

# ~Squeeze In EggHead Enquirer~

10060 Donner Pass Road  
Truckee, California  
Historic Downtown Truckee  
530-587-9814 (7 days, 7-2)

5020 Las Brisas Blvd.  
Reno, Nevada  
½ mile north of Mae Anne and McCarran  
775-787-2700 (7 days, 7-2)



February, 2009

## Thank you for responding to “The Squeeze Loves to Give Back!”

We had a super response to our last newsletter’s article on how much we like to help the community. We really believe in it, it’s our home too. As parents (Gary and Misty), our daughters have been involved in: candy selling, cookie dough; raffles; auctions, t-shirts, bake sales; lunch sales; popcorn and cotton candy stands; car washes, wrapping paper, bottled water, you name it, they did it, and it’s been people just like you who responded to them when they asked “Would you like to support....?” So, this is one more way we can say “THANK YOU!”

We will be supporting several new causes including: **Nevada School Counselors Association; Special Olympics Winterfest at Heavenly Valley; 5<sup>th</sup> Annual Reno Tahoe Oddysey; Relay for Life and the CANstruction Project at Jerry Whitehead Elementary School**, to support the **Food Bank of Northern Nevada** (great organization). Mrs. Garrity's 5th/6th grade class is entering a team in the 5th annual CANstruction competition. CANstruction is a unique and fun design/build competition.

Student teams, led by local architects and engineers, showcase their talents by designing and building giant sculptures CANstructured entirely out of canned and packaged food products. In the process, students gain hands-on experience in design development, practical application of math/geometry, structural engineering, and construction techniques. At the end of the competition, all of the "building supplies" -- the food -- is donated to the Food Bank for emergency food programs.

*Very very cool. If you'd like to help, bring any canned or packaged food goods to the Squeeze and we'll be sure to get it to the CANstruction event for delivery to the Food Bank. (PS, if you read this far, here's a little bonus: bring in a canned item to either Squeeze as many times as you like any day during February and when you buy breakfast or lunch, we'll buy your coffee, soda or tea in exchange for your canned food).*

It's fun, we like to help our community. Email [misty@squeezein.com](mailto:misty@squeezein.com) for details about our unique and easy fundraising BFD Parties – Breakfast For Dinner in your own private restaurant!

## Wedding Bells Are Ringing!

**Congratulations to Natalie Brothwell of the Reno Squeeze who will marry her sweetheart, James Devito II, this month. Natalie and Jamie have been a couple for eight years and are tying the knot in a lakeside ceremony at Lake Tahoe. Beautiful.**



**We're super happy for the loving couple and wish them well in their new life as husband and wife!**

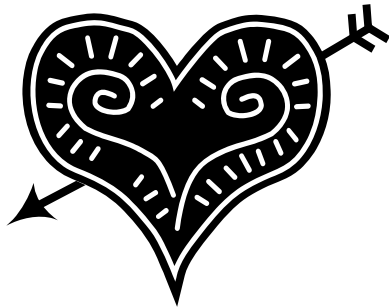
# CHAMPAGNE & LOVERS

Be A Valentine Hero!  
Give Champagne AND a Squeeze Gift Card

**When you buy a  
25.00 Gift Card,  
you'll receive a FREE bottle of  
Wycliff California Brut Champagne!**

The bottles are specially decorated with hearts and ribbons and they are beautiful! Get your Gift Card and Champagne for your lover and Be A Valentine Hero!

Don't be lame and end up at Long's the night before the big day with something your lover's gonna be bummed about. Everyone loves to Squeeze and with a FREE bottle of champagne and a fresh, wholesome meal at the Squeeze, you can't go wrong!



## Old School Menu

Did you notice something weird on the menu? Some numbers are missing. We retired about 15 omelettes to the "Old School Menu" so they wouldn't crowd out the pages. Don't freak though, if the item you want isn't on the main menu, we totally still make it, and you can totally still order it just like always. If you need to see it, ask for the "Old School Menu" and voila! Here we go.

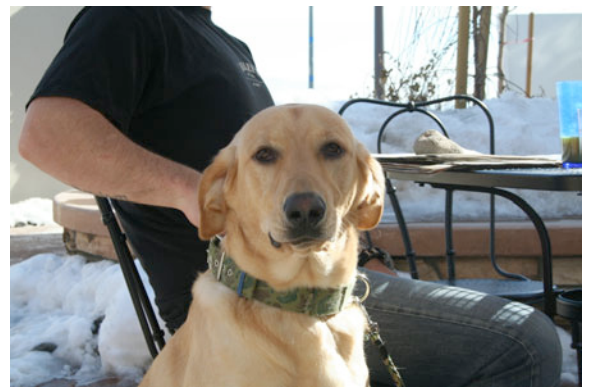
## WILL WORK FOR FOOD:

HOW WOULD YOU LIKE TO HAVE YOUR OWN "HOUSE ACCOUNT" AT THE SQUEEZE?

We're looking for a few good companies or individuals to do trade with, you know, the "usual" stuff that happens in the restaurant environment: electrical, plumbing, general carpentry, handyman chores (our Hot Sweaty Busboy, #30 on the menu, is only so good), personal training, auto detailing, deep cleaning, massage, etc.

It would be cool, you'd do the job, you'd get a house account, you'd bring your friends and when the check arrives, you just take it and say, "I'll go ahead sign for that, put it on my account" Sweet.

If you're at all interested, or know someone who may be, refer them to Misty Young: cell: 530-305-3599 or via email: [misty@squeezein.com](mailto:misty@squeezein.com)



This is Kobe, the FIRST DOG ever served at the Squeeze In Reno on our awesome patio. His loving people were there to celebrate Kobe's first birthday! He's almost two now, Happy Birthday Beautiful KOBE!

