

THE Snooze™

OUR STORY

Most breakfast spots start with the same script: Eggs, batter, coffee, and a big ol' griddle. At Snooze, we've found that scripts are a lot like pancakes — they're best when flipped. That's why we do breakfast, but different. From benedicts to bloody's to whatever you're feeling at the moment, we're always looking to turn our food upside down and on its side. As our guests have discovered since 2006, our dishes are anything but regular — and that's just the way they like it.

But being different doesn't stop at the plate, it's the way we do business. Snooze started with two brothers, Jon and Adam, who believed that the only thing better than a full plate was a clear conscience. That's why with every meal we serve, we're dedicated to bettering both the communities we live in and the planet we live on. We donate 1% of our sales back to our communities while composting and recycling nearly 90% of our waste. Plus, our ingredients are responsibly sourced from partners who share our passion for a better tomorrow - so you can start your day knowing you're responsible for making the world a bit brighter.

At Snooze, we want each morning to feel like your weekend and happy hour rolled into one—no matter which side of noon it's on. We're the place where you can be you, and where our regulars are anything but. Everyone's welcome at our table, because the same goes for our people as it does for our dishes: the unexpected twists are what makes them so special.

After all, breakfast this good doesn't happen every day.*

*Actually, we're open 7 days a week so technically they do.



OUR BREAKFAST BELIEFS

BREAKFAST – BUT DIFFERENT.

Breakfast could easily be just a meal including eggs, pancakes or bacon, served with coffee in the early hours of the day. But Snooze doesn't believe in waking up at 5AM every morning to serve breakfast "as usual." By doing 'Breakfast But Different,' Snooze is able to make a real difference in every community we live in. From the way we greet our guests to our innovative take on breakfast food and the way we source our ingredients, we're committed to redefining the way you enjoy breakfast each day.

CRAVEABLE MENU.

Snooze is known for its creativity with a menu of inventive pancakes, bold twists on benedicts, lighter breakfast options and more. Snooze continues to offer its undeniably delicious, signature offerings like the Pineapple Upside Down Pancakes with caramelized pineapple chunks, house-made vanilla crème anglaise and cinnamon butter, however we are also constantly working on new ways to reimagine breakfast food and drinks. As for beverages – we didn't invent day drinking, but we enjoy taking it to a whole new level. Our creative menu of A.M. cocktails brings several spins on the classics, such as Mmm Mmm Mimosa, with Snooze Sparkling, orange juice, and Pama pomegranate liquor, and the Boss Hog Bloody Mary, with bacon-infused Breckenridge Bourbon & Snooze's house bloody mix.

SNOOZE IS DISRUPTING BREAKFAST.

Founded in Denver, Colorado in 2006 by breakfast-loving brothers Jon and Adam Schlegel, Snooze revitalized bland breakfast culture, with the duo bringing creativity and innovation to breakfast, along with an energetic and eclectic atmosphere and friendly neighbor-like service. Now we're in over 39 locations throughout the U.S., including Arizona, California, Colorado, North Carolina and Texas. In 2020, Snooze will arrive in Atlanta, Georgia and Kansas City, Missouri, allowing us to continue to use our breakfast platform to do good in every city we live in.

SUSTAINABILITY IS AT THE HEART OF WHAT WE DO.

Snooze prides itself on being an industry leader in championing sustainable environmental practices and responsibly sourced ingredients. Today, over 95 percent of our sourced ingredients are "Snooze Approved," having passed a rigorous set of standards which include: ethical farming practices, as well as vetting the sustainable standards of the partner companies. Snooze also diverts 90% of waste from landfills through composting and recycling, where facilities exist. In addition to creating a program called "12 Months of Green," which teaches the team and restaurant guests throughout the year about the impact that small steps like recycling and composting can make, Snooze employees also organize field trips to school gardens, recycling plants, food providers and more as part ongoing effort to develop future community leaders.

BEING GOOD NEIGHBORS.

Snooze doesn't just open a restaurant — it becomes a part of the community, and places priority on giving back. In 2018, Snooze donated over \$800,000 to local and national charities, and is set to give back over \$1 million in 2019 alone. 1 percent of all sales from each location goes to local charities through the donation of in-kind goods and services. Annual company initiatives include planting trees for each Snooze team member on Earth Day (resulting in over 2000 trees planted in 2019 on the Guatemalan farm where Snooze sources its coffee beans), and donating 100 percent of all pancake sales on National Pancake Day to help develop and nurture local gardens in the community.





TIMELINE





CERTIFICATIONS

COLORADO ENVIRONMENTAL LEADERSHIP - GOLD LEVEL

AUSTIN GREEN BUSINESS LEADERSHIP COUNCIL - PLATINUM LEVEL

CERTIFIABLY GREEN DENVER

PHOENIX GREEN BUSINESS LEADER: TOWN & COUNTRY

SAN ANTONIO: REWORKS

SAN DIEGO: CLIMATE WISE-GOLD LEVEL

SURFRIDER'S OCEAN FRIENDLY RESTAURANT PROGRAM

AWARDS

2012 DENVER ZOO AND POLAR BEARS INTERNATIONAL "PAW OF APPROVAL" AWARD

2013 WESTERN DISPOSAL DIVERSION AWARD

2014 COLORADOBIZ MAGAZINE'S WINNER OF INAUGURAL GREEN COLORADO AWARDS

2015 CITY OF SAN DIEGO RECYCLER OF THE YEAR AWARD

2016 GREENOVATOR AWARD FROM THE CITY & COUNTY OF DENVER

2018 BEST OF COLORADO HONOREE

2019 GREEN GILBERT BUSINESS PARTNER



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FOR A COPY OF OUR PANCAKE PRINCIPLES AND CHANGE MAKERS REPORT, VISIT WWW.SNOOZEEATERY.COM***