



From Recognition to Retention

Snooze's Recipe for Thriving Teams Across 68 Locations



Executive Summary

Snooze A.M. Eatery, where “Freshly Fueled” is more than a tagline, it’s a way of life, is a creative brunch destination launched in Denver in 2006. Known for turning breakfast into a bright, retro-flavored party with craveable pancakes, Snooze now spans 68 locations nationwide.

As Snooze expanded, so did the complexity of recognizing hundreds of “Snoozers” (employees) across its restaurants and corporate office, affectionately called the “Mothership.” What started as in-house manual gifting quickly became operationally overwhelming.

In 2021, Snooze adopted Snappy to power milestone recognition, spot rewards, and new-hire appreciation.

“Recognition is what keeps our culture thriving. With Snappy, we bring that ‘fresh hits different’ energy—just like our food—to how we celebrate Snoozers.”

— Phin Mehlstaub, Employee Experience Team, Snooze A.M. Eatery

Company Overview



Employees:

2,500+
Snoozers



Headquarters:

Denver,
Colorado



Industry:

Hospitality &
Food Service



Platform:

Employee
Engagement

Why Snooze Chose Snappy

As Snooze grew to 68 locations, it needed a recognition program that could scale without losing its people-first personality. Snappy delivered by offering:

- **Employee choice:** Snoozers love the freedom to select a gift that feels personal, turning recognition into something memorable and meaningful.
- **Manager empowerment:** Regional and restaurant leaders can send real-time recognition—even mid-shift—making appreciation authentic, immediate, and easy to adopt across busy teams.
- **Operational ease:** With Snappy handling delivery, tracking, and automation, HQ eliminated manual packing and shipping while ensuring no milestone or Snoozer is missed.

- **Cultural alignment with business impact:** Every recognition feels personal, reinforced by Snappy's customization features. Thank you notes are shared across the organization, creating visibility, reinforcing culture, and driving stronger retention in a high-turnover industry.

"It only takes a moment to make a difference. With Snappy, we can create those moments easily—whether it's a Snooziversary or a tough day when someone needs to feel seen."

— Phin Mehlstaub

Gifting Programs That Move the Needle



Snooziversaries – Celebrating Tenure

Before Snappy:

Milestone recognition was managed entirely in-house, with corporate HQ packing and shipping every gift—a huge, time-consuming lift that often felt insurmountable.

After Snappy:

The platform integrates seamlessly with Snooze's systems to ensure anniversaries are never missed, eliminating manual tracking and freeing People & Culture team members from hours of logistical work. The result: consistent, scalable recognition that celebrates every Snoozer's tenure.



Why it matters:

Builds loyalty in a fast-paced hospitality environment.



How Snappy helps:

Automates delivery of thoughtful milestone gifts.



Impact:

Snoozers eagerly anticipate their Snooziversary, share their excitement, and know they're an integral part of the team.

Spot Recognition – Real-Time Celebration

Before Snappy:

Recognizing employees in the moment was inconsistent and difficult for regional and restaurant leaders, with no simple way to get gifts out quickly.

After Snappy:

Managers can now send real-time recognition—even mid-shift—with just a few clicks. Recognition is immediate, authentic, and woven into daily culture without adding operational headaches.



Why it matters:

Recognition isn't just for anniversaries; it's woven into day-to-day culture.



How Snappy helps:

Quick, meaningful gifting without operational headaches or extensive approvals.



Impact:

Snoozers feel seen every day.

Impact on Snooze's Culture

Unified culture:

For a brand spanning 68 locations, consistency is key. With Snappy, recognition feels uniform and equitable. Every Snoozer, from Denver to Dallas, is celebrated in the same meaningful way.

Retention uplift:

Monthly dashboards reflect stronger retention and lower turnover since launching these programs.

Tangible appreciation:

A Snappy gift is something employees can hold, feel, and remember—always linking the moment back to Snooze.

Leadership backing:

With a C-suite champion in Jeremy Edmonds, Executive Vice President of People and Culture, recognition isn't just nice, it's a business and culture driver.

"Recognition is a key driver for engagement at Snooze. Having a platform that allows us to easily administer an important part of our recognition program saves time and money. Snappy has helped us increase engagement across our restaurants."

— Jeremy Edmonds,
Executive Vice President of People + Culture

"Recognition is about elevating and appreciating people for their many contributions and ensuring they feel seen in your organization. Nobody wants to be just a number; everyone wants to know that someone cares about them at work. Recognition creates gratitude and gratitude creates engagement!"

— Brianna Borin, Chief Operating Officer

Market Differentiation & Feedback

Snappy isn't just a recognition tool—it's a culture builder that fits Snooze's vibrant brand ethos.

- **For Snoozers:** Personalized, playful, and meaningful
- **For Managers:** Seamless, flexible, and effective.
- **For People + Culture:** Scalable, aligned with brand values, and lighter on operations.

"We're both people-first companies. Snappy helps us recognize Snoozers in authentic ways that keep them engaged, proud, and part of something special."

— Phin Mehlstaub, Employee Experience Team, Snooze A.M. Eatery

Looking Ahead

Snooze is hoping to expand with Snappy Swag for new hires, streamlining the experience while keeping the "fresh hits different" energy. They're also exploring new recognition moments tied to high-volume shifts and seasonal peaks, ensuring every Snoozer feels seen when it matters most.

Three words that define Snappy at Snooze



Impactful



People-oriented



Fun

Looking to drive company culture and stronger engagement?

Let's build your recognition program together.

