

2024

# CHANGE MAKERS REPORT



# TABLE OF CONTENTS

## SECTION 1: ABOUT US

Introduction	4
Letter from our Director on Impact, Clint Hughey	5
Some Background on Who We Are	6
What is a Change Maker?	11
The 4 Ps	12
A Timeline	14

## SECTION 2: SUSTAINABILITY

What does Sustainability mean to Snooze?	16
Our Food Ethos	18
Partner Highlights & Impact	22
Sustainable Packaging	23
Carbon Footprint	24
Earth Day	26

## SECTION 3: COMMUNITY

What does Community mean to Snooze?	28
Donations Made to our Partners in 2024	29
Snooze Anniversaries	35
Community Days	36
Community Outreach	38
Snooze Compass Foundation	40
Compass Champions	41
DEIB and Peoples Metrics	43
Awards & Recognition	44
Closing Statement	45



# SECTION 1

# ABOUT US



# BREAKFAST IS MORE THAN JUST A MEAL.

**It's an opportunity to make  
the world a little better with  
every dish we serve.**

Since our doors opened in the Ballpark Neighborhood in 2006, we've been crafting connections, championing our communities, and blazing new trails for a better breakfast with a conscience. At Snooze, our goal is simple yet ambitious: to create a thriving community within and beyond our restaurants.

This Change Makers Report reflects our ongoing journey toward that vision, guided by our Compass and commitment to People, Planet, and Pancakes. It's also a celebration of the moments, partnerships, and programs that have fueled meaningful change over the past year. Through these pages, you'll discover how we've worked to truly live our values—from reducing our environmental footprint to uplifting Snoozers, Guests, and neighbors alike. And we've done it all one stack of pancakes, one volunteer hour, and one bold idea at a time.

As you dive in, we hope you feel inspired by the stories of impact, innovation, and collaboration that defined our 2024 journey. Together, we're building a future where breakfast serves a higher purpose and change is always on the menu.



# STATEMENT FROM OUR DIRECTOR OF IMPACT

As Snooze's Director of Impact, I've had the privilege of witnessing firsthand how breakfast can be a powerful force for good. At Snooze, we've always believed that serving up pancakes is only part of our story. The true impact lies in how we leverage our platform to connect people, spark joy, and create meaningful change in our communities.

This Change Makers Report is a reflection of our journey over the past year—a celebration of the partnerships, programs, and initiatives that have helped us live out our values and make a positive impact on the People, Planet, and communities we serve.

From uplifting our Snoozers and strengthening relationships with local non-profits to driving sustainable practices and fostering inclusivity, every story and metric in this report highlights the passion and purpose behind our work. These efforts are guided by our values and our commitment to creating a ripple effect of change within and beyond our restaurants.

My hope is that this report not only shares what we've accomplished but also inspires all of us—Snoozers, Guests, and Partners alike—to dream bigger, collaborate more deeply, and continue making a difference, one plate of pancakes at a time.

Together, we're building a future where breakfast serves a higher purpose, and I'm honored to be part of this journey with you.

Welcome to Snooze's 2024 Change Makers Report. Let's make an impact—together.

WARM REGARDS,



Clint Hughey  
Director of Impact



BEFORE WE DIG IN,

# HERE'S SOME BACKGROUND ON US



## MANIFESTO

# FRESHLY FUELED

At Snooze, every dish, every interaction, and every moment is freshly fueled – designed to be more than a meal, and the brightest part of your day.

It starts with daytime eats – breakfast, brunch, and lunch – made from the freshest ingredients including cage-free eggs and responsibly raised meat sourced from purveyors who care just as much about food integrity as we do.

We serve up the goodness in everything from nourishing veggie-packed omelets to decadent pancake flights and bold benedicts. And don't forget our scratch-made touches like our silky hollandaise and signature vanilla cream.

We've got beverages for every mood and every craving – from hand-crafted espresso drinks to creative cocktails and mocktails. We are the original breakfast bar with bartenders and baristas who feel like old friends.

Snooze is a feeling. A vibe. It's your warm, welcoming neighborhood breakfast spot, your boozy brunch go-to, and your family lunch favorite. From the busy weekday hustle to leisurely weekend outings, it's where good people gather for a great time and even better food.

Whatever it is that brings you in, we strive to be the brightest part of your day.

**It's time to get freshly  
fueled at Snooze.**



## BRAND POSITIONING

# MISSION

Our restaurants are thriving communities – spaces where meaningful connections unfold and lasting impressions are fueled by our passion for real food and Radical Hospitality.

*It only takes a moment to make a difference.*

# PROMISE

To be your neighborhood spot – where nourishing ingredients, bold flavors, and a feel-good vibe fuel your mood and make daytime better.



## BRAND POSITIONING

# REASONS TO BELIEVE

---

We are the OG brunch leaders who have never stopped flipping the script on breakfast. With bold, culinary creations, unmatched hospitality, a team of genuine Snoozers and a commitment to serving community, we turn everyday moments into elevated experiences – just for you.

