



THE

PANCAKE

PRINCIPLES

HOW DOING BREAKFAST DIFFERENT MAKES A DIFFERENCE



Snooze
AN A.M. EATERY

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AN A.M. EATERY



THIS IS A STORY ABOUT

WHAT WE

STAND

FOR



AND IF YOU'RE A GUEST, WHAT YOU SIT FOR.

We feel we have a responsibility at Snooze to do more than just serve breakfast. We've dedicated these pages to the sustainability and community efforts we're committed to, making us a different kind of breakfast place. This story is as much about us as it is about

our guests & Snoozers, and how they help make the earth cleaner and our communities richer every time they sit down to Snooze. We believe those who eat breakfast together can make a difference together, for the planet, for our communities, and for themselves.

So whether you work at Snooze, eat at Snooze or just stroll past a Snooze, we consider you family. And we hope you feel that these Pancake Principles aren't just ours. They're also yours.





IN A NUTSHELL
WE'RE TURNING
BREAKFAST
ON ITS HEAD.

WE CALL IT
BREAKFAST
BUT
DIFFERENT



IN A WAY BIGGER NUTSHELL,

WE'RE ABOUT BELIEVING

A STACK OF

PANCAKES

CAN ACTUALLY

CHANGE THE WORLD.

**NO, SERIOUSLY.
WE CONSIDER OUR
IMPACT ON THE
PLANET AND OUR
COMMUNITIES WHEN
CALCULATING OUR
BOTTOM LINE.**

Ok, that's not totally accurate. We actually consider four things when calculating our bottom line—People. Planet. Profit. And Pancakes. Yes, Pancakes. We call it our Quadruple Bottom Line, and it's our commitment to do more than just making a profit by making breakfast. The profit part is pretty self-explanatory. The planet part is our commitment to the environment. And the people and pancakes—those are pretty easy too. When it comes to people, we focus on treating Snoozers well and giving back to our communities. And as far as pancakes, that's just our way of saying that the fun-loving Snooze vibe our guests have come to expect will never take a back seat to profit margins. We hope our Snoozers use pancakes as a vehicle to make a difference in the world.





JUST ASK THIS GUY.

WE PAY HIM EXTRA TO MAKE SURE OUR IMPACT IS LESS.

Know another breakfast joint that actually pays their employees extra to make sure they keep their environmental standards sky high? Neither do we. We call them our Green Captains, and there's one in every Snooze location across the country. In addition to keeping our guests happy, their job is to make sure we're doing everything we promised to reduce our negative impacts on the earth—from using as few disposable materials as possible to sorting waste into a three bin system. And the truth is their efforts are worth every single penny. Those are earth's words. Not ours.



WHEN IT COMES TO HELPING THE COMMUNITY, WE HAVE AN ARMY OF COMMANDERS

If our pancakes could talk, they'd definitely introduce you to our Community Commanders. These Snoozers take on a full workload, in addition to assuming the role of champion for all things Community at their restaurants. They lead the way toward all our community outings and build budding relationships with our community partners. Long story short, they love our community as much as they love pancakes. And not to toot our own horn, but given how tasty our pancakes are, that's saying a lot.



BY EATING AT SNOOZE

GUESTS CAN FEEL BETTER KNOWING

THEY'RE DOING **MORE**

THAN BUTTERING THEIR OWN

PANCAKES

WE GIVE 1% OF OUR SALES BACK TO OUR COMMUNITIES

That 1% includes a whole bunch of stuff. Like giving 100% of all pancake sales on International Pancake Day to non-profit community gardens. And giving 10% of all sales on National Bacon Day to local efforts to provide nutrition education.

But that's not all on our list. Donating pancakes to our non-profit partners annual fundraisers. *Check.* Donating Snooze swag to local auctions. *Double check.* Flipping pancakes at the our local 5K's. *Triple check.*

Yes, these are just some ways we give back to our communities. And our guests can feel great knowing that their Snooze breakfast doesn't just taste good, but is doing good.





