



HOLY MACARONI!

Introducing Gourmet - Build Your Own
Mac & Cheese to a Show Setting





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Why Holy Macaroni?

Holy Macaroni has quickly become the most sought-after Brand & Menu, playing State Level Fairs and National Music and Street Style Shows, winning the votes of Concession Managers, and most importantly, Patrons throughout the East Coast, from Florida north to New York. We are the original pioneer in the BUILD YOUR OWN menu space, never seen before on the Show Trail, taking Mac & Cheese from a side dish all the way to THE MAIN DISH!



Why Holy Macaroni?

OUR HISTORY: We initially started as a Hot Dog Cart, then a Concession Trailer, serving at local farmers markets, breweries, and any pop-up event willing to allow us in. We served nearly 300 days our first year, learning the business and evolving our menu to a select few items. Eventually, we keyed in on only Mac & Cheese. We created a menu that accommodated the masses (Build your own) while fixing the problem that everyone in the Mac & Cheese Space encountered; how to serve fresh, creamy mac & cheese...quickly and in volume. We did it; perfected our process over-and-over again, and here we are now....proud to say, "We have become the best in the Mac & Cheese Space!"

We instantly knew we had a winner as we were solicited daily with new events. The following year, we set our goals on the biggest events in Florida, trading our food trailer for 20, 30 and at times, 40 foot of concession tents, successfully serving at some of the largest 2-3 day shows in the state; Jacksonville Jazz Festival, Miami Pride, Delray Affair, to name a few. The following year, we played our first Fair, the Citrus County Fair, and quickly, we recognized the stability awarded by remaining stationary for many days, if not weeks at a time. Fairs sheltered us from the risk of transient weather and allowed us to build a base of local customers, feeding many over-and-over again, through the duration of our stay.

Since then, year after year, we began converting our route to 100% Fairs. Fast Forward many years to 2024, and here we are, playing some of the largest Top 10 and Top 25 Fairs in the country, while still playing a few National Level Arts, Music and Seafood Festivals, as fillers along the way.

Multiple Culinary and Set-Up Teams and a growing route, we bring to the public, the Best Mac & Cheese Bowls in the business.

ENVISION: Giving the customer the option to "Build" their Mac Bowl with endless options from fresh seafood (Lobster, Scallop, Grouper, Shrimp, Crab & Squid), to Meat (Prime Rib, Chicken, Italian & Chorizo Sausage, Bacon & Pulled Pork), and Veggies (Green & Jalapeno Pepper, Onion, Tomato, Mushroom, Asparagus, Cilantro, Spinach), then to cook and prepare their dish in front of their eyes, delivering a fresh, cooked to order-custom meal; "Brilliantly Amazing, the best Food ever", as described by so many.

"Amazing, WOW, Brilliant, Never Seen anything like this before, The Best Food Here, Where do we find you after the show, You have to come back next year, OMG it's Holy Macaroni" are comments we receive all day/night long, at each show we serve. We've taken an all-time comfort food, recreated it, and knocked it to an entirely new level!



Why Holy Macaroni?

- **Unique**
- **Presentation**
- **The Best Food at your Event**
- **Execution & Delivery**



HOLY MACARONI – Unique is an understatement



We are a scratch, cooked to order, build your own kitchen.

Customers select items from a list of all fresh proteins and veggies. Our Chefs cook the selected items, fusing the mix with our base of Cavatappi Pasta and five different cheeses, topping the dish with a three-blend shredded cheese, liquid cheddar, parmesan, and a pinch of selected seasonings; all prepared right on the spot, while an audience observes. Customers see the entire selection, cook and delivery process; entertainment in itself. For those that can't decide on what to build, we have award winning combinations to choose from.

- **Seafood Options**

Lobster, Grouper, Crab, Scallop, Shrimp and Squid

- **Meat Options**

Prime Rib, Pulled Pork, Chicken Breast, Italian Sausage, Chorizo Sausage and Bacon

- **Veggie Options**

Green Pepper, Jalapeno Pepper, White Onion, Mushroom, Spinach, Tomato, Cilantro, Asparagus



HOLY MACARONI - Presentation

Kitchen: We take presentation very seriously. We spare no expense, and invested in the best commercial cooking, temperature holding and sanitary equipment. We are one of a few Concessionaires on the trail, that roll into a show with a full scaled commercial gourmet kitchen!