### **Extraordinary Snoozers:**

Our Snoozers are anything but ordinary, so we encourage them to bring their authentic selves to work every day to make your visit exceptional and celebrate you being you.

### **Radical Hospitality:**

We're fueled by our relentless pursuit to surpass every expectation – from complimentary coffee and courtyard games to lively, attentive care that feels personal and genuine. Because we expect more, we give more.

### **Culinary Disruptors:**

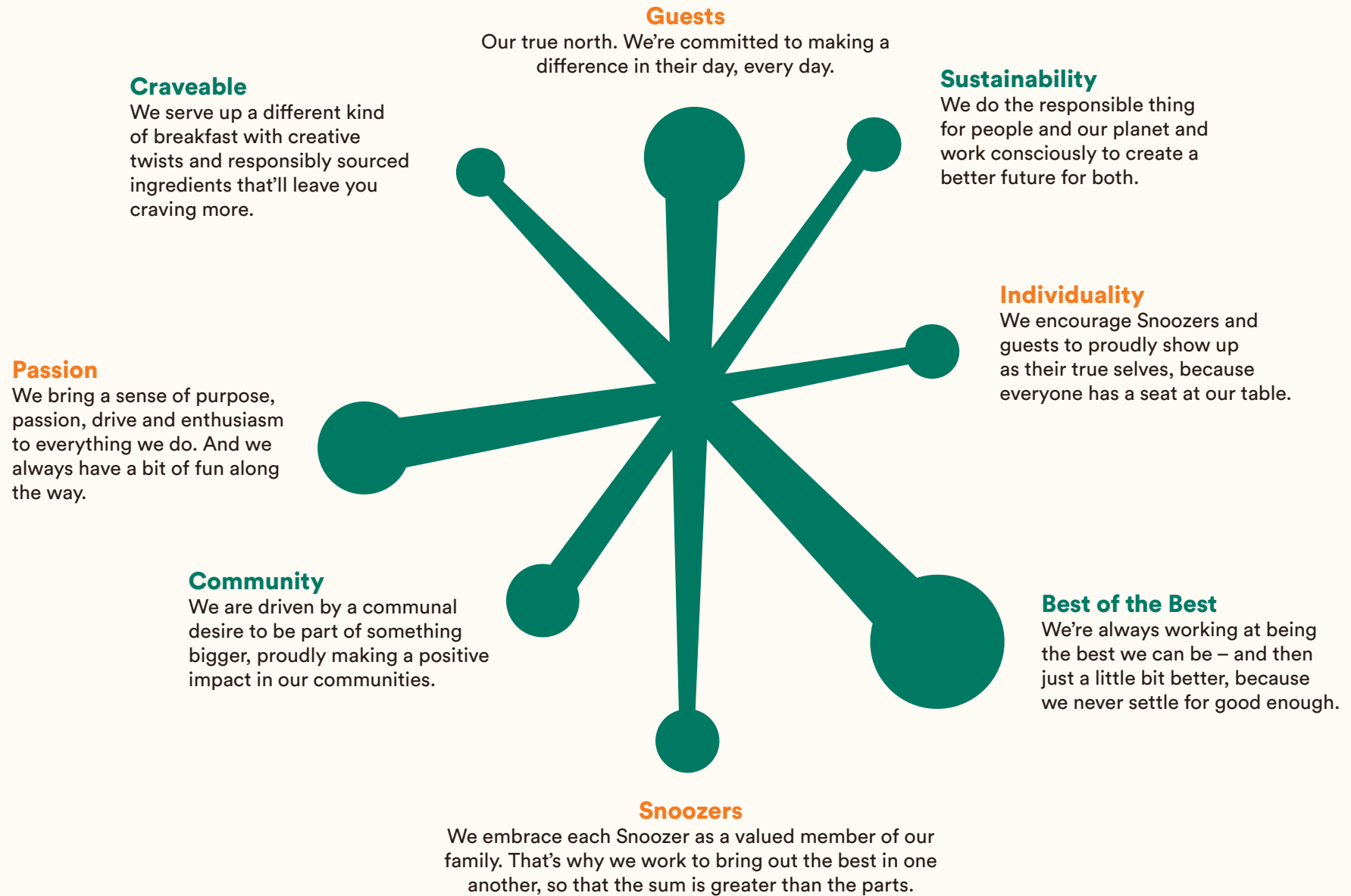
Our menu is ever-changing with bold creativity that brings forward only the best ingredients and pushes beyond the expected.

### **Community Crafted:**

We are a vibrant, inclusive hub that reflects the unique identity and soul of our neighborhood. We make sure everyone is welcome at our table.



## OUR COMPASS





# CHANGE MAKERS MAKE CHANGE ONE PANCAKE AT A TIME.

At Snooze, we believe that serving breakfast goes beyond the plate—it's about serving a purpose. We're driven to make a positive impact as stewards of our planet and champions for our communities. This commitment is deeply ingrained in who we are, shaping the choices we make and ensuring that our Community and Sustainability Compass Points stay firmly at the forefront of our mission.

