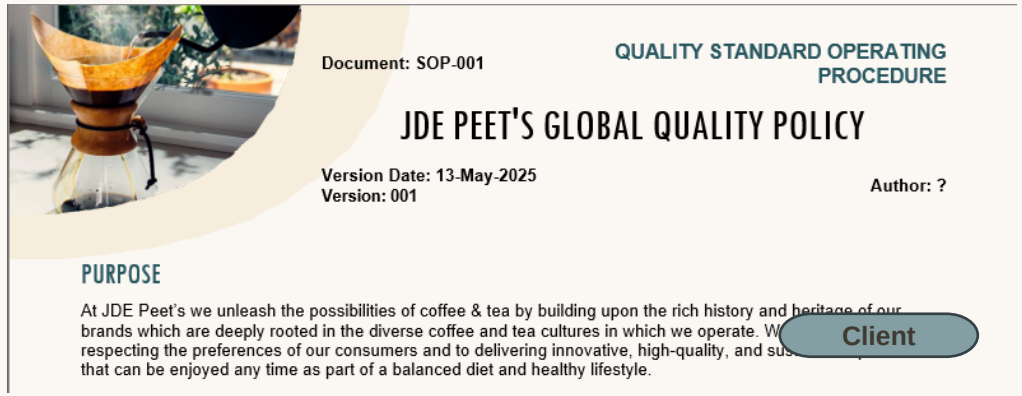
Powerpoint is Not Supported

- Upload as an object or into pdf format
- Currently chosen for pdf formats

CHALLENGES

Different Layouts and Fonts (Printview Mode)

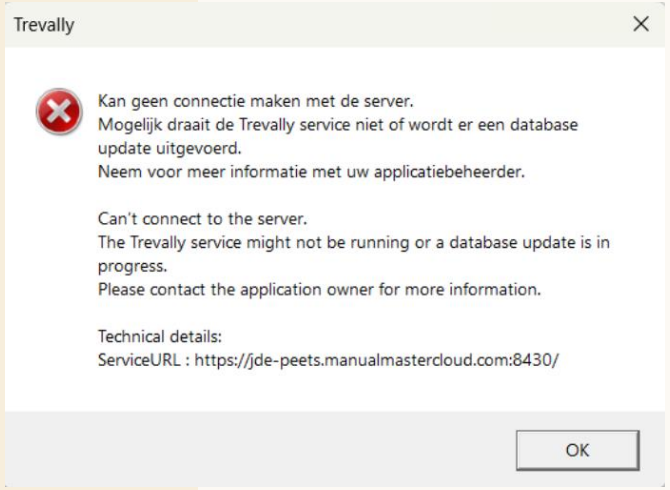
- Layouts and Fonts in Client are visibly different compared to Webpage Layouts and Fonts
- Settings? Not solved yet



Word Versus Webpage

- Word files with a lot of pictures causes problems as pictures are being intended incorrectly (not in the right place) on the Webpage