Branding: Our signage is clear, clean, and professional. In each booth, we showcase our Menu and Meals on a 60" LED Screen.

Professional Staff: Each staff member is serve-safe certified, friendly, courteous and highly trained. One of our three principals are always on site, each of whom, are Certified Food Protection Managers.

Result: We are not hidden in an aluminum box. Customers can see everyone and everything that occurs in our kitchen. Our open kitchen awards the customer plain view of the entire prep, cook and serve process. By operating a spotless, tight and proficient kitchen, customers know they are not only getting the best foods our brands are known for, but in a manner that is sanitary and safe; the cooking class is merely a bonus!

"You guys have the most professional set up I've ever seen at any festival, and I've been to my share of them. Reminds me of a high-end catering outfit" Chef John Kulwicki, PA



Gourmet Kitchen





The Best Food at your Show

Why?

- We use only Fresh Meats, Veggies and Seafood
- We cook to order each meal
- We are creative in our style, ingredients and cooking culture
- You will NOT find another Build your own Mac Menu such as ours
- We offer options within a specific menu space, which appeals to the entire family, including Vegan menu items

Daily, we hear from customers, promoters and event sponsors:

“Without a doubt, you have the best food here”

“OMG, that was the best Mac & Cheese I’ve ever had”

“WOW, I’ve never seen anything like this before. That was amazing Mac & Cheese”

“Nothing like I expect at a festival. Where is your restaurant?”

“Are you available to cater our wedding”



HOLY MACARONI - Unique is an understatement



Award Winning Combinations:

Seafood MacDaddy – Shrimp, Scallop, Crab

Meat MacDaddy – Prime Rib, Italian Sausage, Bacon, Chicken Breast, Chorizo Sausage, Pulled Pork

Veggie MacDaddy – Green Pepper, Jalapeno Pepper, White Onion, Mushroom, Spinach, Tomato, Asparagus

Ultimate MacDaddy – All the above

Ragin Cajun – Chicken Breast, Sausage, Shrimp, Green Pepper, Jalapeno Pepper, White Onion & Tomato

Land & Sea – Chicken Breast, Shrimp, Bacon, Spinach & Tomato

Mexi Mac or Agave Creeper – Pico (Tomato, Cilantro, White Onion, Jalapeno), Chorizo, Lime. Add a shot of Tequila and you get an Agave Creeper

Buffalo Chicken, Bacon, Ranch – Grilled Chicken, Bacon, Buffalo & Ranch Dressing

Redneck Bowl – Pulled Pork, Bacon, Biscuit Crumbs, BBQ Sauce

Soul Bowl – Bacon, Collard Greens, Fried Chicken Wings, Corn Bread



MEAL PICS

The meal pics on the following pages are not staged, nor professionally taken. These are taken with our cell phone, hot off the sauté station, and on real-live orders!

 **Shrimp, Crab & Bacon Mac & Cheese**



Ragin Cajun Mac & Cheese



Lobster Mac & Cheese



 **Mexi Mac & Cheese**



 **Chicken & Spinach Mac & Cheese**



 **Classic Mac & Cheese**



 **Steak & Bacon Mac & Cheese**



 All Veggie “Veggie Mac Daddy” Mac & Cheese



 All Meat “Meat Mac Daddy” Mac & Cheese



 **Buffalo Chicken Bacon Ranch Mac & Cheese**



 **Redneck Mac Bowl**





Why Holy Macaroni...Our Festival Menu

CLASSIC MAC & CHEESE \$10

Made with a blend of 5 cheeses, cooked per order, and topped with a blend of shredded cheeses, cheddar sauce and parmesan. The freshest, creamiest Mac Bowl on the mobile food circuit!