Enter the Snooze Change Maker: a dedicated Snoozer whose passion burns brightly for our Compass. This individual is a driving force behind our Community and Sustainability initiatives within our restaurants—leading with intentionality, purpose, and care. They champion meaningful programs, foster connections, and inspire action, ensuring that every step we take reflects our values and moves us closer to a better future for all.



## QUADRUPLE BOTTOM LINE

**If you need a four word summary of what matters most to us at Snooze—it's right here. Everyone knows the triple bottom line, but for us, it's more than that. It's why we have a Quadruple Bottom Line.**

PEOPLE  
PLANET  
PROFIT  
PANCAKES



## QUADRUPLE BOTTOM LINE

### PEOPLE

People are at the center of everything we do. And they're the reason we want to do it all better. Which is why we have to do it our own way. We're always thoughtful about how our Guests, Snoozers, neighbors, partners, purveyors, and communities are impacted by what we do. For Snooze to lead the way, it all starts with people.

### PLANET

Every item on the menu is an opportunity to make something unexpected and make the right choice for our planet. That means thinking outside the box and thinking about what the box is made of, which is why we use sustainable packaging. We're mindful of our environmental footprint, sourcing standards, operational practices—and keeping things deliciously different.

### PROFIT

Breakfast is better for everyone when it works for everyone. The decisions we make at Snooze impact our bottom line—and yours. We have to consider the financial impacts of what we do to ensure we can invest back into People, Planet & Pancakes. Those little investments pay big dividends for us all.

### PANCAKES

It all starts with a stack of pancakes. And we believe those pancakes have power. They're literally and metaphorically how we make sure our Guest experience stacks up. That's why we're always creating new, innovative recipes, celebrating them with the pancake of the moment, and using only the highest quality ingredients to make every single one.



# A TIMELINE OF WHERE WE'VE BEEN. AND WHERE WE'RE GOING.



**2009**

Began First Composting Program



**2011**

Started Serving Responsibly Raised Pork

**2014**

First Annual Community Garden Day



**2018**

Snooze Compass Foundation Created



**2021**

Launched our DEIB Taskforce



**2024**

Return of Community Garden Days Post-COVID

**2010**

Began Serving Cage-Free Eggs



**2012**

Launched the Green Captain Program

**2017**

Launched our Community Commander Program



**2017**

One Tree One Snooze Program

**2018**

Switched to Paper Straws Upon Request



**2021**

Opened our 50th Snooze

**2022**

Brought a Portion of One Tree One Snoozer Stateside



**2023**

Launched our Inclusivity Jack (with our DEIB taskforce)

**2006**

Opened our Doors



SECTION 2

# SUSTAINABILITY



WHAT DOES SUSTAINABILITY HAVE  
TO DO WITH BREAKFAST?

A LOT,  
ACTUALLY.



## SUSTAINABILITY

# WE'RE BUILDING A BRIGHTER, MORE SUSTAINABLE FUTURE TOGETHER.

A restaurant isn't an obvious place to embrace sustainability. But at Snooze, we're champions of the most important meal of the day and the environment. To us, sustainability is about taking ownership of our environmental footprint and striving to reduce it—while keeping you coming back to enjoy it. Because small, purposeful actions can lead to meaningful change. And that change can and should be delicious. From sourcing ingredients responsibly, to reducing food waste, to embracing energy efficient practices.

We put it all on the table to create a truly better breakfast. Because sustainability goes beyond what happens in the Heart of the House. It's a better way of doing business. It's woven into the fabric of what we do every day. All of our teams are empowered with the knowledge and tools to drive lasting change. And it's not just green for greenness sake, it also helps deliver long term value for our stakeholders. Our responsible business decisions not only protect our planet but strengthen our company and our community.



## FOOD ETHOS

IF YOU ARE WHAT  
YOU EAT, WE HAVE  
TO SERVE THE  
BEST FOOD POSSIBLE.



**At Snooze, we believe food isn't just fuel—it's a responsibility. What we serve should nourish people, uplift communities, and respect the planet. Being a culinary disruptor means going beyond flavor to create dishes that reflect transparency, integrity, and care.**

We're committed to real food made with ingredients you can trust and values you can stand behind. The ingredients we source are:

- Raised with intention, always hormone-free, cage-free, antibiotic-free, and never any added nitrates
- Consciously handpicked, prioritizing purveyors who share our high standards for humane treatment, environmental stewardship, and responsible practices
- Prepared with purpose, by chefs who care as much about quality as they do creativity

Whether you want to explore our sweet and savory creative twists or something nourishing to fuel your day, you'll find it here. That's our commitment to real food that's real good.



IF YOU'RE GONNA  
MAKE AN OMELETTE,  
YOU HAVE TO  
CRACK A FEW  
CAGE-FREE EGGS.

THAT'S WHY OUR FOOD ETHOS  
IS BUILT ON OUR 4 Ps.



