

**ALWAYS OPEN  
TO GREAT PARTNERSHIPS**



**Denny's Supplier Diversity Brochure**



## **A MESSAGE FROM DENNY'S CEO, JOHN MILLER**

Denny's is committed to increased business opportunities for diverse and disadvantaged businesses in our purchasing process and across our brand. Our goal in Supplier Diversity is to make meaningful contribution to the economic growth of diverse and disadvantaged businesses and communities.

Leveraging diversity brings enhanced innovation and fresh new ideas to how we perform as a brand. That's why we recognize that successfully maintaining a robust, diverse supply base requires intentionality, commitment, and exceptional teamwork throughout our organization.

We encourage all employees to support these efforts to ensure diverse and disadvantaged businesses have a fair and equal opportunity to compete for our business. The inclusion of diverse and disadvantaged businesses helps us strengthen and grow the communities in which we do business and further demonstrates our vision to be an intentional industry leader in Diversity, Equity, and Inclusion.

A handwritten signature in black ink that reads "John Miller". The signature is fluid and cursive, with a prominent loop at the end.

**Wildly diverse. Unquestionably fair and equal in opportunities for all. Demonstrably inclusive. At Denny's, a culture of Diversity, Equity and Inclusion is a natural extension of who we are.**

**Denny's commitment to Supplier Diversity is an integral part of our company culture. Spending over \$2 billion with diverse and disadvantaged businesses since our Supplier Diversity initiative was formed in 1993, and we have been on a path of continuous growth and improvement ever since.**

## **OUR VISION**

To be an intentional industry leader in creating a culture of inclusion consistent with our guiding principles; one that support all, employs all and buys from all to create healthier communities.

## **OUR MISSION**

Our mission at Denny's is to establish beneficial business relationships with diverse and disadvantaged suppliers who share our commitment to exceptional quality, excellent customer service, innovative ideas and competitive pricing.

## **OUR POLICY**

Denny's is committed to the pursuit of business opportunities for diverse and disadvantaged businesses (DDBs) in all aspects of our company. It is our policy to give full consideration to businesses having the capabilities and drive to meet our company's needs. As such, the company will:

- » Make every reasonable effort to help certified diverse and disadvantaged businesses demonstrate their ability to meet our company needs and standards.
- » Ensure that diverse and disadvantaged businesses fully comprehend our company's requirements and are able to bid appropriately.
- » Identify and assist in development programs for existing and potentially qualified diverse and disadvantaged to supply products/services.

We at Denny's are constantly striving to identify qualified diverse and disadvantaged businesses to support the needs of the company. Because we see diversity as a business imperative, we will continue on a path of continuous improvements in an effort to stimulate economic growth in the communities we serve.

**Always serving your favorites, and we're  
proud to be America's diner.**

## FOOD PRODUCTS WE BUY

- ✓ Beef, Pork, Poultry, Seafood, Bacon, Sausage, Ham, Deli Meats, Specialty Meats
- ✓ Bakery Items (Breads, Buns, Pies, etc.)
- ✓ Seasonings/Spices, Sweeteners, Flavorings, Oils, Margarines, Condiments, Salad Dressings
- ✓ Soups, Sauces, Jams/Jellies, Syrup, Creamers, Produce, Eggs, Ice Cream, Dairy
- ✓ Fruits and Vegetables, Pickles, Nuts, Toppings, Potato Products, Onion Rings
- ✓ Beverages (Coffee, Teas, Soft Drinks, Juices),
- ✓ Appetizers
- ✓ Specialty Foods, other items as needed

## NON-FOOD PRODUCTS

- ✓ Janitorial Equipment, Suppliers and Services, Safety and First Aid Suppliers, Floor Mats
- ✓ Uniform Program, Name Badges, Menus, Office Supplies, Packaging, Tabletop items
- ✓ Chinaware, Glassware, Smallware, Flatware, Cookware, Lighting, Promotional items
- ✓ Paper and Plastic Products, Outside Printing and Forms, Other products and services as needed

## PRODUCTS & SERVICES AS NEEDED TO SUPPORT THE FOLLOWING AREAS:

- ✓ Facilities, Construction, Real Estate
- ✓ Information Technology, Finance and Accounting
- ✓ Human Resources and Benefits
- ✓ Marketing and Creative Services
- ✓ Legal and Risk Management
- ✓ Operations, Training and Development
- ✓ Corporate Building Services

The above listing does not represent all product and service needs. Special projects, expansions and limited time offerings may require additional needs.

**DIVERSE AND DISADVANTAGED BUSINESSES REPRESENT 14.5% OF OUR TOTAL SPENDING.**

**TO REGISTER TO BECOME A SUPPLIER TO DENNY'S:**  
Visit our website, [dennys.com/diversity](https://dennys.com/diversity) and click on supplier diversity tab.



# OUR SUPPLIER EXPECTATIONS:

## KEY ATTRIBUTES IN SELECTING SUPPLIER PARTNERS

- ✓ Core competencies and ability to meet our needs
- ✓ Consistency in delivering the highest quality products and services at a competitive cost
- ✓ Proven track record, business processes and best practices within the industry
- ✓ Ability to achieve results and help us achieve our goals in a competitive marketplace
- ✓ A strong knowledge of our brand and a good understanding of our industry
- ✓ Ability to drive innovation, identify problems and design solutions
- ✓ Solid financial standing and strong references
- ✓ A high-quality assurance rating & the ability to provide required certifications
- ✓ Adaptability to our changing business needs
- ✓ Integrity and values that align with ours

## WE ARE COMMITTED TO:

- ✓ Serving the highest quality food
- ✓ Our people, families and communities
- ✓ Diversity, equity, and inclusion
- ✓ Being ethically, socially, and environmentally responsible

## THE PRINCIPLES THAT GUIDE US:



Always serving your favorites,  
and we're proud to be America's diner.

**WE'RE ALWAYS OPEN**



**DENNY'S.COM**