FAVORITE CREATIONS

BUFFALO CHICKEN BACON RANCH \$15

REDNECK BOWL Pulled Pork, Bacon, Biscuit Crumbs, BBQ Sauce \$15

STEAK & BACON \$15

LAND & SEA Chicken, Shrimp, Tomato, Bacon, Spinach \$15

RAGIN CAJUN \$15

Chicken, Sausage, Shrimp, Tomato, White Onion, Bell Pepper, Jalapeno Pepper

MEXI MAC \$15 Tomato, Onion, Jalapeno Pepper, Chorizo, Lime

LOBSTER MAC Out of the Shell; in chunks \$22

MAC DADDYS

All Meats \$16 All Veggies \$15 Sea Food (Shrimp, Crab & Scallop) \$20

The Ultimate (Meat, Seafood & Veggie Mac Daddy Combined) \$22

HAND CUT FRIES

REGULAR \$6

Cheese it Up + \$1

FAMILY SIZE FRIES 3lb Tray \$10

All Beef Chili + \$1

DAWG HOUSE FRIES 3lb Tray of Hand Cut Fries Topped with All Beef Chili,

Green & Jalapeno Pepper, Onion, Tomato, Steak, Bacon, Shredded

& Liquid Cheese \$16 Over Mac & Cheese \$20

BUILD YOUR OWN MAC & CHEESE BOWL

Shrimp +\$3	Scallop +\$4	Crab +\$4	Lobster +\$4
Bacon +\$2	Pulled Pork +\$2	Sausage +\$2	Steak +\$2
Chicken +\$2	Chorizo +\$2	Chicken Nuggets +\$2	

ANY VEGGIE +\$1

Onion, Tomato, Spinach, Bell Pepper, Jalapeno Pepper, Mushroom, Asparagus

FAMILY SIZE IT +\$5

Xtra Cheese +\$1

ICE COLD BEVERAGES - HALF PRICE REFILLS

Ice Cold Water 32 oz \$3

Fresh Brewed Ice Tea 32 oz \$4

Fresh Fruit Lemonade 32 oz (With Fresh Fruit Chunks) \$8

Regular, Mango, Blue-Raspberry, Cherry-Mint, Strawberry, Tropical-Coconut

PRICES DO NOT INCLUDE SALES TAX





Booth Footprint



NEW BOOTH FOR FALL 2021

DIMENSIONS

- WIDTH: 10' or 20'
- DEPTH: 10' or 20'
- HEIGHT: 12'

ELECTRIC REQUIREMENTS

- 50AMP
- Quiet Generator available as back up or serve hours only

WATER

- Access to Potable
- Water is a MUST. We carry up to 300' of hose

GREY WATER

Access to discharge pipe, sewer drain or large capacity holding tank. A MUST for Mac & Cheese. Blue Boys are impractical



STOCK TRAILER

Room to park our stock & refrigeration trailer on venue grounds. Stock Trailer requires access to electric and water

EXPANDABLE: 20'x20' is Main Booth. All other brands expandable in 10'W x 20'D Increments

Booth Pictures (South Florida Fair 2022)

Square Stage Truss for 2022; professionally branded, neat and capable of serving Army Size Crowds, for the largest shows

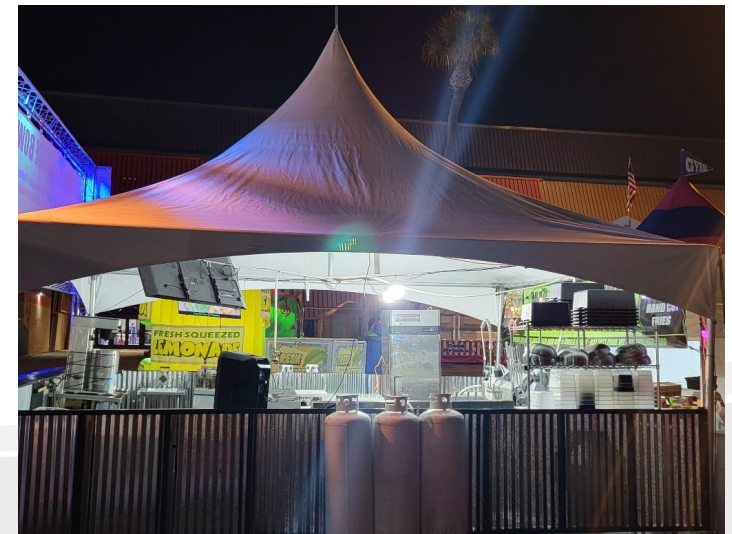


Booth Pictures & Dimensions (Florida State Fair 2022)





Booth Pictures & Dimensions (Florida State Fair 2022)



Booth Pictures & Dimensions



Booth Pictures & Dimensions





Booth Pictures





Booth Pictures & Dimensions





Booth Pictures & Dimensions





Booth Pictures & Dimensions





Performance

While we place Quality over Quantity and we will ALWAYS COOK TO ORDER EACH MEAL, we have the equipment, professional staff, and process, to turn meals very quickly. We spend an entire day, sometimes several days, preparing our ingredients, so come game time, we can turn meals lightning speed, without sacrificing quality.