## FOOD ETHOS

### PEOPLE

#### **Serving with Integrity**

We're dedicated to serving Guests delicious dishes made from only the best ingredients. That's why our procurement team works hard to exclude any ingredients that don't meet our high standards. We're always striving to make every bite at Snooze as good as it tastes.

### PLANET

#### **Respecting our Earth**

When it comes to our menu, we prioritize the planet. We only source animal proteins that are humanely raised without confinement and free from added hormones or antibiotics. That means if it's in a cage, it's not in our kitchen. And we only work with partners who share our respect for the environment. We're constantly working to reduce our ecological footprint and promote a more sustainable future for all. Mmmm Earth.

### PROFIT

#### **Balancing Quality & Sustainability**

Snooze's sourcing guidelines focus on obtaining high-quality, real ingredients from partners we trust. We're always working with them to balance our economic model—upholding our commitments to sustainability, without compromising our long-term success. So, we can keep serving exceptional breakfasts without sacrificing our values or integrity.

### PANCAKES

#### **Crafted with Love**

Our craveable pancake creations are the base of everything at Snooze. And they always stack up. They reflect our dedication to culinary excellence and our passion for breakfast. Our pancakes aren't just food, they are an experience and a perfect reminder of our ethos of quality and care.





**Operational Viability**  
It is executable, consistent, and enhances our ability to provide exceptional service.

**Is it Craveable?**  
Made with delicious tasting high-quality ingredients

**Meets our Economic Model**  
Balancing our social and environmental impact at a cost that meets our financial structure.

**Checks our Sourcing Guidelines**  
Approved ingredients, humanely raised, and environmentally conscious.

**Partners We Trust**  
Purveyors that match our brand ethos and shared values.

**LET'S  
ORDER IT!**



# PARTNER HIGHLIGHTS



As a fourth-generation, family-owned company based in Denver, Polidori Sausage shares our dedication to quality, sustainability, and community. For 100 years, they've crafted premium sausage with care and a commitment to responsible production—implementing energy-efficient practices, resource-conscious operations, and composting partnerships that align closely with our own initiatives. Together, we're proud to serve food that not only tastes exceptional but also supports a more sustainable and thoughtful food system.



Our collaboration with King Arthur Baking exemplifies our commitment to sustainability, quality, and community engagement. King Arthur is a leader in promoting regenerative agriculture, aiming to source 100% of their wheat from regeneratively grown crops by 2030. They also have comprehensive sustainability goals, which include reducing waste, utilizing renewable energy and developing sustainable packaging solutions. Together, we strive to make a positive impact on our community and the environment, one pancake at a time.



Our partnership with Slopeside Syrup is based in our shared commitment to quality and sustainability. Founded in 2011 by the Cochran Family in Richmond, VT, Slopeside Syrup has grown to tap nearly 23,000 maple trees across 600 acres of their grandparents' land. Their dedication to sustainability includes responsible forest stewardship and utilizing energy-efficient methods in their production processes. By partnering with Slopeside Syrup, we celebrate a shared commitment to sustainability and excellence, bringing you flavors that are responsible and delightful.

These delicious differences add up.

2,058,143  
PANCAKES  
SOLD

19,706 GAL  
SLOPESIDE  
SYRUP

544,661 LBS  
KING ARTHUR  
FLOUR

441,647 LBS  
POLIDORI  
SAUSAGE



## SUSTAINABLE PACKAGING

# WE'D NEVER WASTE AN OPPORTUNITY TO MAKE BREAKFAST BETTER



At Snooze, we believe that every shared moment should have a positive ripple effect—not just on our Guests but on the planet. That's why we've teamed up with Eco-Products, a certified B Corp and leader in sustainable packaging, to rethink what “disposable” means at Snooze.

For us, Eco-Products is more than a packaging provider—they're our partners in progress. Together, we've embraced compostable materials, recycled content, and renewable resources to ensure that what carries your meal today can help grow it tomorrow. Together, we're actively keeping food waste and packaging out of landfills, championing the circular economy, and proving that great dining experiences don't have to come at the planet's expense.

Every coffee cup, to-go box, and utensil is a reflection of our shared commitment to reducing waste and redefining single-use for a more sustainable future.



