

DAY

1

CONFIDENCE

Orientation · Culture · Position Preview

Goal: Bring Confidence to life from your first hour. Polished presence, prepared mind, pride in the uniform. Immerse yourself in the HG culture, learn OTM, and set the expectation: it starts with you.

“Confidence comes from being prepared.”

J O H N W O O D E N · 1 0 X N A T I O N A L C H A M P I O N

Today you become HG, not in title, but in standard. We introduce the culture, the brand, and the expectation. It starts with you. Your confidence. Your preparation. Your presence.

OWN THE MOMENT — DAY 1: CONFIDENCE

“Polished presence isn't optional. It's the first thing your guest sees, and the first thing they judge.”

You show up polished and ready. You stand upright and carry yourself with confidence before you say a single word. At 10 feet, you find the guest with your eyes. At 5 feet, you acknowledge them with your voice. You smile in every interaction and every moment you are on the floor. This is not a checklist. It is who you are the second you walk through that door.

About UNCO

UNCO Hospitality Group builds authentic brands that connect to who we are. Intentionally unique. No copies. Every concept begins with a real story and is defined by its own unique vision across four dimensions:

- Design: The physical space, the energy, the aesthetic --- what it looks and feels like to walk through the door
- Beverage: The bar program, the cocktail identity, the way a drink tells the story of the brand
- Culinary: The menu philosophy, the ingredients, the traditions that define what comes out of the kitchen
- Experience: The service style, the language, the hospitality --- what it feels like to be a guest

These four dimensions define every concept differently. What makes HG's design, beverage, culinary, and experience unique is not the same as what makes Culpepper or Standard Service unique. That's intentional.

UNCO portfolio: HG Sply Co., Leela's, Standard Service, HERO, Milli, Culpepper Cattle Co.

HG Sply Co - Brand DNA

HG Sply Co. is built on a simple belief: food should fuel your next adventure, not slow you down. INDULGE WISELY™, the belief that eating fully and eating well are never a trade-off, and that the best meal is one that leaves you fueled and ready for whatever comes next.

HG SPLY CO. exists for people who refuse to choose between eating well and living fully. This is how that belief lives across all four dimensions:

DESIGN

Energetic. Built to feel earned, where you land after the hunt, after the long day.

BEVERAGE

Intentionally sourced spirits, minimal added sweetener, fresh juices, the highest standard for all ingredients and technique.

CULINARY

Prioritize protein, no seed oils, the highest standard for ingredients and technique. Full macros breakdown for those who care.

EXPERIENCE

Warm, never preachy. Highly energetic, casual yet polished. Music is high and lights are low. A feeling of renewed energy and excitement every time.

INDULGE WISELY™ is the highest standard for ingredient and technique. Familiar favorites that fuel.

THE THREE PRINCIPLES

PRIORITIZE PROTEIN

Protein drives recovery, performance, and lean mass. That's why we hold our purveyors to the highest standards. Better raised, better for you.

NO SEED OILS. EVER.

Real science, no myth. We use only extra-virgin olive, avocado, coconut, organic ferra fruit, and pasture raised beef tallow — fats your body recognizes, uses, and thrives on.

ORGANIC WHERE IT COUNTS

We source organic where it counts and continually add partners who grow and harvest the old fashioned way, from earth, grown in the sun, no hidden poisons!

HOW WE SOURCE

PROTEIN

Pasture-raised, grass-fed, grass-finished Black Angus beef. Wild-caught #1 yellowfin tuna from the Atlantic. Pasture-raised, grass-fed bison from the plains of South Dakota. Hormone free poultry. Wild caught shrimp.

EGGS

Pasture-raised. All recipes, dressings, sauces, and eggs cooked to order are pasture-raised by vendors we trust.

OILS

Extra-virgin olive, avocado, and coconut oils. Ferra fruit oil. Wagyu beef tallow. No seed oils, anywhere on the menu.

SWEETENERS

Minimally used. When we sweeten, we use local honey, fresh juices, molasses, and turbinado only.

DRESSINGS & SAUCES

Made from scratch with pasture-raised eggs, avocado, extra-virgin olive oil, and high-protein Greek yogurt. Dairy-free options available.

MACROS MADE EASY

protein // fat // carbs // cal — We list full macronutrient information for every dish, so there's no guesswork when it comes to fueling your day.

Re(Defined)

We've continued to refine what we do best: updating recipes, sourcing better ingredients, and making small adjustments that add up to a better menu overall. HG is always evolving, with food that's made to fuel whatever adventure you're taking on next.

