



What's in a name (or a logo)?

If you have visited the restaurant recently or seen some of the new information on our website or Facebook page, you might have noticed that we've started using a variation of our logo in connection with some of the sustainability steps we've taken at Young's. I wanted to share some background with you on why we've introduced this variation of the logo and what is behind it.

Ever since assumed ownership of Young's from my father in the 1990's, I have been deeply committed to making Young's a more sustainable business. That means continually reducing our environmental impact while increasing our long-standing commitment to the local community and local economy. We've recently taken our local and environmental commitment to an even higher level, currently sourcing roughly 40% of all of our food products locally, and having implemented a large number of steps to further reduce our environmental impact. This includes such things as buying 100% wind electricity, implementing many energy-efficiency steps, reducing waste through recycling, composting, and others. You can learn more about these steps at our website, www.youngsrestaurant.com, or our Facebook page (YoungsRestaurantNH), or on the table signage in the restaurant.

As we made these steps to take our sustainability commitment to the next level, I wanted to add an element to our logo that would communicate our commitment. The new variation of the logo, which we will use in connection with information about our sustainability activities, shows a stylized planet earth integrated into the "Y" of the well-known, traditional Young's name. This is to represent my strong belief that everything we do is tied into and integrated with the earth, and to reflect that critical concept of thinking globally, but acting locally. We all must do our part to preserve the vital environmental resources that make our life on this planet possible, and if each of us works locally to do that, the end result will be a better world for all of us.

There is a further significance to the colors of the new element to the logo. They not only represent the earth and a rising sun, but they also connect to a key experience in my life related to sustainability. I am an avid outdoorsman, and on a trip to Tanzania to climb Mt. Kilimanjaro, I was deeply struck by the beauty of that country, the warmth of the people, and the vast differences between our wealthy, consumption-based, disposability-based culture and the culture of Tanzania, which may be poorer in material goods but which is rich in beauty, life, and vitality. The trip impressed upon me very vividly how important it is for all of us to protect and preserve our resources, out of respect for the Earth and all those with whom we share it. The colors of the Tanzanian flag are green, blue, yellow, and black, and I wanted to incorporate those colors into our new logo to connect back to the deep feelings about the need for increased sustainability that I developed on that trip. It was only after that trip that I learned that there may have been an even deeper, subconscious meaning to my connection to those colors. I found out later that in the Tanzanian flag, the green represents the fertility of the earth, the blue represents the beauty and bounty of the Indian Ocean that borders the country, the yellow, or gold, represents the mineral wealth of the nation, and the black represents the people of the country. So in a way, it seems that there was an unconscious connection to the underlying message of these colors, related to the respect and preservation of our earth, water, resources, and people. Finally, the tagline of our logo reflects my deep belief that being committed to the local community, environmental sustainability, and the highest quality is just the right thing to do.

I hope you enjoyed learning a little bit more about the connection of our new logo version to our strong sustainability commitment at Young's, and that you'll continue to enjoy our commitment to great food, the local community, and to being as environmentally responsible as possible.

Kenny Young, owner