Compostible Cups 



## CARBON FOOTPRINT

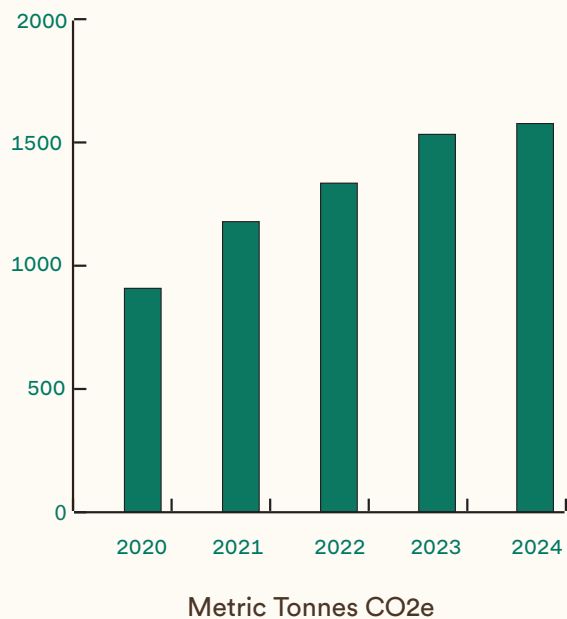
# GETTING GREENER ONE TREE AT A TIME

Since 2017, our 1 Tree 1 Snoozer program has proudly planted over 20,000 trees—with a majority of those growing strong at our coffee farm in Guatemala. In 2022, we expanded this green initiative to the United States, each year rotating to a new region. In 2024, we partnered with Trees Atlanta in Atlanta, GA to plant trees in the historical Summerhill neighborhood. Giving Snoozers some conservation roots of their own and helping them feel a deeper connection to growing our sustainability efforts.



## CARBON FOOTPRINT

# SUSTAINABILITY IS ALWAYS ON THE MENU EVEN FOR TO-GO AND DELIVERY.



Through our partnership with Native, a Public Benefit Corporation, we have offset all emissions associated with our delivery and to-go operations, by supporting impactful initiatives like Native's Waste to Fuel project in Mexico.

This innovation tackles methane emissions from subsistence farms by introducing biodigesters. These cutting-edge systems transform farm waste into valuable resources. They convert manure into clean biogas fuel, reducing the need for traditional cooking and heating fuels, while also producing nutrient-rich fertilizer that nourishes the next generation of crops.

By supporting this project, we're helping make these biodigesters more affordable and accessible for low-income farmers, empowering them with cost-saving tools and greener practices.

Every Snooze delivery and to-go order represents more than convenience; it's a commitment to a healthier planet and a step toward supporting global communities in need. Together, we're proving that even small choices—like how breakfast gets to your table—can drive big change.





# WHAT DO YOU GET A RESTAURANT THAT ALREADY HAS EVERYTHING FOR ITS BIRTHDAY?

In 2024, we proudly revived one of our most beloved traditions—Community Garden Day! Every April, in honor of Snooze’s Birthday and Earth Day, we roll up our sleeves and dig in, literally. From Charlotte, NC, to San Diego, CA, Snoozers across the country step out of our restaurants and into the garden, to make a lasting impact in our neighborhoods.

We partner with local community gardens to prep plots for spring planting, revitalize green spaces, and in some cases, even build brand-new gardens from the ground up.

It’s our way of celebrating sustainability, connecting with one another, and working on some good, old-fashioned teamwork!



## SECTION 3

# COMMUNITY



## COMMUNITY



# WHAT DOES COMMUNITY MEAN TO SNOOZE?



Our passion for community is a key ingredient of who we are. Snooze isn't just a place to enjoy a meal—it's where we create meaningful connections and strengthen the bonds with our neighbors. That's why we partner with so many local non-profits. So, we can be a driving force for positive change in the places we live, work, and play.

The well-being of our Snoozers and Guests is at the heart of everything we do. We are committed to fostering a workplace where our team feels valued, inspired, and empowered to thrive. Because we know their happiness fuels the exceptional hospitality we're known for. And our Guests aren't just customers, they're an extension of the Snooze family. Every interaction is an opportunity to create a memorable experience—and every visit is a chance to make someone feel right at home, at Snooze.

We take pride in being more than just a restaurant. When Snooze is at its best, we're a vibrant community hub where warmth, connection, and genuine care come together to create moments worth raving about, time and time again.



## PARTNER DONATIONS

# A STACK OF PANCAKES CAN CHANGE THE WORLD.

In 2024, these are the donations our pancakes helped us make to our national partners.



\$52,400



\$50,000



\$25,000



## PARTNER DONATIONS



**\$52,400** DONATED IN 2024

**\$214,900** TOTAL DONATED

**Founded in 2010 by Chef José Andrés, World Central Kitchen (WCK) is a nonprofit organization that is first to the frontlines, providing fresh meals in response to humanitarian, climate, and community crises. WCK's mission is to ensure that everyone has access to nourishing meals, especially during times of disaster.**

On September 26th, Hurricane Helene hit land in Florida and began causing devastating damage all along the east coast. Our hearts go out to everyone affected by Hurricane Helene. In an effort to do our part and support those affected, we hosted a fundraising event in North Carolina on Friday, October 4th. And we are deeply moved to share the success of this fundraising event. All 4 of our North Carolina Snoozes rallied in support to donate 10% of sales from the day to directly support World Central Kitchen to aid those in need in the state.

This initiative not only highlights our unwavering commitment to helping our communities but also showcases the strength of teamwork and compassion. So, we wanted to say thank you to our North Carolina teams for their hard work and enthusiasm in making this event successful and truly inspiring.





