



## About Us

Snarf's Sandwiches opened its first location in Boulder, Colorado in 1996 in what is affectionately referred to as "The Shack." Since then, the family-owned business founded by Jimmy Seidel "Snarf" has grown to more than 25 restaurants in Boulder, Denver, Chicago, St. Louis and Austin, Texas. Famous for its hearty, oven-toasted subs, Snarf's is a frequent "Best Sandwich" winner and has an unprecedented following in its local communities.

Snarf's is a destination for those looking for a fun atmosphere, down-to-earth people and an obsession with finding, and devouring, the perfect sandwich. Each oven-toasted sandwich is carefully made using exceptional ingredients, including generous portions of premium, hand-sliced meats and cheeses, Snarf's own blend of giardiniera peppers, and fresh, perfectly-crusty bread.

The menu features favorites such as The Italian, Prime Rib, French Dip and NY Steak. Snarf's also offers fresh salads with homemade dressings, rotating soups, kid-sized subs, vegetarian and gluten-free options, and a full catering menu.

From the building, to the furniture, to the incredible custom mosaics and artwork created by Colorado artist Jen Haley, each Snarf's restaurant is unique to that community. In many cases Snarf's takes an existing building and restores it, as opposed to starting from scratch. Jimmy doesn't like anything to be "cookie cutter" so each location is infused with custom, eclectic décor and design that creates the hip vibe Snarf's is known for, along with the craveable food.

## Our History

The story of Snarf's Sandwiches began with Jimmy Seidel "Snarf" and his quest to create "the world's finest sandwich." Although Jimmy began his career in the world of finance, it didn't take him long to realize he wanted to pursue his true passion in the culinary arts. 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 of the choices out there, he never felt like anyone "got it right".

With his mission clear, in 1994 Jimmy set out to create the world finest sandwich. He began his journey by training from the ground up at one of Chicago's premier sandwich shops. And while he learned a great deal during his time there, he remained more convinced than ever that no one had yet to "get it right". That's when Jimmy decided to venture out on his own.

He began to develop recipes and a menu that was varied and unique to appeal to a broad range of tastes. Jimmy's bread recipe, which would become the trademark of Snarf's, was the perfect combination of crusty on the outside and soft on the inside. The generous portion of fine meats and cheeses were sliced in the store every day, along with the prepping and chopping of all of



the fresh vegetables. One thing was clear, never, ever, ever compromise on quality. There is no room for compromise in Jim’s philosophy – from the food, to the atmosphere, to the service.

In spring of 1996, Jimmy opened his first Snarf’s Sandwiches affectionately referred to as “The Shack” on historic Pearl Street in Boulder, Colorado. The store was just 650 sq. ft. with one employee. It was small in scale, but it was Jimmy’s operation through and through. Within a year, it was all the buzz and started to develop the cult-like following it enjoys today.

After three years of operating the original sandwich location, Jimmy embarked on the expansion of Snarf’s. The goal has always been to gradually and strategically build the brand without sacrificing quality or the unique culture Jimmy has built over the years. Today, Snarf’s has more than 25 shops in Boulder, Denver, Chicago, St. Louis and Austin with several new locations on the horizon.

## Quick Facts

<b>Headquarters:</b>	2762 Walnut Street Denver, CO 80205 720-389-7920
<b>Year established:</b>	1996
<b>Locations:</b> <i>Includes signed leases</i>	Colorado – 17 Chicago – 2 St. Louis – 5 Austin – 2
<b>Management Team</b>	Jimmy Seidel, Founder & CEO Brittany Lirtzman, Special Projects Director/Business Manager Jill Preston, Director of Marketing Natalie Brilliant, Director of Corporate Development Kim Johnson, Controller/Accounting Cara Greene, HR Manager
<b>Snarf’s online:</b>	Website – <a href="http://www.eatsnarfs.com">www.eatsnarfs.com</a> Facebook – @SnarfsSandwiches Twitter – @SnarfHappens Instagram – @SnarfsSandwiches



## Brand Recognition & Accolades

We've been honored to receive several awards over the years, which is a testament to the taste and craveability of our menu. Here are a few recent accolades...