## Cool Quote of the Month:

If things are going awry, here's a simple reminder on the importance of change:

**"Different isn't always better, but: Better is ALWAYS different."**

Can't remember where I read it...darnit!

## NO PEEKING PROMOTION

Don't let the GIFT CERTIFICATE you received during January expire! The No Peeking promotion and the \$29,000 prize purse expires at 2pm on Saturday, February 28. We really pumped it up with many of the top prizes! Bring yours!

### LIMITED SUPPLY CUSTOM HOODIES & JACKETS!

Ladies! On a recent shopping safari (thank you Frankie Sue for teaching me how to hunt!) I found an outrageous price on expensive ladies' hoodies and quilted jackets. I bought all they had, only a few dozen, then quickly had them customized with the full color Squeeze logo. Our cost is YOUR cost, these cool, light hoodies and springwear jackets are available to EggHeads for only \$20, no matter that the price tag says \$50-\$74.99 and they've been customized! Very nice, will sell out fast. No promo or cut out required, just show your card and you'll get the deal. They're really cool.



### -- A Chance Conversation --

In the Truckee Squeeze today, a guest who had read a newspaper article on the wall, stopped me and said, "Oh, I never realized you were Mrs. Squeeze." He introduced himself as Joe and told me he was so glad we had done a good job with the place over the years. Then he leaned in close and said, "And those two, (pointing to Truckee General Manager Nicole Sexton and server Natalie Pratt), are incredible. They are so friendly and courteous, always remember me, AND, they know the right balance between being personal and professional, and that's not easy." Very nice compliments, Joe, thank you!

*Natalie and Nicole, thank you for treating our guests so well. That's a big part of why the Squeeze is so different and cool, thank you! You're each receiving a little treat with your next paycheck as a thank you! With Love, Squeeze In*

### The Making Of A Restaurant

Three years ago, conversations, planning, visualization then construction...one year ago, the Squeeze In at McCarran and Las Brisas in Reno, opened for business. The first two days of sales, we gave to charity, supporting both the Society for the Prevention of Cruelty to Animals and the UNR Jazz Festival. Wow, that first year in business ripped by!

We had never before opened a brand new restaurant, it was a daunting experience: designing, creating, painting, building a kitchen, deciding where to put stuff, permits, licenses, working out all the final details. It was tough, but oh so worthwhile. In this year, we've made many new friends and have enjoyed serving our guests and getting to know Reno even better. It's been a blast.

While all of those things "make" a restaurant, none of that is what sustains it. Our philosophy is that our guests make our restaurants. Our business is to focus on YOU. Your great experience is important to us. We strive to make your visit meaningful, fun and memorable, all wrapped up in excellent food and service.

After 35 years of doing business in Truckee, the opening in Reno was an exciting and natural progression. What's next for the Squeeze? Probably another location in Reno, southwest? Maybe Spanish Springs? We'll be looking for a perfect piece of land, a long narrow strip, and a partner to work with us in constructing a long, skinny building to create the next Squeeze In. It's not on the drawing board yet, but we're already beginning the most important activity: talking about it and visualizing it as reality!

Thank you again for being with us.

### RENO SQUEEZE FIRST ANNIVERSARY MIMOSA SALE!

It doesn't get any better than this: Mimosas only 3.49 all month long, pitchers of Mimosa only 15.49! Ahhh Mimosa...Bubbly California Champagne with a splash of fresh pressed Odwalla Orange Juice....mmmm. Valid in both locations!

(Not valid with any other offer - if you have more than one of our special offers or promotions, you're going to have to pick the best one for you for that visit, use the other on another visit!) Expires 2/28/09

**Don't take our word for it, listen to how our guests answer the question, "What do you love about the Squeeze In?"**

**"I like the fact you have things with lots of meat for people like me, but still offer vegetarian items for the hippies." Tyler Pizorno, Reno NV**

**"Best breakfast and lunch anywhere!" Barbera Madison, Novato CA**

**"Great food & service!" Crisit Greenwood, Truckee, CA**

**"Everything! Bloody Mary Mornings!" Asha Stoddard, Davis, CA**

**"Great food, great friendly service." Stephanie Powell, Truckee, CA**

**"I love the atmosphere, the omelettes, and almost everything else. This is one of the most creative restaurants I've ever been to. I even got a sticker for my snowboard." Jason Aoki, Saratoga, CA**

**"Variety, atmosphere, quality food." Jamie Eropkin, Fresno, CA**

**"Food is fresh." Nonda McClellan, Sparks, NV**

**Hey EggHead!**

You can check your points and award status anytime you like at [www.myownrewards.com](http://www.myownrewards.com)

Your card number gets you in and your last name is your password.



**Let us help your group raise money! Ask about our BFD Parties – Breakfast For Dinner!**

*(email [misty@squeezein.com](mailto:misty@squeezein.com) for more information)*



10060 Donner Pass Road  
Truckee CA 96161

**AS SEEN IN:**

**SUNSET MAGAZINE, SAN FRANCISCO CHRONICLE, POWDER MAGAZINE, RENO MAGAZINE, RENO GAZETTE-JOURNAL, VIA, NATIONAL GEOGRAPHIC WORLD, SACRAMENTO BEE, SIERRA SUN, TAHOE WORLD, FODER'S, CALIFORNIA TREASURES, TRUCKEE TODAY, RENO NEWS & REVIEW, NORTHERN NEVADA BUSINESS WEEKLY, CLEVER MAGAZINE, MENTIONED ON JAY LENO AND ONLINE EVERYWHERE, INCLUDING THE FIRST LISTING OF THE FIRST PAGE OF ANY GOOGLE SEARCH FOR "SQUEEZE IN"**

**YES!!!!**