



Magazine Clipping

SMILE Biscotti Fly Off the Shelf at Sky Harbor's Peet's Coffee & Tea

For Matt Resnik, a 23-year-old man with autism, biscotti is more than a snack or hot drink accompaniment. Baking the tasty treats in his parents' Paradise Valley kitchen is his ticket to independence.

And now the road to independence is a little easier. Bruce Mosby, President of Mosby and Company, Inc., recently began selling Matt's SMILE Biscotti in his two Peet's Coffee & Tea licensed stores, located at Phoenix Sky Harbor International Airport's Terminal 4. Selling for only a few short weeks, the biscotti is already a top-selling item. The company name is an acronym for Supporting Matt's Independent Living Enterprise.

Beyond dedicating retail space, Mosby has given significant personal time to mentor Matt and his family, explaining the shopping habits of busy travelers and providing tips to attract consumers in just a few seconds. Mosby is also a long-time supporter of the Southwest Autism Research & Resource Center (SARRC), Co-Founded by Matt's mom, Denise D. Resnik.

"We at Peet's Coffee believe in fostering a culture of prosperity where we create exciting careers for our people, and thriving local communities. Our partnership with SMILE Biscotti is a great example of this value in action. And, its success is proof that our travelers believe in it, too," Mosby said.



Among his efforts, Mosby launched an internal competition among his employees, which generated tremendous initial enthusiasm. Two staff members also have family members affected by autism.

The collaboration with Mosby has even led to the launch of a new product, called SMILE Bites, a miniature version of the bigger biscotti snacks. Mosby suggested the product after noting the popularity of the small samples he gave away.

“Bruce has gone above and beyond to help Matt launch his product in the busy airport environment. He has invited us to his store early in the morning and throughout the day to learn customer behavior and new techniques for selling,” said Denise D. Resnik, Matt’s mom. “All of the mentoring is paying off. Matt’s biscotti are flying off of the shelves!”

Since last October, Matt has sold more than 40,000 biscotti. Prior to launching SMILE Biscotti, Matt Resnik and his parents, Rob and Denise, participated in SARRC’s Rising Entrepreneurs® program, funded by the Arizona Developmental Disabilities Planning Council. The program helps participants like Matt develop and maintain a home-based baking business.

About SMILE Biscotti

SMILE Biscotti (Supporting Matt’s Independent Living Enterprise) sells a variety of biscotti, baked by Matt Resnik, around the world. Resnik is a young adult with autism. After high school graduation, he created SMILE Biscotti to support himself and save for his own place to live. In addition to purchasing online, SMILE Biscotti is available at Peet’s Coffee & Tea at Phoenix Sky Harbor International Airport’s Terminal 4 and Changing Hands Phoenix & First Draft Book Bar, 300 W. Camelback Road in Phoenix. Visit www.smilebiscotti.com for more information.

About Peet’s Coffee & Tea

Peet’s Coffee & Tea, Inc. is the premier specialty coffee and tea company in the United States. The company was founded in 1966 in Berkeley, California by Alfred Peet. Peet was an early tea authority who later became widely recognized as the grandfather of specialty coffee in the U.S. Today, Peet’s Coffee & Tea offers superior quality coffees and teas in multiple forms, by sourcing the best quality coffee beans and tea leaves in the world, adhering to strict high-quality and taste standards, and controlling product quality through its unique direct store delivery selling and merchandising system. Peet’s is committed to strategically growing its business through many channels while maintaining the extraordinary quality of its coffees and teas.

For more information about Peet’s Coffee & Tea, Inc., visit www.peets.com. ❖