## PARTNER DONATIONS

**\$50,000** DONATED IN 2024

**\$125,500** TOTAL DONATED

### Mission Statement:

**We shift power and change policy to equitably resource our new generation of working farmers.**

### Vision:

**We envision a just future where farming is free of racial violence, accessible to communities, oriented towards environmental well-being, and concerned with health over profit.**

### National Young Farmers 2023 Farmer Fly In

In 2023, Snooze partnered with the National Young Farmers Coalition for their Washington DC Farmer Fly In, which sent over 100 farmers to the Hill to lobby for sustainable agriculture in the new Farm Bill.

Snooze sponsored this event by donating \$25k and joining them on this journey. While the Farm Bill wasn't extended until 2024, our continued support has allowed Young Farmers to continue their advocacy on the Hill, supporting a future with even more equitable and sustainable farming practices.



## PARTNER DONATIONS



**\$25,000**

DONATED IN 2024

**\$96,318**

TOTAL DONATED

### **Mission Statement:**

**To end suicide among lesbian, gay, bisexual, transgender, queer & questioning young people.**

### **Vision:**

**A world where all LGBTQ+ young people see a bright future for themselves.**

Snooze is a proud ally of the LGBTQ+ Community and is grateful for our partnership with The Trevor Project!

Snooze believes strongly that everyone is welcome at our table. And this is why supporting the LGBTQ+ community is so important to us. We participate in Pride Parades and Festivals across the country, offer Allyship training to our Snoozers, and have installed Inclusivity Jacks in all our restaurants.

Our Inclusivity Jack represents the Progressive Pride Flag, a symbol that extends beyond supporting just the LGBTQ+ community. It embraces and amplifies the voices of people of color, non-binary individuals, and others who have historically faced marginalization. To us, it's more than just a design, the Inclusivity Jack serves as a beacon of unity, acceptance, and solidarity with diverse communities.

It reflects Snooze's unwavering commitment to fostering an inclusive and welcoming environment where every individual feels respected, valued, and celebrated.



# PANCAKES CAN CHANGE OUR NEIGHBORHOODS TOO

WE WORK WITH LOCAL PARTNERS TO  
HELP CREATE CHANGE FOR THE BETTER  
IN OUR SNOOZE COMMUNITIES TOO.



## COMMUNITY CHEST PROGRAM

GIVING BACK ISN'T JUST  
SOMETHING WE DO.  
IT'S WHO WE ARE.

**We believe that true impact starts at the local level, which is why every one of our restaurants is empowered to support the causes closest to their hearts through our Community Chest program.**

In 2024, we continued this tradition by providing each Snooze location with \$4,000 in in-kind donations (pooled regionally to maximize impact). Our Change Makers take the lead, using these funds to partner with and uplift local non-profits, schools, and organizations that make a real difference in their communities.

Whether it's fueling volunteers with a hearty breakfast, supporting fundraising efforts, or lending a helping hand to those in need, our Community Chest is there.

**\$274,000** DONATED TOTAL  
(CASH AND IN-KIND)



## ANNIVERSARY PROGRAM

# HAPPY BIRTHDAY TO US (ALL)!

On each Snoozer's anniversary, we partner with a local non-profit and host a fundraiser for the day—donating 10% of all sales. Because when we celebrate, it's not really about us. It's about all the Snoozers and Guests in the community who make Snooze great. And in 2024, we donated \$64,216 to our local non-profit partners through our anniversary celebrations.

## HERE ARE SOME OF OUR PROUD COMMUNITY PARTNERS



# \$64,000

## DONATED TOTAL

(10% OF SALES DAY)



## COMMUNITY DAYS

# EVERY NEW RESTAURANT IS A NEW OPPORTUNITY TO GIVE.

Since starting our New Restaurant Opening  
Community Days in 2017, we have helped to:

OPEN  
**50+**  
RESTAURANTS

PARTNERED WITH  
**125+**  
COMMUNITY  
NON-PROFITS

RAISED  
**\$550K+**  
IN DONATIONS

Every new restaurant opening is more than just a celebration—it's an opportunity to connect with and give back to the community we serve from day one.

Through our Community Days, we partner with local non-profit organizations to make our soft openings a meaningful experience. These events serve a dual purpose: they allow our Snoozers to train in a live restaurant environment, while they also create a platform for our non-profit partners to share their local mission with our guests.

We provide complimentary food and non-alcoholic beverages, and in lieu of payment, we encourage guests to leave a donation—100% of which goes directly to our community partner.





# NON-PROFITS SUPPORTED BY SNOOZE OPENINGS IN 2024

SNOOZE COMPASS FOUNDATION

DUNWOODY NATURE CENTER

CANDLE LIGHTERS

WE ARE BLOOD

SOLE LOVED

WILLIAMSON COUNTY CHILDREN'S

MERMAID SOCIETY OF SAN MARCOS

ADVOCACY CENTER

HAYS - CALDWELL WOMEN'S CENTER

DENVER URBAN GARDENS (DUG)

FOCUS

ST JUDE'S

**\$34,386** RAISED IN 2024

**\$553,537** TOTAL RAISED



IT'S NOT JUST  
PANCAKES, OUR  
PEOPLE MAKE A  
DIFFERENCE TOO.