BECAUSE WASTE IS A TERRIBLE THING TO WASTE.

Put simply, our goal is to keep as much waste out of landfills as possible. Believe it or not, we already divert 90% of it from landfills (where facilities exist). How? From recycling

to composting to using on-site biodigesters, to just continuously pushing the ways we think about waste. And we don't waste time being wasteful. Guess you could say the secret is out.

AND BEING RESOURCEFUL ABOUT OUR RESOURCES IS SIMPLY THE RIGHT THING TO DO.

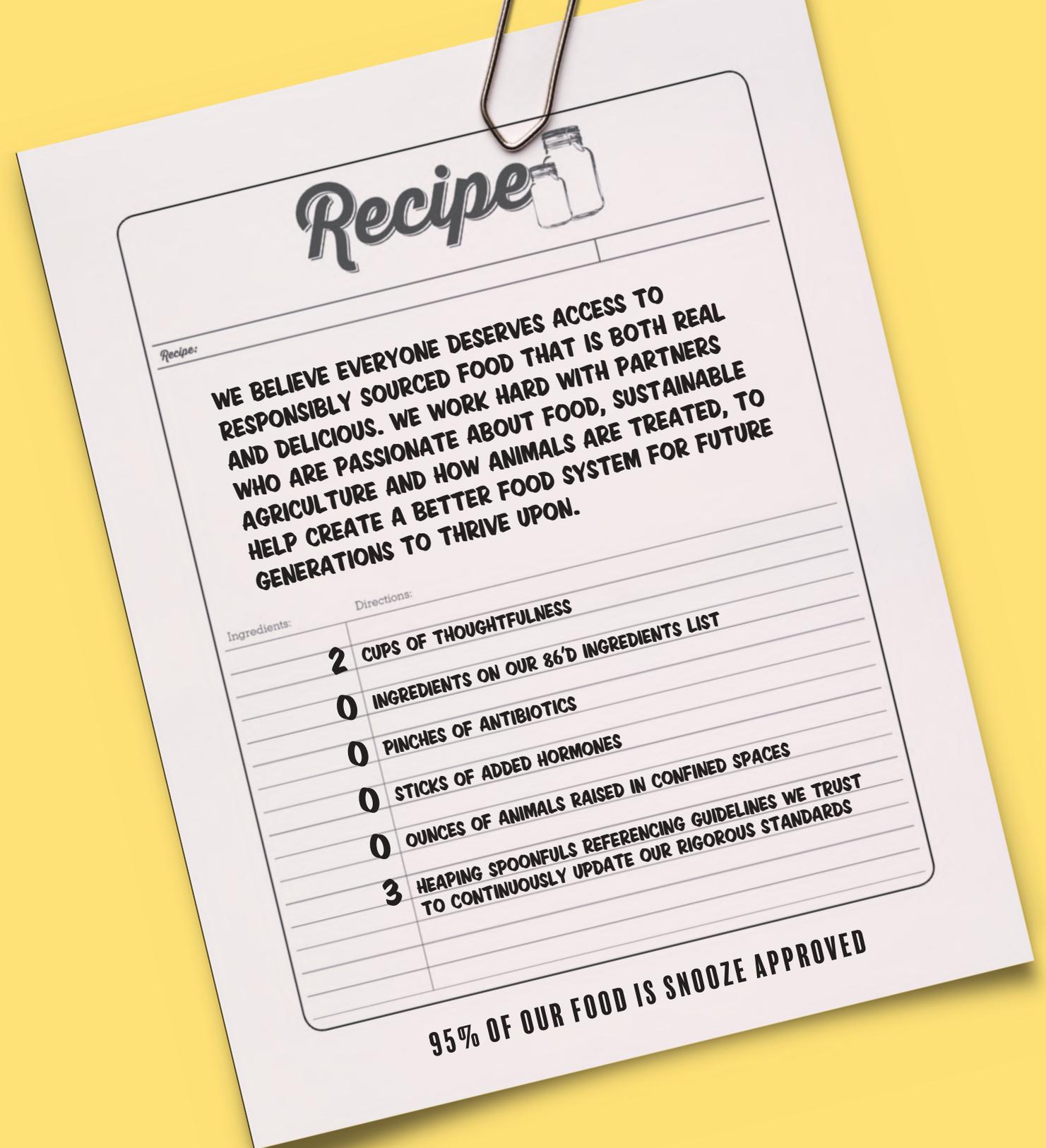
When it comes to resources, we like to think in circles. But in a good way. You see, we're more than just about waste diversion. It's about thinking about the entire lifecycle of the product. What do we do with it? What happens to it

