



Eggrollerz™ Branded Concessions Program

Program Overview

What is Eggrollerz™ Appetizers?

- ✓ Branded concessions program built for high-volume venues
- ✓ Non-commodity offerings beyond the typical tenders, fries, and hot dogs
- ✓ Handheld, portion-controlled, freezer-to-fryer*
- ✓ Built for speed, consistency, and sell-through

How the Program Works

- ✓ Eggrollerz™ products are offered as a branded menu item, not a generic SKU. Branded placement is proven to capture attention, drive curiosity, and add energy to the menu experience.
- ✓ Products are standardized so that results are consistent across venues.

Signature Products

- ✓ Eggrollerz™ Signature Cheesesteak Spring Roll Kit
- ✓ Eggrollerz™ Classic Chicken Spring Roll Kit
- ✓ Eggrollerz™ All-American Burger Spring Roll Kit
- ✓ Eggrollerz™ Signature Cheesesteak Egg Roll Kit (Premium Suites Only)
- ✓ Eggrollerz™ Crispy Glazed Chicken Kit

Product Phasing & Placement

- ✓ **Phase 1- Premium Suites & Clubs (If applicable):** Validate sell-through in premium suites & clubs with our signature spring rolls, Korean chicken and egg roll products.
- ✓ **Phase 2- General Concessions:** Scale on the main concourse by integrating your existing menus with our signature spring rolls & sauces sold as entrees.
- ✓ **Phase 3- Eggrollerz™ Branded Stands:** Boost margins & increase fan retention with combos & our exclusive full product line.

Program Guidelines

- ✓ Menu attribution is required (i.e. Eggrollerz™ Signature Cheesesteak Spring Rolls)
- ✓ No product modification (prep or sauce pairings)
- ✓ Program works best in venues that can sell comparable products for \$10-\$14+ per serving

Supply Model

- ✓ Direct-to-venue supplier
- ✓ Branded products only