## COMMUNITY OUTREACH

### Volunteerism

Snooze knows the power of our people, so every year, Snoozers get up to 8 hours of paid volunteer time off. This time off helps deepen our connection to our communities and benefits our Snoozers. In 2023, we saw our highest level of participation to date, with 572 hours. In 2024, we were hoping to double it—and we didn't just do that, we absolutely crushed it. In 2024, Snoozers volunteered for 1,313 hours. That's over 50 days of Snoozers lending a hand, getting to know their neighbors, and getting to make a real difference.

**572** VOLUNTEER HOURS IN 2023

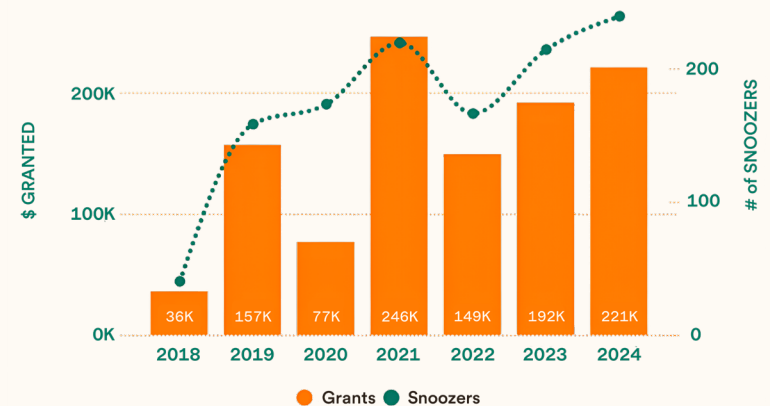
**1,313** VOLUNTEER HOURS IN 2024

### Snooze Compass Foundation

The Snooze Compass Foundation was created in 2017 in response to Hurricane Harvey and a long history of Snoozers helping Snoozers during times of need. As Snooze family, we knew we had to do our part to provide financial assistance to Snoozers who experienced financial hardship due to emergency situations. The foundation is funded by voluntary, charitable donations provided by Snoozers and other entities and individuals that wish to contribute to the Compass Foundation in support of Snoozers.

Every week, 52% of our Snoozers contribute to the foundation, so it's truly built by Snoozers for Snoozers. Our goal is to reach a 70% contribution rate to the foundation—which we already have at 8 of our restaurants.

The Compass Foundation ensures that we're always ready to pick each other up if something happens to a Snoozer, a Snoozer's family member, or even a pet—because that's what family is for.



## THE COMPASS CHAMPION

# WHO KEEPS US MOVING IN THE RIGHT DIRECTION?



As a Compass Champion, you are committing to leading through the values of our Compass in your daily actions and being a champion for the continued development and growth of what makes Snooze so special. We have over 100 Snoozers who take on this role and commit their time and energy to make us all better. These Compass Champions work together via in-restaurant or advisory group meetings that are built to foster feedback, connection, and collaboration, allowing us to elevate our Compass values as we grow and build an unrivaled breakfast experience for our Snoozers and Guests!



## COMPASS CHAMPION GROUPS



At Snooze, our DEIB Task Force ensures that every Snoozer and Guest feels welcome at our table. Because breakfast is the most important meal of the day for everyone. We work with our teams to educate, advise, and evaluate how inclusive we are—from the back of the house, to the front. The Task Force even proposes solutions that can impact the experiences of our Snoozers and Guests and help everyone thrive.



Snooze is a space where women can connect, collaborate, inspire, dream, and grow together—helping all of us rise together. That's why we started SheCakes, a community within Snooze to do just that. These women host events throughout the year that inspire all of us to raise our hand and reach our full potential. Some of these events are companywide, some are regionally based, but all of them are led by the amazing women of Snooze.



We believe that serving breakfast should serve a purpose. And at Snooze, we live it every single day. It's in our DNA. That's why we're champions of sustainability and are always looking for ways to give back to our communities and neighbors. Members of the Snooze Change Makers Advisory Group work to keep these efforts at the forefront of all of our decisions and make sure these programs continue to evolve and meet the needs of our Snoozers, Guests, and communities.



The safety of our Guests and our Snoozers is our number one priority. Without it, we don't get to serve pancakes, perfect plates, or pickles. The Snooze Super Safety Squad (or S-Squad) is responsible for providing guidance and recommendations to Snooze Leadership to take a proactive approach to keeping our restaurants safe. This S-Squad is mighty and works hard to influence the continued growth and protection of Snooze.



INTERNATIONAL WOMEN'S DAY

# YES SHE CAN

In 2024, a couple Snoozers from our SheCakes Compass Champion group started a new initiative. In honor of International Women's Day, Snooze hosted an all female shift in three of our restaurants. A tradition we plan to continue and grow to continue to show our commitment to equality and diversity in our workforce.