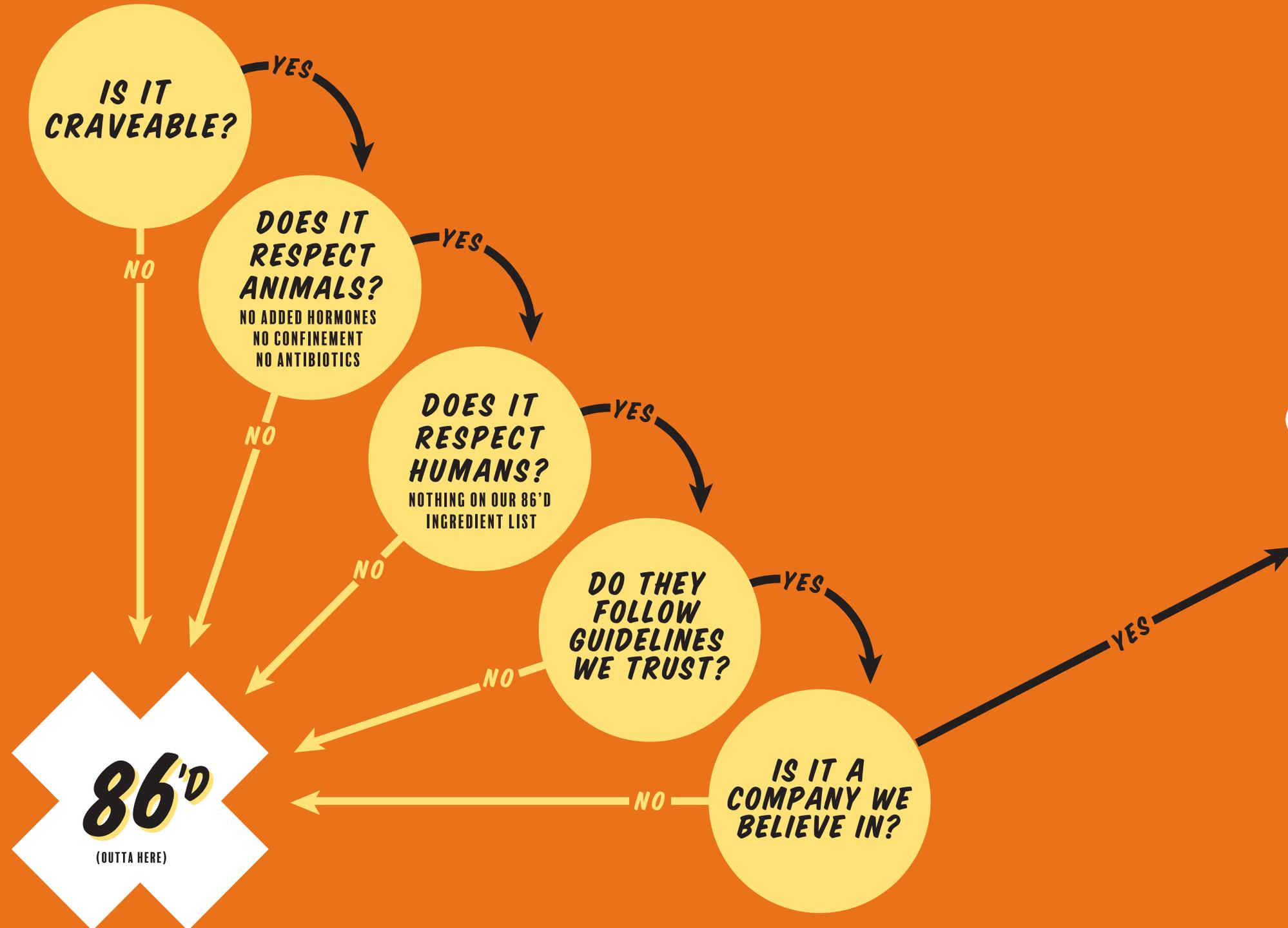
when we're done? Can we use it again? That, combined with energy and water conservation, is how we're rewriting the book on resourcefulness. In fact, you're reading some of it right now.





