



LeCroissant
CATERING & EVENTS

Annual Benefit Corporation Report
Fiscal Year 2015

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Mission Statement

LeCroissant Catering and Events is committed to be the best in the eyes of our customers and our team members, to do one thing better every day, and to create a space of for ourselves, our co-workers, and our clients.

Core Values

We Love Food: LeCroissant is committed to regional cooking and continues to create dramatic menus for our clients, focusing on the diverse offerings of our region. we cook from scratch with all-natural ingredients. This means we employ more chefs and bakers because we do things by hand rather than buying prepared or frozen ingredients, and we use organic ingredients whenever possible. We closely monitor the latest trends in food, style, art, and entertainment to see what the trends are and use that inspiration to create custom menus for our clients that will imprint a lasting and memorable experience for their guests.

We Love Events: We are always looking for new and creative ideas to bring to our clients. As a full-service event planning and event design company, we are not only incumbent on providing that most innovative menu, but also the most stunning and all-encompassing event space. Bringing what's new and trendy in event design and décor while still maintaining our focus on the environment can be a challenge. We love recycling what's old, making it into what's chic and cutting edge. Upcycling event décor has become a passion for our design team.

We Love Utah: We feel it is our responsibility to take a close look at our impact on the environment and do our part to protect our planet and the beautiful state we live in. All in all, we are committed to a better, cleaner world for all of us. Additionally, LeCroissant Catering & Events is committed to regional cooking and our team creates dramatic menus for our clients focusing on the diverse offerings of our region. We work with an extensive list of purveyors to offer the freshest local ingredients. We source many of our ingredients from local farmers, artisans, and producers and work with like-minded companies that practice sustainability, are environmentally friendly and exercise sustainable thinking. We seek out local artisans and at every opportunity possible we purchase local goods and products. We go to great lengths to find the highest quality produce, meats, cheeses, and any other product that may be produced or grown locally. Quality is of the utmost importance to our team!

Benefit Corporation Impact Assessment

With the help of our partnership with Momentum Recycling, we are able to monitor our value of green business practices and sustainability with their Recycling Diversion Reports.

In order to sustain our fun and close-knit work environment, we are always reflecting on how operations are working as well as thinking of ways we can improve – for our employees directly, to make work more efficient, and to ensure we are doing our part to support our community.



ENVIRONMENT

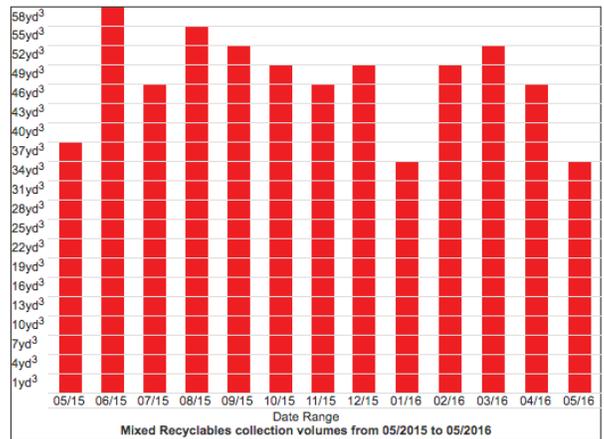
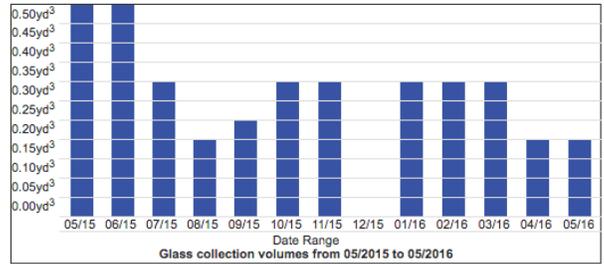
Comprehensive Recycling Program & Recycling Partnership:

LeCroissant Catering & Events is one of the first caterers in Utah to have an award-winning, comprehensive recycling program in place. On average, we have 150 lbs of food waste per day – that’s 27 tons per year! Instead of taking up space in a landfill, these scraps and leftovers are composted into fertilizers for city parks and local farms with the help of our partnership with Momentum Recycling. A variety of items enter our kitchen on a daily basis, but only 4 things end up at the landfill: plastic wrap, tape, gloves, and solid items that accompany food, such as aluminum foil. The rest is recycled or composted!

Over the course of 6 months, we will have recycled almost 45,000 lbs of recyclables (or about the weight of 7 elephants) and over the last 12 months, our recycling has prevented over 20 metric tons of carbon monoxide emissions – that’s the equivalent of almost of the carbon emissions of 49 barrels of oil for a year!

Renewable Energy Use: Our offices are 100% wind powered through Rocky Mountain Power’s Blue Sky Program. That means all the electricity we use is offset by wind every we purchase.

