



ORGANIC SANDWICH COMPANY - KEY MESSAGES

#1. We're **LOCAL**. We are a farm-to-table, fast casual restaurant offering sandwiches that are delicious, made-to-order, gourmet, AND organic. We're locally-owned and we're committed to supporting the local economy. This means fresher and more nutritious ingredients for you.

#2: We really are **ORGANIC**. More than 95% of everything you find in our store is organic. When organic ingredients are not available, all natural, hormone-free, antibiotic-free, rBST-free, non-GMO products will always be our alternative.

#3: We believe in the **INTEGRITY** of the food system. We're committed to knowing where our food comes from, how it is grown, and how fresh it is. Our customers are conscious consumers who believe taste is just as important as the quality and source of their food. We couldn't agree more.

#4: We value **COMMUNITY**. We offer darn good sandwiches for everyone. We're carnivore-, omnivore-, vegan-, vegetarian-, gluten-free-, paleo-, and kid-friendly. We sold our first sandwich at the BOULDER FARMERS MARKET. We met amazing folks who provided advice, encouragement, and honest feedback which helped us launch our first shop in downtown Boulder and our second shop in Louisville, CO.

#5: We are committed to **ZERO WASTE**. Over 95% of the items served to guests are compostable, recyclable or reusable. We understand restaurants can create a great deal of waste and we do everything we can to minimize this from the kitchen to the dining room to our everyday practices and training.