

# ZINGERMAN'S GUIDING PRINCIPLES



So, how do we bring the Zingerman's Experience to as many people as possible? We hit our 3 Bottom Lines and we live by our Guiding Principles. The Guiding Principles talk about how we work together, how we relate to each other, to our guests, to our suppliers, to our community. These principles are at the core of everything we do; they drive our decision-making, they help us with our planning, and they guide us in our daily work. We hope that during the time that you are here you will help us to build on, revise, refine and strengthen Zingerman's Guiding Principles. We successfully share the Zingerman's Experience by following our principles and living our commitment to providing and/or building:



## 1. Great Food!

At Zingerman's, we are committed to making and selling high-quality food.

## 2. Great Service!

If great food is the lock, great service is the key.

## 3. A Great Place to Shop and Eat!

Coming to Zingerman's is a positive and enjoyable experience for our guests.

## 4. Solid Profits!

Profits are the lifeblood of our business.

## 5. A Great Place to Work!

Working at Zingerman's means taking an active part in running the business. Our work makes a difference.

## 6. Strong Relationships!

Successful working relationships are an essential component of our health and success as a business.

## 7. A Place to Learn!

Learning keeps us going, keeps us challenged, keeps us on track.

## 8. An Active Part of Our Community!

We believe that a business has an obligation to give back to the community of which it is a part.