Diversion Chart



Recyclables Collected

| Le Croissant Catering | | | | | | |
|-----------------------|---------------------------------------|-------------------------|------------|-------------------------|-------------------------|------------|
| Recyclable | Estimated Weight ⁽¹⁾ (lbs) | | | Volume (yrd3) | | |
| | 02/25/2016 - 05/24/2016 | 11/25/2015 - 02/24/2016 | Difference | 02/25/2016 - 05/24/2016 | 11/25/2015 - 02/24/2016 | Difference |
| Glass | 300 | 300 | 0 | 0.66 | 0.66 | 0.00 |
| Green Waste | 5,250 | 3,900 | 1,350 | 8.66 | 6.44 | 2.23 |
| Mixed Recyclables | 18,844 | 15,563 | 3,281 | 150.75 | 124.50 | 26.25 |

Total Recyclables Diverted Since Start Of Service

| Le Croissant Catering | | |
|-----------------------|-----------------------------------|---------------------|
| Recyclable | Total Weight ⁽¹⁾ (lbs) | Total Volume (yrd3) |
| Glass | 3,975 | 9 |
| Green Waste | 60,100 | 99 |
| Mixed Recyclables | 212,258 | 1,698 |

Based on the EPA's WARM (Waste Reduction Model) tool, the volume of material you have recycled over the past reporting period has conserved 21.07 metric tons of Carbon Dioxide Equivalent MTCO2E. Your efforts have produced the equivalent effect of one of the following:



Eliminating the carbon emissions from 4.38 passenger vehicles for one year.



Eliminating the carbon emissions from 2,359.84 gallons of gasoline consumed.



Eliminating the carbon emissions from 48.46 barrels of oil.



Sequestering the same amount of carbon as 539.39 tree seedlings over a period of 10 years.

Salt Lake Green e3 Business Program Member: We are only one of nearly 100 local Salt Lake businesses who are a member of the Salt Lake Green e2 Business Program, which works to increase awareness of environmentally and economically sustainable business practices. As a member, we are able to collaborate and brainstorm with our city as well as with like-minded, local businesses on changes we can make to relieve the pressure business can place on the environment. In fact, in 2013 we won the Zero Waste Award Salt Lake Green in partnership with the Utah Recycling Alliance!

Biodegradable Products:

We feature biodegradable and compostable plates and eating utensils which we use at our off-site events. These innovative plates, bowls, and utensils are made from bamboo and water. That's it! We also provide plateware and glasses made from sugarcane, but never do we use disposable dishware or utensils made from petroleum-based products. Along with being completely biodegradable and compostable, these plateware options are not only lightweight and convenient but also downright stylish!





GOVERNANCE



Women-Owned Company: From the beginning, LeCroissant Catering & Events has been a woman-owned and operated business with high involvement by the primary owners, Pat Slade and Kelly Lake. LeCroissant Catering & Events operates with a highly inclusive and equal representation ethos, bringing together those from all different backgrounds, orientations, gender, and race in a friendly and energetic work environment.

Industry Engagement: We make it a priority for our management to share our knowledge and successes of sustainable business practices with our community. We accomplish this via business and management lectures at the University of Utah and Westminster University, participation on discussion panels as well as membership on boards that support our core values such as P3 Utah.



EMPLOYEES

Employees



Salary: At LeCroissant Catering & Events, we are not just a company but a tight-knit community. As such, we care about the welfare of each of our employees and hire on new staff members with a starting salary 27% higher than Utah's minimum wage. We provide annual employee reviews and award raises in accordance with their skills gained in the past year and see to it our employees are paid a competitive wage in order to support themselves.

Event Lead Training: We are continuing to develop and implement an Event Lead Training program to train our staff on the details of how to run and manage events including set up, working with clients as the on-site contact, how to be a lead over the event team, and how to resolve any problems that arise. This has been an incredible tool and resource for our company and has provided additional opportunities for our employees to grow and move forward within the company.

Employees

Hiring: Because we focus on providing the freshest and most delicious menu options possible, we prefer to have as much of our food prepared on site in our kitchens as possible rather than purchasing prepared or frozen foods. This allows us to hire more bakers, chefs, servers, and kitchen staff to bake, prepare our foods and work events thus supporting our community, strengthening our local economy and welcoming new members into our little family.

Meals: Along with our concern for our employee's welfare, we want to see to it that our staff have a nutritious and filling meal during their work hours – to encourage healthy living as well as to keep energy and morale high. Therefore, we always provide meals or ingredients needed for meals to our employees for free every day. Besides, how could we not sample our own delicious cooking?!



Employees

Company Parties: The parties don't start and end with our clients. We see company parties and events as a pivotal way of strengthening our friendships between co-workers and releasing any stress that naturally comes from a fast-paced work environment like ours. Company parties have included days at local amusement parks, holiday parties, and bowling nights, which featured music and singings, food (naturally) as well as an emphasis on giving back to the community. All of our parties feature employee donations to such charitable organizations as the Utah Food Bank, The Road Home, Volunteers of America, among others.

