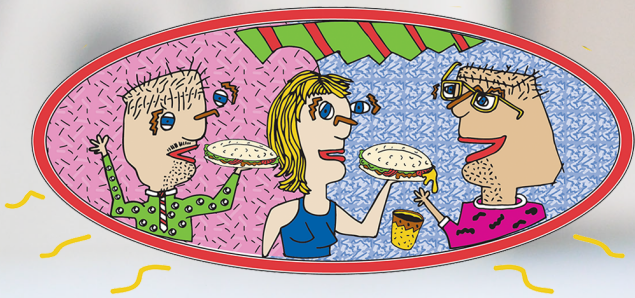


# SNARF'S Sandwiches



**Media Kit  
2020-21**



# SNARF HAPPENS

**THE NAME:** With a big personality and an even bigger appetite to discover the best food in the world, one deserves a nickname to match, and that is how founder, Jimmy Seidel quickly became known as "Snarf."

**THE JOURNEY:** In an eager attempt to find the world's finest sandwich, Snarf gave up his search and set to create it instead. In 1996 the very first location opened its doors in Boulder, Colorado in what's affectionately referred to as "The Shack". Now, more than two decades later, our family-owned business has grown to more than 20 restaurants in Colorado, St. Louis and Austin, TX.

**THE SANDWICH:** Snarf's award-winning sandwiches are made-to-order using only the finest ingredients including premium hand-sliced meats and cheeses, crisp veggies, our own signature blend of giardiniera peppers, and our famous oven-toasted bread available in white, wheat or gluten-free. We also offer fresh salads, phenomenal soups, kid-sized subs, vegetarian options, desserts and a full catering menu.



**THE LOGO:** We like our logo like we like our stores: Busy. This funky trio is the beloved symbol of the Snarf's brand. Sam, Chip, and Bev are a throwback to our 90's roots and represent our favorite meal (aka sandwich, chips, and beverage).

**THE SHOPS:** No Snarf's is the same! We strive to make each shop a solid fit for your block. Perhaps your Snarf's is a historic structure that has been preserved and restored, or maybe our team members are jamming to your favorite local band. From our mosaic counters to community involvement, visit our locations to see how each Snarf's reflects the surrounding neighborhood.