Mac Bowls – 2-3 Minutes (Assemble, Cook, Fix and Serve)

20 Mac & Cheese Bowls per hour, per burner, multiplied by an unlimited number of burners! Generally, our show teams are prepared with 4, 8, 12 or even 16 burners. For most shows, 8 burners and up to 160 cooked to order Mac & Cheese Bowls per hour is sufficient.

That's a ton of Meals turned, at par with the "Scoop & Serve" vendors dishing precooked meals. How do we do this? Preparation, Preparation, Preparation, Our Fine-Tuned Process, Professional Equipment and a very Highly Trained Staff!



OUR RESUME

MUSIC FESTIVALS

- Sunset Music Festival (*Currently Playing*)
- Jacksonville Jazz Festival & Concert (*Largest Jazz Festival in FL*)
- Pepsi Gulf Coast Jam – Panama City Beach

FAIRS: (*Currently Playing*)

- State Fairs: Florida / Pennsylvania(York)/ Alabama National Fair / Virginia / North Carolina Mountain
- Regional Fairs: Erie County Fair /South Florida Fair / Miami-Dade Fair & Exposition / Pensacola Interstate Fair / FL Strawberry Festival

PERFORMANCE:

- NXL World Cup - Orlando
- National Collegiate Cheerleading and Dance Competition – Daytona Beach

STREET STYLE SHOWS

- Miami Beach Pride – Miami Beach (*Largest Pride Festival in SE USA*)
- Biketoberfest – Daytona Beach

ARTS FESTIVALS

- ArtFest Fort Myers (*Currently Playing*)
- The Delray Affair – Delray Beach (*Largest Arts Festival in SE USA*)
- Lemoyne Chain of Parks Arts Festival – Tallahassee (*Ranked #1 Arts Festival in the USA*)

SEAFOOD FESTIVALS

- Pompano Beach Seafood Festival (*Currently Playing*)
- St Augustine Lyons Club Seafood Festival



Scheduling – Show Types

AMC Foods Group (A&M Concessions) will participate at any show, where quality cuisines are in demand. The show types below are however, in order, our “Preferred” type of shows.

STATE & LARGE REGIONAL FAIRS

CONCERTS & MUSIC FESTIVALS – *Only as fillers along our State Fair Route*

SEAFOOD FESTIVALS – *Only as fillers along our State Fair Route*

LARGE SCALE STREET FESTIVALS – *Only as fillers along our State Fair Route*

ARTS FESTIVALS (*Min 3 Days, 300+ Artist Registrations, Live Entertainment or other retention measures and Positioned Center Food Court*) – *Only as fillers along our State Fair Route*



Scheduling – Show Requirements

General Requirements: Minimum 3+ day full day serve periods. No 1st time or newer shows. We will consider a new/newer show as a Master Concessionaire Only(See below)

Attendance: Projections are not as important as attendance statistics, and the target balance between main & niche foods to attendance. We prefer shows with a captive audience vs. a pass-through crowd. Our target Age group is 25+

Balance (Attendance to Food): For established shows and prime placement (Main food court) our min requirement is 1000:1; for shows with limited history (Less than 5 yrs), secondary placement and/or a pass-through crowd (Arts Show), our min requirement is 2,500:1.