OUR RECIPE FOR RESPONSIBLY SOURCED FOOD IS ALWAYS EVOLVING AND CHALLENGING THE FOOD INDUSTRY TO BE BETTER.







***OUR STANCE ON
PANCAKES AND BEING
KIND ARE THE SAME:
THERE'S ALWAYS
ROOM FOR MORE.***

We treat all our people like family. And that's exactly what our employees (AKA Snoozers) are. So we do things like provide paid volunteer days. We offer a Morning Match, where we match Snoozer donations to different non-profits. We even let our Snoozers contribute money

from every paycheck to something called the Snooze Compass Foundation - a pool of money that builds over time, so in the event that "life happens" to one of our Snoozers or their families, we can help them shoulder some of those unexpected costs. That's what family is all about.



AND WHEN YOU *(OR THE PLANET)* ASK US TO DO A LITTLE EXTRA, WE ONLY HAVE ONE ANSWER.

They say the customer's always right. And while we have no clue who "they" are, we couldn't agree more. We'd just like to add that the earth is always right too. And part of the way we Snooze-ify your breakfast experience is by being willing to say yes while others say no - whether it's adding whipped cream to your hash browns or sourcing responsible food from respected purveyors. Around here, where there's a will there's always a way to say "yes."



CAN YOU ADD CHEESE TO MY HASH BROWNS? THINK YOU COULD ONLY PARTNER WITH FOOD PRODUCERS WHO ALSO CARE ABOUT THE ENVIRONMENT AND THEIR COMMUNITIES? CAN I REPLACE PANCAKES WITH FRESH BERRIES? THINK YOU COULD GET RID OF YOUR DISPOSABLE BAR NAPKINS SOON? CAN I GET CHEDDAR AND SWISS CHEESE ON TOP OF THAT? CAN WE HELP A LOCAL NON-PROFIT SEND SOME KIDS TO A MUSEUM? I'D LOVE SOME WHIPPED CREAM IN MY COFFEE, IS THAT OKAY? CAN YOU THINK OF WAYS TO REDUCE YOUR GHG EMISSIONS? CAN YOU MAKE SURE MY BACON IS EXTRA CRISPY? DO YOU DONATE FOOD AND GOODS TO COMMUNITY ORGANIZATIONS? WOULD YOU MIND THINKING OF NEW WAYS TO CONSERVE ENERGY AND WATER? COULD YOU ADD A PINCH OF CINNAMON TO MY OJ? DO YOU SUPPORT COMMUNITY GARDENS?



ABSO-BACON-LUTELY



SO WHETHER YOU'RE
FLIPPING,
SERVING,
OR **INHALING**
OUR PANCAKES

WE OWE YOU A TALL
STACK
OF **THANKS.**



WE COULD NEVER MAKE AS

BIG

A **DIFFERENCE**

BY DOING BREAKFAST DIFFERENT, WITHOUT YOU.

BREAKFAST

BUT

DIFFERENT







BREAKFAST

BUT

DIFFERENT