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# RECENT BRAND RECOGNITION



## BRAGGING RIGHTS

### 2020

Best Sandwich

*Longmont Times-Call*

Best Sandwich, Takeout & Delivery: Best of Boulder

*Boulder Weekly*

Best Deli/Sandwich Shop: CU & Boulder's Best

*Colorado Daily*

Best Sandwich: Boulder County Gold

*Boulder Daily Camera*

### 2019

Best Sandwich Shop in Austin

*Top Choice Awards*

Best Sandwich, Takeout & Delivery: Best of Boulder

*Boulder Weekly*

Best Deli/Sandwich Shop: CU & Boulder's Best

*Colorado Daily*

Best Sandwich: Best of the West

*YellowScene Magazine*

### 2018

Best Sandwich: Best of Boulder East County

*Boulder Weekly*

Best Sandwich: Boulder County Gold

*Boulder Daily Camera*

ReMix Community Preservation Award

*Historic Denver, Inc.*

Best Sandwich: Top of the Town

*5280 Magazine*

Best Sandwich & Food Delivery: Best of Boulder

*Boulder Weekly*

### 2017

Best Sandwich: Best of East County

*Boulder Weekly*

Best Sandwich: Boulder County Gold

*Boulder Daily Camera*

Best Sandwich: Top of the Town

*5280 Magazine*

Best Deli/Sandwich Shop: CU & Boulder's Best

*Colorado Daily*

Best Sandwich, Take Out & Food Delivery: Best of Boulder

*Boulder Weekly*

Best Sandwich & Cheap Eats: Best of the West

*Yellow Scene Magazine*

## NEWSWORTHY

### 2020

Visiting Denver During the Pandemic, *Washington Post*

The Best Places to Eat in the Denver Airport, *Thrillist*

### 2019

Jack Black declares his fave Denver eatery, *Denver Biz Journal*

Snarf's has a burger chain & it's coming to Denver, *Denver Post*

### 2018

Celebrate National Sandwich Day, *Denver Channel 2*

10 St. Louis Restaurants with Fabulous Food, *Riverfront Times*

Colorado's Greatest Sandwiches, *Boulder Weekly*

Denver Sandwich Chain Opening at DIA, *Denver Biz Journal*

The Twelve Best Sandwich Shops in Denver, *Westword*

### 2017

Standout Sandwiches Across America, *USA Today*

Favorite Denver Sandwich, *Denver Post*

Where to Eat and Drink on South First Street, *Eater Austin*

DIA Getting More Local Restaurants, *Denver CBS*

Best Sandwiches in St. Louis, *St. Louis Business Journal*

### 2016

The Beauty of Making an Old Building..., *Denver Westword*

Snarf's bakes up second Austin location, *CultureMap Austin*

Top 35 Sandwiches to Try in the U.S., *Spoon University*

Iconic Gas Station Becomes Snarf's, *Eater Denver*

Snarf's Celebrates Twenty Years, *Denver Westword*

### 2015

21 Sandwich Shops to Eat at Before you Die, *Buzzfeed*

The awards and accolades don't end here... we are truly humbled to have been the recipient of the Best Sandwich in Boulder by the Boulder Weekly since they started doing their Best of Awards in 1999.



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# BEHIND THE BREAD

Sep 2015- Present  
Snarf's Sandwiches  
Marketing Manager



Snarf's isn't just a word, it's a philosophy. Since the first sandwich shop that opened in Boulder in 1996 it has been our philosophy to have fun, make the world's finest sandwiches, feed our friends, and always exceed expectations.

This all started when founder, Jim Seidel "Snarf" started putting plans into motion to open his first sandwich shop in Boulder, CO. Countless hours were spent developing recipes and a menu that was varied and unique to appeal to a broad range of tastes.

Our bread recipe, which has become the trademark of Snarf's is the perfect combination of crusty on the outside and soft of the inside. It's baked fresh every day for optimal toastiness. Jimmy has also perfected the science behind the build of a Snarf's sandwich. Each sandwich has been carefully crafted to include just the right amount of meats, cheeses, and vegetables so you can taste it all in every single bite.

Amongst our award-winning sandwiches is our phenomenal staff. Snarf's teammates are part of one big family where everyone feels like they can be themselves. People who work at Snarf's often stay for years... even decades!

Since the original Snarf's, affectionately known as "The Shack" our goal has always been to gradually and strategically build the brand without sacrificing quality or the unique culture we've developed over the years. Today, Snarf's has almost 25 shops along the front range in Colorado, St. Louis, MO, and Austin, TX.

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# 2018 QUICK FACTS

**23**  
**LOCATIONS**

Colorado: 16  
St. Louis: 4  
Austin: 2

## HEADQUARTERS

2762 Walnut St.  
Denver, CO 80205  
(720) 389-7920

**1996**

**ESTABLISHMENT  
DATE**

## MANAGEMENT TEAM

Jimmy Seidel, Founder & CEO  
Wayne Humphrey, VP of Operations  
Natalie Brilliant, Director of Corporate Development  
Helen Wood, Director of Marketing  
Hannah Arthur, Accounting  
Cara Greene, HR Manager



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# JIMMY SEIDEL

## FOUNDER & CEO

Jimmy Seidel began his career in the world of finance after attending Drake University. He traded options on the floor of the Chicago Board Options Exchange and was a wealth manager at Stifel Nicolaus. Those experiences were vital, because they gave Jimmy the experience and know-how necessary to finance and build a business.

But Jimmy's true passion has always been food, and it wasn't long before he knew he wanted to pursue a career in the restaurant business. To this day that has been the main ingredient and driving force behind Snarf's Sandwiches.

Jimmy's love of food ranges from local food carts in Mexico City to the finest restaurants in Europe, but it was the All-American sandwich that really intrigued him. Even with all the choices out there, he never felt like anyone "got it right." That's when Jimmy set out to create it himself and is the beloved Snarf's Sandwiches.

Now more than 20 years later with almost 25 locations nation-wide, Snarf's continues to serve ridiculously addictive sandwiches and spread the sub love with everyone that walks through the door.

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Jimmy Seidel sitting outside the first Snarf's Sandwiches, also known as "The Shack" circa 1996.



Jimmy stands on the corner where the original "Shack" location once stood. The original shop was redeveloped & Snarf's moved across the street at 21st & Pearl until its closure in 2019.