



FOR IMMEDIATE RELEASE

Snowie Atlanta Receives MLB Most Valuable Small Business Award for Entrepreneurship and Fan Engagement

Family-Operated Franchise at Truist Park Recognized for Outstanding Game-Day Experience

ATLANTA, GA — October 15, 2025 — Snowie Atlanta, the family-operated shaved-ice franchise known for its interactive self-serve flavor stations and vibrant fan-focused service, has been honored with the **Major League Baseball Most Valuable Small Business Award** at Truist Park. The award recognizes businesses that deliver exceptional guest experience, creativity, and fan engagement during the baseball season.

Snowie Atlanta was launched in 2019 by Marcus and Marvis Sonnier as a way to give their teenage sons, Ryan and Dylan, an opportunity to learn about entrepreneurship, customer service, and financial responsibility. What began as a family-run venture has grown into a thriving enterprise that is well-loved, serving tens of thousands of Braves fans each season.

“Snowie Atlanta is more than a concession stand; it’s proof that a family dream can create opportunity and joy in our community,” said Marcus Sonnier, Owner/Operator of Snowie Atlanta. “Being recognized by Major League Baseball is an honor that reflects our team’s dedication and the passion we bring to every game day.”

The company’s unique approach to the game-day experience—allowing fans of all ages to create their own shaved-ice flavor combinations—has made Snowie Atlanta a game-day favorite. The Most Valuable Small Business Award highlights how sports partnerships can elevate small businesses by expanding their reach and strengthening their connection with the community.

Watch a highlight of the Snowie Atlanta - Marcus Sonnier’s live interview at a Braves game at Truist Park. 🎥 Watch here: [Marcus Sonnier Interview at Truist Park](#)

About Snowie Atlanta

Launched in 2019, Snowie Atlanta is an independent franchisee of Snowie™, a leading U.S. shaved-ice brand. Built as a family business by Marcus and Marvis Sonnier to provide their sons with real-world entrepreneurial experience, Snowie Atlanta has grown from a single mobile

shaved-ice cart to a game-day staple at Truist Park and a trusted vendor at regional community events.

With its interactive self-serve flavor stations, tasty syrups, and a focus on fan experience, Snowie Atlanta continues to deliver a fun, refreshing treat that brings people together, inspiring the next generation of entrepreneurs while keeping fans cool — one shaved ice at a time.

Connect with Snowie Atlanta

- Website: www.snowieatl.com
- Instagram: [@snowieatlanta](https://www.instagram.com/snowieatlanta)
- Facebook: facebook.com/snowieatlanta
- LinkedIn: [Snowie Atlanta](#)

Media Contact

Jacqui Green
Marketing and Public Relations
media@snowieatl.com
403-498-9972

 [Press Kit](#)