

# LuLu's® Core Values

## “Vacation” State of Mind

*“My job is to make you forget about yours for a while.” – Lucy Buffett*

We strive to deliver escapism and excellence with great tasting coastal cuisine; festive, salty-life retail; family-fun amusements; big-time events; and awesome live music, all resonating with the lore and fond memories of the best beach vacation ever.

## Coastal Vibes & Community

*“We work hard, play hard, help each other, and pay it forward.” – Lucy Buffett*

We celebrate our Gulf Coast heritage with high energy and a generosity of spirit, creating a fun, relaxing atmosphere for our guests with a strong commitment to pay it forward, investing into our local communities.

## Heartfelt Hospitality

*“I want every customer to feel like they are a guest at my kitchen table.” – Lucy Buffett*

We care for every guest like they are friends and family, aspiring to deliver exceptional personalized service that becomes a relaxed, yet vibrantly fun, guest-centered experience.

## Respect & Appreciation

*“Without the incredible LuLu's team, I am nothing but a woman with an idea.” – Lucy Buffett*

Acknowledging that every position is vital to the successful execution of the LuLu's Experience, we work as a team with respect and appreciation for each other, creating a positive, cooperative, and encouraging work environment with opportunities for well-being, growth, and advancement.