# SPICY GREEN BOOK NEWSROOM

## ABOUT US

In the summer of 2020, Danilo Batson wanted to help find solutions to the economic challenges facing Black Americans. To make a change that would transform the racial makeup of our communities. He realized that many others wanted to do the same, but were unsure how they could help. He realized that an online resource that showcased Black-owned businesses would be an invaluable tool to help consumers make a difference-and with the help of a core group of volunteers, Spicy Green Book was created.

## OUR HISTORY

From 1936 to 1964, in the midst of the Jim Crow era, Black men and women were under the persistent threat of violence after sunset in the form of lynchings and other very real hate crimes. To help many escape this violence, Victor Green created the Negro Motorist Green Book. This book listed vital places of refuge that included hotels, gas stations, grocery stores, night clubs, restaurants, and "tourist homes", where homeowners welcomed travelers who had nowhere else to go. This valuable note of history not only shows us the racial discrimination that existed, but also the importanceand ingenuity of black entrepreneurship.

## OUR MISSION

Each business has a story and we, set out to share them. Getting thesestories out will allow police and people of varying backgrounds to come experience the culture within each business. Through this process we will begin to humanize the Black community and change the taught perspectives which far too often lead to unnecessary violence and systematic oppression. As perspectives change will see an increase in the number of people begin to value Black lives a decrease in the number of people who engage in violent acts towards the Black community. Here we can create a dialogue which allows the stereotypes that black men and women are threats to be disproven.

Spicy Green Book is offering a space that allows these Black-owned businesses nationwide to amplify their voices. We hand curate content for each business, so everyone is represented well and the image coincides with the owner's vision. Nothing is listed on the business's webpage that was not approved by the business owner. This also helps ensure that everything listed on the business's web page is high quality and is consistent with their brand. Additionally, we are a nonprofit organization. Money donated will be put back into the Black community Spicy Green Book will also look to make donations to causesthat benefit the black community. Together, we can make a difference in the fight against racial inequality.

## OUR TEAM

### DANILO BATSON

Founder/Director

Danilo Batson is the Founder and Director of the Spicy Green Book, a national online guide that amplifies the voices of Black-owned businesses in the food and beverage industries. As an activist, Mr. Batson brings his lived experience and passion for his community, to his work as well as the cumulative value of nine years working various jobs in the industry to his work. Batson started the Spicy Green Book with the vision to reinvest in the Black community in order to create wealth and job opportunities.

### KIM JACKSON

Business Strategist

Kim Jackson joined Spicy Green Book after recognizing the potential of the organization to support the transformational movement for Black businessowners. She started as a project manager but quickly became the Business Strategist and currently leads the Project Manager group. She brings over ten years of experience across the private, public, and non-profit sectors, specializing in human resources, organizational design, networking—connecting it all with the "people factor" to drive business optimization.

### DAN WILLIAMS

Director of Technology

Dan built the initial few prototypes of spicygreenbook.com and has defined the technology stack and architecture moving forward. If you are interested in contributing code or getting design changes implemented, please find Dan in slack.

## OUR AUDIENCES

At Spicy Green Book, we have two main audiences: consumers and business owners. A consumer is anyone who might be interested in supporting a Black-owned business. In general, we assume that the average person doesn't go out of their way, or even think to patronize Black-owned businesses but would, if it was convenient. A business owner is any Black individual who owns and runs their own food or beverage business. This includes restaurants and cafes, food trucks, bakeries, catering services, grocery stores, distilleries, and more. Business owners may be solo entrepreneurs, small business owners, or franchise owners.

## OUR BRAND

Spicy Green Book is a bridge between potential consumers and business owners. As a nonprofit, our brand is rooted in activism. Everything we do is for the community-so our brand is never truly about us. When communicating with our audiences, we always strive for simplicity, accessibility, and convenience. When providing services to business owners, we value quality, consistency, and accurate representation.

## FREQUENTLY ASKED QUESTIONS

### WHY IS SPICY GREEN BOOK FOCUSED ON BLACK-OWNED BUSINESSES

Black people are twice as likely to be unemployed as their white counterparts. Black businesses owners only account for 2% of all U.S. businesses, and only account for 0.3% of total revenue. As a result of COVID-19, 41% of Black-owned businesses have been forced to close down. Furthermore, while 2020 marked peak social consciousness and an increased interest in using Black-owned businesses, there's a lack of insight on which local businesses are Black-owned.

### WHAT DOES SPICY GREEN BOOK PROVIDE BLACK-OWNED FOOD AND BEVERAGE SMALL BUSINESSES?

Spicy Green Book connects Black-owned restauranteurs with professional designers, videographers, and photographers who assist in crafting quality content for their websites and social media platforms. We also use our own platform and press coverage to help businesseses grow their customer bases.

### HOW CAN BLACK-OWNED FOOD AND BEVERAGE BUSINESSES CONNECT WITH SPICY GREEN BOOK?

Business owners can fill out a request form at www.spicygreenbook.com/add. Then, they'll receive an email with a client agreement to review and sign. After, Spicy Green Book will match the business owner with a photographer in the area and set up an appointment for a photoshoot. Before the actual appointment, Spicy Green Book will provide a confirmation brochure with everything they need to know. About one to three weeks after the photoshoot takes place, their listing will be added to the website and they will receive copies of their professional photos. Spicy Green Book will continue to work with them to provide additional creative services and promotional support.

## SPICY GREEN BOOK

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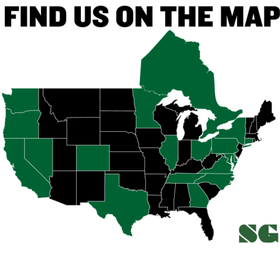
## SUCCESS STORIES

AS 2020 CO, [illegible] Spicy Green Book [illegible] Black-owned [illegible] Spicy Green Book [illegible] Black-owned businesses.

Brandi Diggs, owner of Mile High Dimensions, had this to say: "Spicy Green Book makes sure that you are represented correctly. It lets here some things looks. I love that feeling of Black only and business owners. Diggs with Spicy Green Book, had business [illegible]

PINEAPPLE LEMON LAUNDRY[illegible] has 4.8K followers on Instagram, [illegible] working with Spicy Green Book, and now has 7.9k followers.

Bolivia Alfaro & Wings (@bullvsalfaro and @wings) had 10.7k followers on Instagram before working with Spicy Green Book, and now has 15k followers.

## FIND US ON THE MAP