CHALLENGES



Connection Problems / Server Problems

- Firewall Settings
- Several Regions
- Registration Keys Microsoft Office

Active Directory

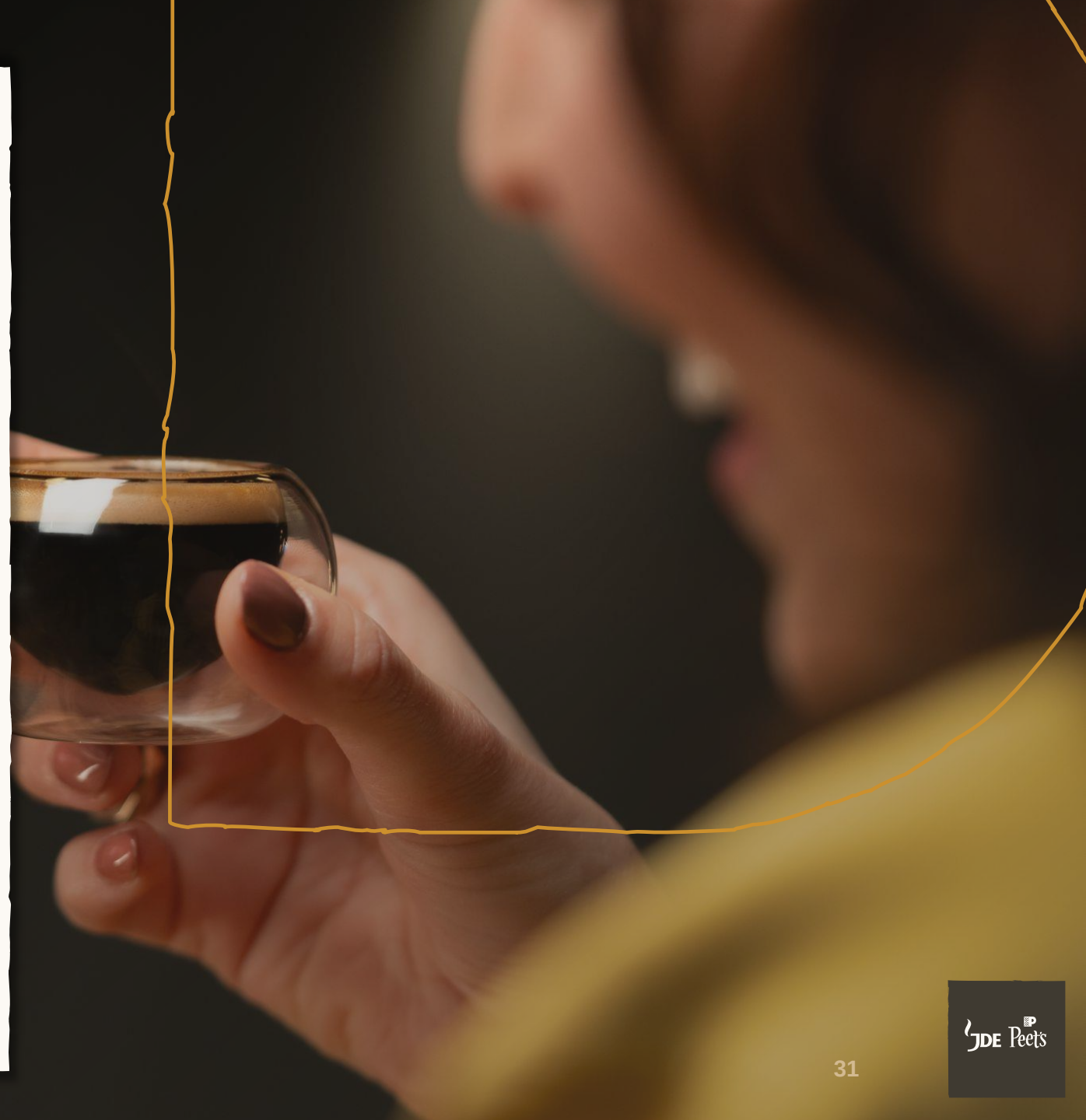
- One Viewer Group created
- Dashboard Update results in long waiting time

Additional Language Packs

- 4 Basic Languages
- Additional Costs for extra Packs

FUTURE EXTENDINGS

- System Adjustments and Settings
- System Improvements
- System Roll Out to Other Departments
- Building Additional Content



SYSTEM ADJUSTMENTS AND SETTINGS

Document: SOP-001

QUALITY STANDARD OPERATING PROCEDURE

JDE PEET'S GLOBAL QUALITY POLICY

Version Date: 13-May-2025
Version: 001

Author: ?

PURPOSE

At JDE Peet's we unleash the possibilities of coffee & tea by building upon the rich history and heritage of our brands which are deeply rooted in the diverse coffee and tea cultures in which we operate. We are committed to respecting the preferences of our consumers and to delivering innovative, high-quality, and sustainable products that can be enjoyed any time as part of a balanced diet and healthy lifestyle.

Layouts and Fonts

Review Rights

Document details (FORM-040 - MSU On-Hold Contacts List)

Used fields | Books | Spaces | Tags | Document cycle | Risk Management
Revision details | Document labels | Document Standards | Document classifications | Rights

Drag a column header here to group by that column

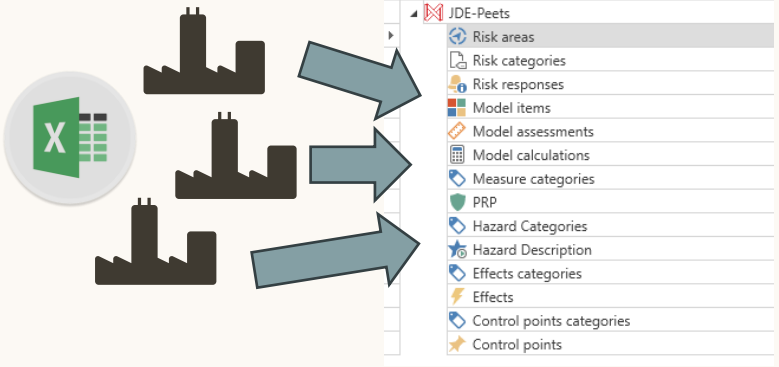
Global Administrator	☑	☑	☑	☑	☑		1-1	1-1	1-1		1-1	1-1	☐	☐	☑
Global Factory Quality	☐	☐	☐	☐	☐								☑	☐	☐
Global QA Editors	☑	☑	☑	☑	☑								☐	☐	☐
Peet's Viewers	☐	☐	☐	☐	☐								☑	☐	☐
R&D Global Quality	☐	☐	☐	☐	☐								☑	☐	☐

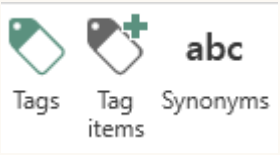
manualmaster.