DAY 1 CHECKLIST

Arrival

- ☐ Arrive in uniform — pressed, sized, ready (except UNCO-provided items)
- ☐ Style Guide & Grooming Standards reviewed and approved
- ☐ HR onboarding complete — all paperwork and app access confirmed
- ☐ Clock in and adjust time
- ☐ Full Restaurant Tour - dining room, patio, bars, kitchen, dish, storage, restrooms
- ☐ Table Numbers & Pivot Point

Own the Moment — Day 1 Conversation

Along with your trainer discuss the principles of OTM:

- ☐ OTM — our guiding principle
- ☐ The three layers: For Yourself, For the Guest, For the Team
- ☐ OTM in practice — Confidence, Sense of Urgency, Knowledge
- ☐ The five core values — understand how they're powered by OTM
- ☐ Think about the best service experience you've ever had: It wasn't just the food. It was the person. That's OTM. That's who you're going to become.

Prime Time

- ☐ Attend Shift Meeting
- ☐ Introduce yourself to the team
- ☐ Position Preview: spend 30 minutes at each station completing the Hit List below.

HOST STAND	EXPO/KITCHEN	BEVERAGE
☐ Reservation policy — make a reso, seat a walk-in, add a lead (20 or more) ☐ The to-go experience ☐ Guest notes — how we create memorable return visits ☐ Floor chart and table numbers ☐ Rotation and seating philosophy ☐ Server ↔ Reception interaction	☐ Kitchen stations and what fires from where ☐ Order timing expectations ☐ "Next Table" — expo calls manicure before delivery ☐ Plating workshop — plate presentation standards ☐ Observe plate carrying SOPs ☐ To-go area and packaging ☐ Discuss kitchen & dish pit etiquette	☐ First round speed — the standard, not the goal ☐ How tickets are built ☐ Timing and teamwork — drinks run by everyone ☐ Dirty glassware, garnish standards ☐ Signature cocktail overview ☐ Well spirits overview ☐ Types of ice and when to use which ☐ Bartending technique (shake, stir, build, strain, double strain & dirty dump) ☐ Cocktail balance ☐ Cocktail dilution

After Service

- ☐ Discuss Starters and Signature Cocktails.
- ☐ Taste 2 starters and 2 of the signature cocktails

- ☐ Log tasting notes

→ **DISCUSS · THIS DAY'S 1-PAGERS:** Projecting Confidence · The Energy You Bring · The Art of Communication

OTM Debrief — Confidence

"How did you show up today?"

- ☐ For Yourself: Was your attire and posture guest-ready from the moment you walked in? Where did your presence feel strong? Where did it slip?
- ☐ For the Guest: Did every guest you passed feel acknowledged, with a smile, eye contact, a warm word within 5 feet?
- ☐ For the Team: How did your presence set the tone for the people around you today?

Strengths:

Opportunities:

Trainer

Trainee

Captain / GM

NEXT SHIFT — Prep for test: Pillar Previews, OTM, Starters & Signature Cocktails, Review seat numbers & table numbers.

Start Reviewing: Salads, Meat & Bread, Under 120 Cal Cocktails

projecting confidence

A guest forms an opinion of you from forty feet away, before your first word. Posture, pace, your resting face, the huddle at the POS. Most of what you say tonight, you will say without speaking.

Intentional actions define the vibe.

the fundamentals

01 POSTURE IS A POLICY

Upright, open, unhurried. Slumped shoulders tell the room the kitchen is in trouble, even when it is not. Carry yourself like the night is handled, and the room believes it.

02 PACE TELLS A STORY

Purposeful reads as command. Frantic reads as trouble. Slow reads as nobody cares. Sense of urgency is a skill you practice, a calm vibe that quickly delivers.

03 THE RESTING FACE

Your between-tables face is the one guests see most. It should look like you are glad to be here, in full control, and excited to deliver guest obsessed experiences.

