



# The Food Experience

Lisa Ingram, White Castle

Joe Dominiak, Skyline Chili

Nick Ellison, Hofbrauhaus Newport

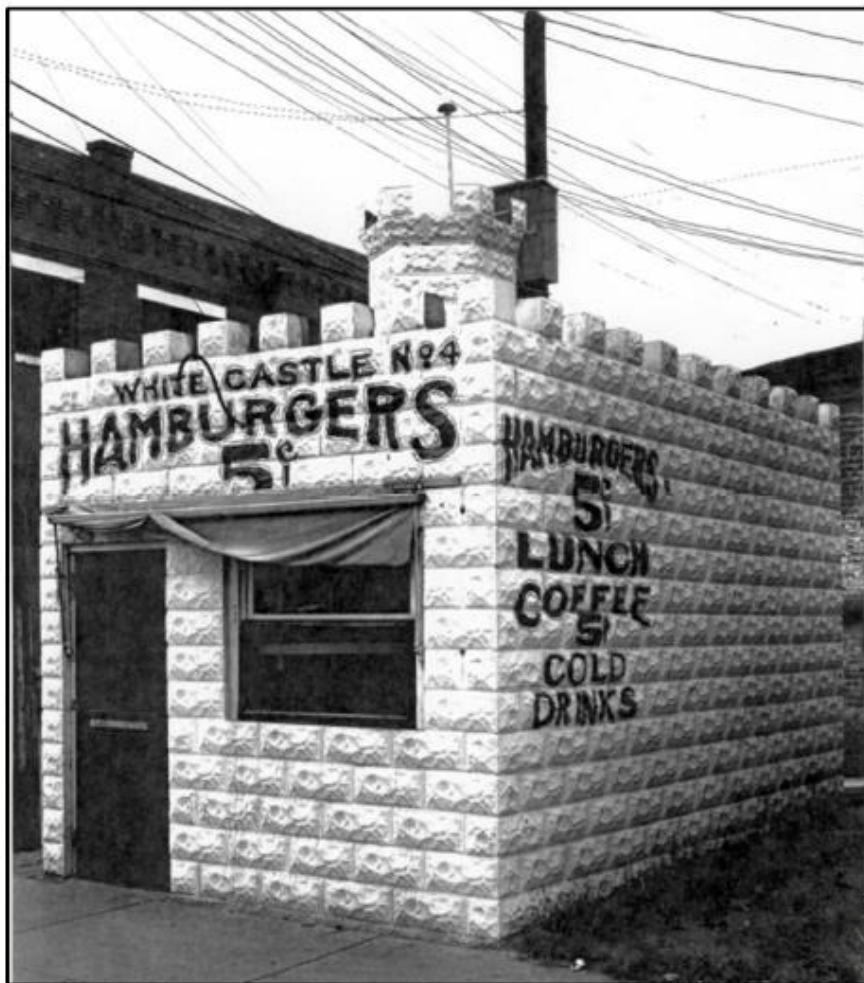
# Association of Concessionaires Expo

Cincinnati, OH

July 2015



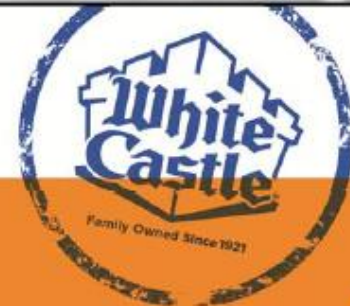
**THE CRAVE IS A POWERFUL THING.**



1st White Castle  
Wichita, Kansas



Walt Anderson and  
Billy Ingram



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THE





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TARGET



DOLLAR GENERAL

Save time. Save money. Every day!

CVS/pharmacy



Cub



BJ's WHOLESALE CLUB

Walgreens

Walmart  
Save money. Live better.

SAFeway  
Ingredients for life..

Wakefern  
FOOD CORR.

Publix



THE CRAVE IS A POWERFUL THING.

Can't bring the party to the Castle? Bring the Castle to the party.



25,752 people reached

Boost Post

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**WAFFLIN'  
MORNING,  
NOON & NIGHT**  
*Limited time only.*

**NEW**  
Strawberries  
& Cream Waffles

**Breakfast Waffle Slider**  
With Bacon or Sausage,  
Cheese and a Fresh Cracked Egg

**Chicken &  
Waffle Slider**  
With Country  
Gravy and  
Bacon Crumbles

Imported  
from  
Belgium

Imported with 50% less fat. Available during breakfast hours only. © 2015 White Castle Management Co.

**SRIRACHA  
IS BACK!**

MAKE IT EVEN HOTTER WITH OUR NEW  
ULTIMATE SRIRACHA CHICKEN SLIDER.

*Limited time only.*  
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**NEW  
FRUIT  
SMOOTHIES**

Limited Time Only

**NEW**  
**Veggie  
Slider**

**99¢**

A Veggie burger chock-full of tasty  
vegetables you can see and taste. Topped  
with a creamy avocado ranch sauce.

**180 CAL.**

**Dr. Praeger's**  
VEGETARIAN

FOR A LIMITED TIME AT PARTICIPATING CASTLES • SERVED 10:30 AM - 11 PM

VERFUL THING.

**SHRIMP  
NIBBLERS  
ARE BACK**



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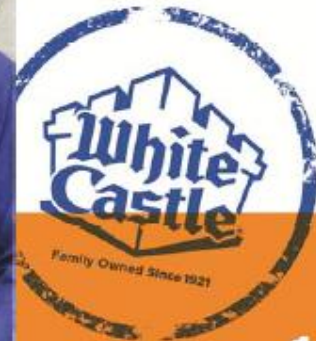
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**TRANSPORTATION  
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July 21-24, 2015  
Hyatt Regency Cincinnati





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Questions