Financial: We prefer promoters who wish to share in the risks and rewards of an event and offer participation. **Fee Analytics** – The Fee we will agree to pay to enter an event, is based on Show History, Venue, Spot Location, Balance between Attendance Statistics and Total Main/Niche Food Vendors, Event Type, Menu Selection and Available Utilities (Water, Electric, Garbage & Grey Water Disposal, LPG) and Promoter History of Events. “We are not in the business of speculative investing in Real Estate. We are in the business of long-term investing in the right shows”

Master Concessionaire: We can also discuss the purchase of segmented food spaces or all foods in its entirety. In doing so, A&M Concessions will eliminate the risks and headaches, and will deliver a complimentary balance of diverse cuisines, fair foods, snacks and beverages to your show, by utilizing our brands and other brands within our network of Professional and Full Time Festival Catering Organizations.



Let's Discuss Real Estate - Winning Combinations

A&M Concessions is VERY selective in the shows we play, carefully balancing a target revenue, the importance of serving the highest restaurant quality cooked to order meals, and audience accessibility.

Holy Macaroni's capacity to serve volume from a 20'-30' platform is substantial, therefore is our usual maximum single location footprint. If the venue and attendance is large enough, such as the case with many State Level Fairs, it is our intent to position additional Holy Macaroni Platforms throughout a venue. In the case with large attendance and limited real estate, such as concerts, or smaller Regional Level Fairs, A&M will push to negotiate the inclusion of a non-competing brand, adjacent to Holy Macaroni, or in a separate location in the food court. Additional brands will increase our total footprint by an additional 10-15' in frontage per brand and follow the same "Cooked or Made to Order, Restaurant Quality" culture. A list of our other brands is on Page 38 of this Presentation.



A&M CONCESSIONS

AWARD WINNING BRANDS

WE ARE THE TRUE PIONEER IN THE BUILD YOUR OWN MENU SPACE



HOLY MACARONI

Build your own Macaroni & Cheese Bowls

OODLES OF NOODLES

Build your own Pad Thai Noodle Bowls (*Meats, Seafood & Veggies*)

TEX MEX

Build Your Own Rice Bowls, Burritos, Street Tacos (*The "Healthy" Fair Food - Meats, Seafood & Veggies*)

HYDRATION STATION

Fresh Fruit Infused Lemonade (7 flavors), Fresh Brewed Teas, Fresh Fruit Smoothies, Waters, Sodas

PLANET PHILLY

Build your own Philly's (*Steak, Chicken, Seafood, Veggie, Cajun*)

DAWG HOUSE GRILL

Gourmet Burgers, Stuffed Burgers (*1/3 to 2lbs*) & The Original Gourmet Hot Dog Joint

ROASTED CORN

Roasted Farm Fresh Corn. Street Style & Traditional

THE PIG PEN

Whole Roasted Pig



Scheduling – Footprint

Footprint:

10'W x 20'D or 20'W x 20'D

Location: Straight Line or Corner. Requires room for a Support Trailer (Cook House/Reefer/Prep Trailer) behind, adjacent or within reasonable distance to location. Requires food court/main food location. A&M Concessions will NOT contract in a “Snack, dessert or transition” setting for any of its “Main Foods” brands.

Utilities:

- 50A-100A-220 Electric Required for multi-day shows in duration of 72 or more hours.
- Potable Water is a must
- Grey Water Drainage or Large Capacity Grey Holding Tank within 100' of location (Mac & Cheese requires an ongoing supply of potable water; a constant rinsing of pots (Per order), which exceeds the capacity of multiple blue-boys) with daily pump outs



Scheduling – Footprint Continued

Support Trailer (Cook House/Reefer/Prep Trailer): Our trailers are between 34'-36' in length, require water and 50A Service. We require 1 trailer for every 30-40 foot of frontage; multiple trailers for shows in excess of 10 days, or where deliveries (Sysco, US Foods, PFG Foods, etc.) are not available.

We also require parking for our Equipment Trailer (30-40') and Box Truck/Tow Vehicles.



Contact Information

AMC Foods Group-llc
A&M Concessions

Email: info@anmconcessions.com

Web: www.anmconcessions.com

Direct: 727-810-4088



 Thank you for your consideration



In conclusion, we are not fair food, we are not fast food, and we are certainly not precooked cafeteria type food. **We are Excellent Food; gourmet, cooked to order and mouth-watering food, the type everyone will be talking about! We prefer to cook 500-700 meals throughout the course of a long day, versus serving 500-700 cafeteria grade meals over the course of a few hours.**