### **2017**

Top Sandwiches in the U.S., *USA Today*  
Boulder County Gold, Best Sandwich, *Boulder Daily Camera*  
Top of the Town, Reader's Choice Best Sandwich, *5280 Magazine*  
CU and Boulder's Best, Best Deli/Sandwich Shop, *Colorado Daily*  
Best of Boulder, Best Sandwich, *Boulder Weekly*  
Best of Boulder, Best Delivery, *Boulder Weekly*  
Best of Boulder, Best Take Out, *Boulder Weekly*  
Readers Choice, Best Sandwich & Best Cheap Eats, *Yellow Scene Magazine*

### **2016**

Top 35 Sandwich Shop in the U.S., *Spoon University*  
Best of Boulder, Best Sandwich, *Boulder Weekly*  
Best of Boulder, Best Delivery, *Boulder Weekly*  
Best of E. County, Best Sandwich, *Boulder Weekly*  
CU and Boulder's Best, Best Deli/Sandwich Shop, *Colorado Daily*  
Boulder County Gold, Best Sandwich, *Boulder Daily Camera*  
Readers Choice, Best Sandwich & Best Cheap Eats, *Yellow Scene Magazine*  
Readers Choice, Best Colorado Based Chain, *Yellow Scene Magazine*  
Reader's Choice, Best Sandwich, *Denver Westword*

### **2015**

21 Sandwich Shops to Eat at Before You Die, *Buzzfeed*  
Top of the Town, Reader's Choice Best Sandwich, *5280 Magazine*  
Best of Boulder, Best Sandwich, *Boulder Weekly*  
Best of Boulder, Best Delivery, *Boulder Weekly*  
Best of E. County, Best Sandwich, *Boulder Weekly*  
CU and Boulder's Best, Best Deli/Sandwich Shop, *Colorado Daily*  
Readers Choice, Best Sandwich, *Yellow Scene Magazine*  
Reader's Choice, Best Sandwich, *Denver Westword*

### **2014**

Best of Boulder, Best Sandwich, *Boulder Weekly*  
Best of Boulder, Best Take Out, *Boulder Weekly*  
Best of Boulder, Best Delivery, *Boulder Weekly*  
Reader's Choice, Best Sandwich Shop, *Denver Westword*  
Readers Choice, Best Sandwich & Best Cheap Eats, *Yellow Scene Magazine*  
Best of East County, Best Catering, *Boulder Weekly*

### **2013**

Reader's Choice, Best Sandwich, *Denver Westword*



Reader's Choice, Best Sandwich, *5280 Magazine*  
Best of Boulder, Best Sandwich, *Boulder Weekly*  
Best Sandwich, *Denver A List*  
Reader's Choice, Best Sandwich, *Longmont Daily Times Call*  
Ten Iconic Denver Sandwiches, *Eater Denver*  
People's Choice Award, Best Deli, *Boulder Daily Camera*

## **2012**

Reader's Choice, Best Sandwich, *Denver Westword*  
Best of Boulder, Best Sandwich, *Boulder Weekly*  
Reader's Choice, Best Sandwich, *Longmont Daily Times Call*  
Best Sandwiches in Denver, *Denver Post*  
People's Choice Award, Best Deli, *Boulder Daily Camera*

## **2011**

Best of Boulder, Best Food on the Hill, *Boulder Weekly*  
People's Choice Award, Best Deli, *Boulder Daily Camera*  
Readers Choice, Best Sandwich, *Denver Westword*  
Best of St. Louis, Best Sandwich, *Riverfront Times*  
Best Sandwich, *Colorado Daily*

***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.***



## Jimmy Seidel, Founder & CEO

Jimmy Seidel “Snarf” has been serving his award-winning sandwiches and making taste buds happy for more than 20 years. What started as a single sandwich shop in a 650 sq. ft. space in Boulder, Colorado affectionately named “The Shack,” has now grown to more than 25 locations with many more on the radar.

Jimmy 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 in the culinary arts, and it wasn’t long before he knew he wanted to pursue a career in the restaurant business.

Jimmy has traveled the world and his 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 of the choices out there, he never felt like anyone “got it right”. With his mission clear, Jimmy began his journey by training from the ground up at one of Chicago’s premier sandwich shops. And while he learned a great deal during his time there, he remained more convinced than ever that no one had yet to create “the world’s finest sandwich.” It was then when Jimmy decided to venture out on his own.

In spring of 1996, Jimmy opened his first Snarf’s Sandwiches on historic Pearl Street in Boulder, Colorado where he started to serve his homemade, oven-toasted sandwiches. Jimmy’s bread recipe, which would become the trademark of Snarf’s, was the perfect combination of crusty on the outside and soft on the inside. The generous portion of fine meats and cheeses were sliced in the store every day, along with the prepping and chopping of all of the fresh vegetables. One thing was clear in Jimmy’s philosophy, never compromise on quality. Within a year, Snarf’s was all the buzz. This began the cult-like following of “Snarfers” the brand enjoys today.

After three years of operating the original sandwich location, Jimmy embarked on the expansion of Snarf’s. Today, Snarf’s has more than 25 locations in Boulder, Denver, Chicago, St. Louis and Austin. Snarf’s has been the winner of dozens of “Best Sandwich” awards over the years, which is a testament to the taste and craveability of Jimmy’s creation. There are many more Snarf’s on the horizon and a new crop of “Snarfers” who will soon be enjoying the world finest sandwich.