Guidance Decks

SYSTEM IMPROVEMENTS

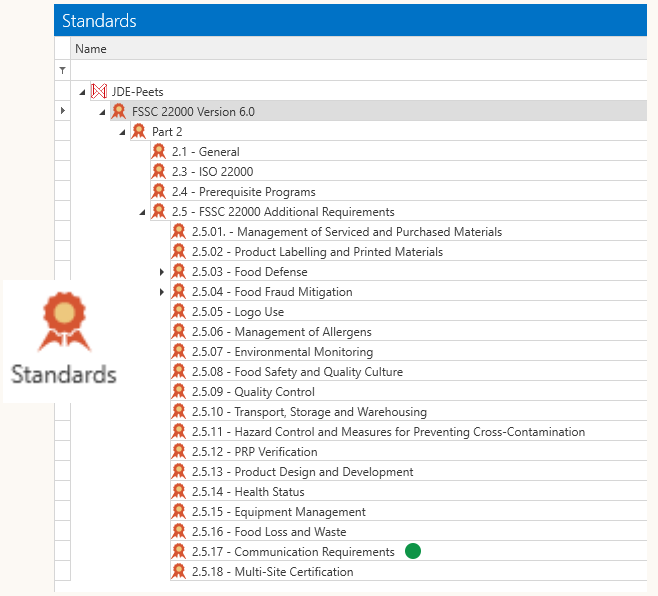
HACCP Risk Assessment





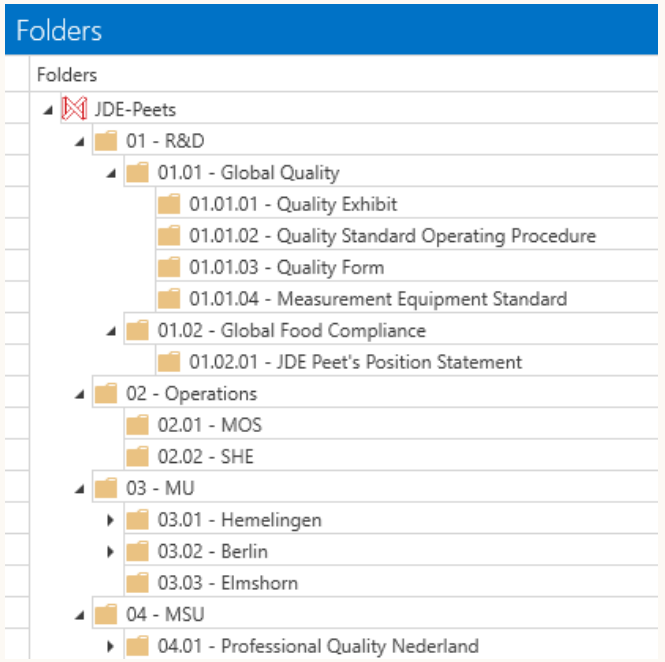
Creating Searching Tags and Definitions

Building Connection with GFSI Standards



SYSTEM ROLL OUT

- Creating new Folders and Subfolders
- Creating adjusted Templates
- Creating new Groups and Departments
- Buying additional Licences
- Appointing and Training new Editors
- Planning Meetings to Support
- Creating Separate Spaces
- Creating new Tiles / Navigation Pages



BUILDING ADDITIONAL CONTENT

Trainings and Quality Modules

- Deep-Dive and Update of Trainings
- Building Q-Learning into Manual Master

My Learning / **Issue and Crisis Readiness**

Issue and Crisis Readiness

QUALITY E-LEARNING

Course Information

Type: Online

Average Rating

(4.50 out of 5 stars from 72 ratings)

Regarding	All persons	Organisational unit	Show matrix	Export	**Legend**
Filter	Filter on status	Filter on Competence	Filter persons		Not started / Completed / Started / Not achieved

JDE Peet's

A COFFEE FOR EVERY CUP. A BRAND FOR EVERY HEART.

Peet's COFFEE™

L'OR

SEIT 1895 JACOBS

Moccona · Marcilla Café · Pilão · Kenco · Gevalia · Douwe Egberts · Old Town White Coffee · Frielle · Super