

## ASAP'S FIRST 'GREEN LEAF' SUSTAINABILITY AWARD GOES TO:

### SCHNOOGS CAFÉ & ESPRESSO

ASAP is proud to present to you our choice for the very first ASAP 'Green Leaf' Sustainability Award, Schnoogs Café & Espresso, which is located at 1005 Mono Way, Sonora in the Timberhills Shopping Center. What makes Schnoogs worthy of recognition as such a progressive, practicing sustainable business you ask? Well, many of Schnoogs practices and policies are things that we feel are very commendable and should be adopted by all businesses of our community and beyond. Schnoogs progressive sustainable business model starts right from the outset five (5) years ago when owner/operator Sally Arnold put in place the criteria that would be the guidelines for how her business would conduct itself.

First and foremost, the business is a local owned and operated business that employs local residents. With the exception of a few inventory items not available locally, the money generated by Schnoogs stays right here in our community helping support our local economy. Sally also has a wonderful outlook about the people working at Schnoogs and considers them family rather than employees. This uplifting attitude empowers and encourages her store associates to provide superior service and a warm, family type atmosphere that attracts and keeps customers coming back again and again.

This brings me to the next unique thing that separates Schnoogs from other 'coffee' shop outlets. There is no drive – up window to get your cup of coffee from. Not that you can't get your favorite cup of coffee the way you like it in a hurry at Schnoogs, because you can! But, when you walk through the front door you instantly feel the calming sense that you just might be in a warm, cozy and comforting place like your living room or family room. It is a place you want to sit down and enjoy that cup of coffee (or whatever you ordered) and savor it along with some rejuvenation time for your self or with a friend. You may even want to play with some of the traditional wooden toys/games that are available just to relax and move yourself to another place mentally for a while.

There is much more to the Schnoogs story but I don't want to spoil all of the interesting surprises that await you when you visit the store. I will say this much however, all of the food offerings are made from scratch right there in the shop. Many of the items in the gift lines offered are hand-made and fair trade, but all are individually selected by Sally and her staff because they come from vendors with sustainable practices. I could go on and on, but suffice to say, when Sally says that Schnoogs is committed to sustainable business practices, she absolutely means it 100%. Now you can see why I feel Schnoogs is so deserving of the Green Leaf Sustainable Business Award! Congratulations Sally on giving the rest of the businesses in the region a great example of how to do it right!