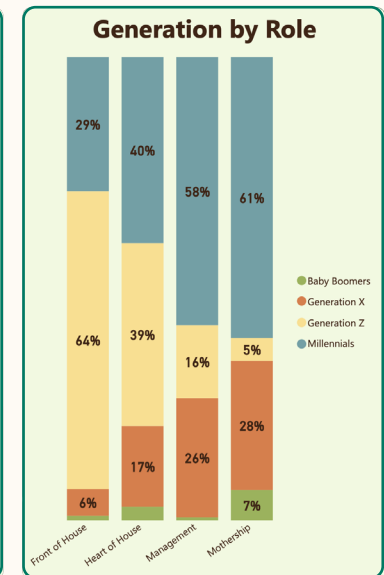
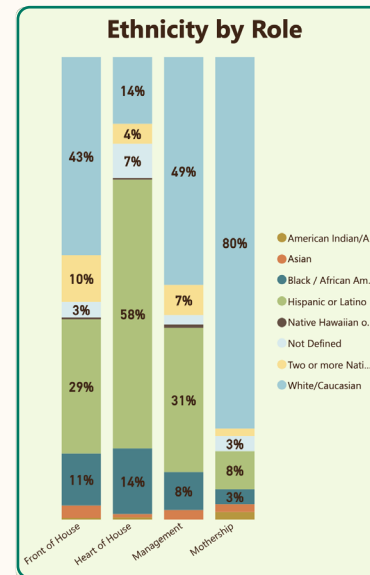
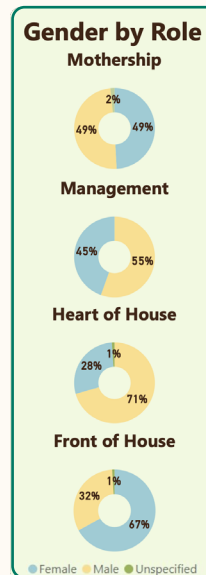
## DEIB AND PEOPLES METRICS

# OUR WINNING EQUATION ISN'T A SECRET.

$$\text{Diversity} + \text{Equity} + \text{Individuality} = \text{Belonging}$$

At Snooze, Diversity, Equity, Inclusion, and Belonging (DEIB) are at the heart of who we are and what we do. Through initiatives like Ally Training, our partnership with The Trevor Project, and leadership programs such as Brene Brown's Dare to Lead—we empower our teams to create inclusive spaces in and outside of our four walls.

We're proud to promote diverse talent, remove bias from hiring processes, and celebrate our team through monthly highlights. That's why we honor various culture holidays such as Black History Month, Hispanic Heritage Month, International Women's Day, and Mental Health Awareness Month. Each day we are working hard to build a workplace where every Snoozer feels seen, valued, supported, and inspired to grow.



# 2024 AWARDS & RECOGNITION

colorado**biz**  
**Hospitality Award**  
Colorado

**THE PITCH**  
**Best Bloody Mary**  
(runner up)  
Kansas City

Austin  
American-Statesman  
**Best Brunch**  
Austin

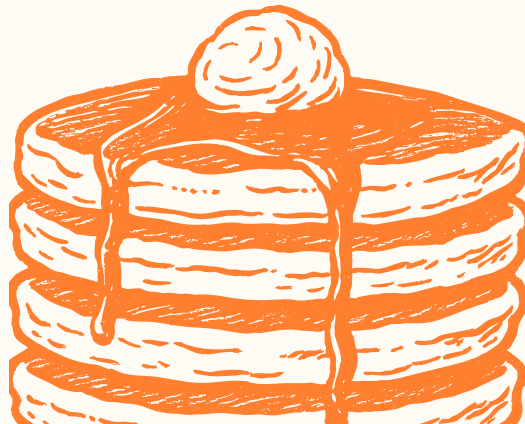
The  
Charlotte  
Observer  
**Best Brunch**  
Charlotte

 **THE  
COLORADO  
SUN**  
**Best Brunch**  
(runner up)  
Denver

FriscoEnterprise  
**Best Breakfast**  
Frisco

  
**HOUSTON  
CHRONICLE**  
**Best Breakfast**  
(runner up)  
Houston

 **LUBBOCK  
AVALANCHE-  
JOURNAL**  
**Best Breakfast  
& Brunch**  
Lubbock





# SNOOZE CHANGE MAKERS ARE THE ONES WHO MAKE CHANGE HAPPEN

At Snooze, we have a shared belief that breakfast can and should be more than just a meal. And Snooze should be more than just a restaurant. When Snooze is at its best, it's a place where we all come together and can make a difference—for our Snoozers, Guests, and Communities. It's why reports like this one are so important to us. So, we can see our progress and see the impact we make on each other and our planet. We're making progress one pancake at a time, but it doesn't stop here. You can help us make breakfast more than just a meal. Bring us your ideas or just pull up a seat at the table, we have room for everyone.