04 ALWAYS ON STAGE

The eye-roll at the POS. The whispered side comment. The cluster of three at the service well. The guest feels it, and every table assumes it is about them.

in the shop

- ✓ Never let them see you sprint. Urgency moves fast and looks calm. Panic moves fast and looks like panic.
- ✓ Never cross the floor with a dead face. Ten feet, smile and eye contact. Five feet, “welcome in!”. Never point, happily escort the guest.
- ✓ Phones invisible. Always. One glance at a screen erases an hour of polish.
- ✓ Conversations clustered at stations look like neglect from every table that can see them.
- ✓ Walk the room like you built it. That is not arrogance. That is the confidence your preparation earned.

otm self-reflection

FOR YOURSELF *If we muted tonight's shift and just watched you, what story did your body language tell?*

FOR THE GUEST *What did the room see during your hardest ten minutes tonight?*

FOR THE TEAM *Did any guest watch the team huddle and wonder if they would ever get a second round?*

DAY 1 DISCUSSION · CONFIDENCE

the energy you bring

Moods move through a team like weather. The team catches yours first, then every guest catches it from the team. Your energy was never private. It is the first thing you serve, and you choose it before you clock in.

Your energy is contagious.

the fundamentals

01 ENERGY IS A CHOICE, NOT A WEATHER REPORT

You can't always control the day you've had. You control how you walk through that door. Showing up flat is not neutral. It is a withdrawal from everyone around you.

02 THE PARKING LOT RULE

Whatever you are carrying, the traffic, the argument, the bill, it stays in the car. Take ten seconds before the door. That pause is a professional skill, a discipline you must practice.

03 CATCH WHAT YOU'RE SPREADING

Low energy spreads quietly. Loud negativity spreads fast. Notice your own signal before a teammate manages it for you.

04 BORROW WHEN YOU'RE EMPTY

Some nights you just do not have it. Work next to someone who does. Energy transfers in both directions, and asking for a boost is strength.

in the shop

- ✓ Pre-shift is an energy transfer, not a meeting. Bring something worth catching.
- ✓ Sarcasm and eye-rolls read louder than you think. The floor has no volume low enough to hide them.
- ✓ Your face between tables is a billboard. The whole room is reading it.
- ✓ Celebrate a teammate's win out loud and watch the room lift. That is free, and it works every time.
- ✓ Guests feel the room before they taste the food. The vibe is part of the recipe.

otm self-reflection

FOR YOURSELF *What energy did you walk in with tonight, and did you choose it or just carry it?*

FOR THE GUEST *Could a guest have guessed your mood from across the room? What would they have guessed?*

FOR THE TEAM *Whose energy lifted you tonight, and who caught yours?*

DAY 1 DISCUSSION · CONFIDENCE · GROW TOGETHER

the art of communication

Great communicators connect. They do not just talk at people. Communication is measured in two directions: how clearly your message lands, and how respectfully it travels, especially when it travels up. The door is open in this building. These are the skills that make it work.

Clear, concise, warm.

the fundamentals

01 LISTEN FIRST

Communication runs two ways. Lock onto the speaker. Do not load your reply while they are still talking. Say back what you heard, so nothing gets lost in the handoff. "HEARD"

02 SAY IT CLEAR, SAY IT KIND

Short, specific, no rhetorical. Clarity respects everyone's time. Kindness is what makes it land. Concise and warm always lands.

03 BRING IT UP, BRING IT RIGHT

Issues go to people who can fix them, respectfully and with confidence, both at once. Respect without confidence buries a good idea. Confidence without respect buries it faster. Bring a proposed fix in the same breath.

04 PICK YOUR MOMENT

Mid-rush is not the moment, and the floor is not the room. When clarity calls for it, take it offline. Passionate conversations need privacy, and the room responds to the energy you bring.

talking with leadership

- ✓ Running late or under the weather? Call and talk to a manager, two hours minimum before shift. A call is respect, a text is a dodge. Then help find your coverage.
- ✓ Disagree with a call? Make your case in private, with respect and confidence. Then walk out aligned.
- ✓ Stay inside your lane. If its outside of your responsibility only communicate positive suggestions or offer thoughtful help. No backseat drivers needed.
- ✓ Read everything UNCO puts in front of you. Showing up informed allows you to OTM.
- ✓ Celebrate wins out loud, in the moment. Write down opportunities and bring them at the end of the shift, unless it affects the guest. That gets said now.
- ✓ Hold confidentiality. Pay, tips, and personal matters stay private.

otm self-reflection

FOR YOURSELF When you brought something to a leader this week, did your delivery earn it respect?

FOR THE GUEST Did anything you sat on, a problem or an idea, affect the guest before it reached someone who could fix it?

FOR THE TEAM Did the floor feel your conversations tonight, or did the passionate ones go offline where they belong?

DAY 1 DISCUSSION · GROW TOGETHER · BE BETTER