We have found that these events create an even stronger bond within our teams, they allow our staff to be themselves outside of work, and to be able to interact with their co-workers on a more personal level. It's been a huge success and we plan on having many more. Thanks to these events, we have seen a huge change in the overall mentality of our employees, and even better, a more positive and fun work place!





COMMUNITY

Volunteer and Donation Partnerships: We love working closely with several local non-profit and cultural organizations. We coordinate on average 10 pro bono events for charitable organizations, which includes the donation of food, décor, and resources – this totals roughly 10% percent of our yearly profits or \$500,000 per year! We actively and proudly participate with these organizations and have seen tremendous growth and opportunities working with them. In fact, this year we updated our website to include a Donation Request Form to make it easier for those in the community to request our services for donation for fundraisers, silent auctions, etc. We seek out every opportunity to be a larger part of our community; whether it's in education, training, or community service, we strive for excellence in everything we do!



Non-Profit & Cultural Organization Collaborations:

Volunteers of America
Make A Wish
Restore our Humanity
American Cancer Society
Habitat for Humanity
Boy & Girls Clubs of America
Cystic Fibrosis Foundation
Utah AIDS Foundation
Human Rights Campaign
Equality Utah
Utah Hertiage Foundation
Children's Miracle Network
Human Society of Utah
Primary Children's Medical Center
Ballet West
Utah Opera
Ririe-Woodbury Dance Company
CenterPointe Legacy Theater

Food Donations: We regularly donate food and produce to local shelters as well as donate boxed lunches to charities such as local youth outreach programs. Rather than see that food turn into waste, we would rather see our excess become a warm and filling meal for the homeless and those in our community needing a helping hand.

Inclusivity: We strengthen our company's values of inclusivity and tolerance through our partnership with the Utah Gay & Lesbian Chamber of Commerce as well as our work with Equality Utah, and Salt Lake's local LGBTQ magazine and website, QSalt Lake. We have been the official caterer of Utah's Pride Week events in the past and continually encourage an environment of love, support, and equality in our offices. This year, we established that all our restrooms on company premises were gender-neutral restrooms!

Buy Local First Utah

Member: Being a member of the Buy Local First Utah program, for us, is a perfect pairing. We happily work with an extensive list of purveyors to offer the freshest local ingredients and to infuse our menus with all the flavors Utah has to offer. We source as many of our ingredients as possible from local farmers; 40-70% of our food is sourced locally (depending on seasonality). Additionally, we promote our food and produce partnerships via our menus, events, and recipes featured on our social media pages.





CHALLENGES & GOALS

Challenges

We have seen our business grow exponentially in the last couple years and expect it to continue to grow into 2016. We were the winner of 3 industry awards this past March at the International Catering Association's awards show at the 2016 Catersource Tradeshow. We swept the award show with 3 Catered Art Through Innovative Excellence (CATIE) awards for most innovative dessert, tablescape and main course plate presentation! This was a huge catalyst for us and our growth! We received so much attention from winning those award and have since seen even more growth. After winning, we unveiled a brand new website with our new branding and to better inform our clients and potential customers the vastness of our services and already we are seeing more response as a result of our marketing and branding efforts. However, we always receive the bulk of our new customers from word-of-mouth as well as those who happen to be a guest at one of our events; 90% of our new clients come to us via word-of-mouth!

With this tremendous growth we have been seeing many challenges: we have had to hire more kitchen and sales staff, have had to completely rethink and reorganize our office and kitchen space to be more efficient, and begun the sometimes overwhelming transition of a family business into a company. Our biggest challenge at the moment is outgrowing our current office and kitchen spaces. The next big step will be to purchase a new building with much more space to grow and innovate!

The biggest part to overcoming these growing pains has come from structuring our organization. We have learned to set aside specific times for management meetings, sales meetings, marketing and branding meetings, as well as extensive event planning meetings to discuss what needs to be fixed, what needs to be adjusted, what should be on the radar for the future and what is working well. We have created processes for our sales and operations staff as well as training processes for new hires. We are currently creating an employee portal on our new website to make it easier for every staff member to have easy access to all the information about the company and their job that they need. We are meeting these challenges with a team that is prepared to go that extra distance and do what is necessary to move into a generally more successful business.

It's been a tremendous year for growth and the challenges that come with that, but we have found ourselves on top as one of Utah's premier catering and event planning companies!

LeCroissant Catering & Event's 2016 Goals:

- Build or develop a new, larger operations space that is a LEED certified building
- Create a Vision Statement
- Rewrite Mission Statement to include implicitly stated core values
- Start an Employee Advisory Committee
 - Review company performance to crosscheck our successes against the company's mission, vision, and values
 - Create a company policy of public service in order to support employees' personal community outreach activities

LeCroissant

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