

### **Reasons Why Decades Coffee was Nominated for Most Innovative:**

When COVID-19 first hit, Decades was forced to close down like many other businesses. They didn't let that stop them from still continuing to be able to serve the community with grocery deliveries, baking and pantry items for sale. They figured out a way to make things work during a time that was exceptionally scary for a lot of small businesses. They even held a fundraiser for Bowls of Hope by selling bags of flour during this time! They managed to get through the hardest part of this pandemic, while supporting a not-for-profit as well.

Covid times were difficult times and are difficult times for many businesses.

While many businesses closed their doors, or relied on government subsidies, Decades rose to the challenge and pivoted their business in order to keep it going. By switching to a smaller footprint and tightening the offerings, they were able to provide service to their customers. The innovation witnessed in Esther, Decades Operator, is astounding. Don't tell her she can't, as she will prove you wrong.