



# HOLY MACARONI!

Introducing A Gourmet - Build Your Own  
Mac & Cheese Menu to a Festival Setting





## Why Holy Macaroni?

We pioneered the BUILD YOUR OWN Menu on the Festival Trail. We've taken Mac & Cheese from a side dish to the main dish! In the years 2017, 2018, 2019, and now 2021, Holy Macaroni has become the most sought-after Brand & Menu in festivals small and large, winning the votes of Festival Organizers and most importantly, Festival Goers throughout Florida.

Imagine giving the customer the option to “Build” their Mac Bowls with endless options from fresh seafood (Lobster, Scallop, Grouper, Shrimp & Crab), to Meat (Prime Rib, Chicken, Sausage, Bacon & Pork), Veggies and everything in between; cooking their dish in front of their eyes, and delivering a fresh, cooked to order meal; “Brilliantly Amazing, the best Food ever”, as described by so many.

“Amazing, WOW, Brilliant, Never Seen anything like this before, The Best Food Period, OMG it's Holy Macaroni” are comments we receive dozens of times at each event we serve.

Simply put, we've taken an old past time comfort food and knocked it out of the park, into another galaxy.



## Why Holy Macaroni?

- **Unique**
- **Presentation**
- **The Best Food at your Event**
- **Performance**



# HOLY MACARONI - Unique



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

Customer selects items from a list of all fresh proteins and veggies. Our Chefs cook the selected items, fusing the mix with our base of 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 (Chunked or Whole), Grouper, Crab, Scallop, Shrimp, Squid

- **Meat Options**

Prime Rib, Pulled Pork, Chicken Breast, Sausage, Bacon, Hot Dog

- **Veggie Options**

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



# HOLY MACARONI - Unique



## **Award Winning Combinations:**

**Seafood MacDaddy – Shrimp, Scallop, Crab**

**Meat MacDaddy – Prime Rib, Sausage, Bacon, Chicken Breast, Hot Dog**

**Veggie MacDaddy – Green Pepper, White Onion, Mushroom, Spinach, Tomato**

**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**

**Agave Creeper – Pico (Tomato, Cilantro, White Onion, Jalapeno), Chorizo, Lime and a shot of Tequila**





# Why Holy Macaroni...Our Festival Menu

## BUILD YOUR OWN MAC & CHEESE BOWL

### GOURMET MAC & CHEESE BOWLS

VOTED #1 Food on Festival Trail

**Classic Mac & Cheese \$7**  
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!

CLASSIC COMBOS

**Land & Sea \$11**  
Chicken, Shrimp, Tomato, Bacon, Spinach

**Ragin Cajun \$11**  
Chicken, Sausage, Shrimp, Crawfish, Tomato, Jalapeno

**Steak or Chicken Philly \$10**  
Prime Rib Steak or Grilled Chicken, Green Pepper & Onion

**Meat Mac Daddy - All Meats \$12 Veggie Mac Daddy - All Veggies \$10**

**Seafood Mac Daddy \$16**  
Shrimp, Crab & Scallop

**Lobster Mac \$15**

**Ultimate Mac Daddy \$18**  
Meat, Seafood & Veggie Mac Daddy Combined, 3lb Tray

### HAND OUT FRIES

Fresh and Hand Out on the Spot!

**Regular Size (2lb Tray) \$5**

**Family Size (3lb Tray) \$7**

- **Cheese Fries** (Cheddar Sauce & 4-Blend Shredded) **+\$1**
- **Chili & Cheese Fries** (Topped w/all Beef Chili, Cheddar Sauce & 4-Blend Shredded) **+\$2**

**Dawg House Fries** (3lb Tray Only; topped w/all Beef Chili, Cheddar Sauce & 4-Blend Shredded, fresh Jalapeno, fresh minced Onion, Tomato, Steak & Bacon) **\$12**

**Everything is Always Cooked to Order Fresh!** COOKTIMES: We are NOT FAST FOOD. By cooking each meal to order, WE ARE GREAT FOOD, the best food on the Festival Circuit, as many would say. We appreciate your patience while we prepare your Mac Bowl. Each Mac Bowl takes approx. 2-4 Minutes. Fries are cooked in 30-45 seconds (Up to 2 minutes for Dawg House Fries)

Food Management & Event Services  
[www.fmesinc.com](http://www.fmesinc.com)

Shrimp + \$3	Lobster Chunks + \$8	Prime Rib Steak + \$2	Pulled Pork + \$1	ANY VEGGIE + \$1
Scallop + \$4	Lobster Whole + (Market Price)	Bacon + \$1	Italian Sausage + \$1	(Tomato, Onion, Spinach, Green Pepper, Mushroom, Jalapeno, Basil)
Crab + \$4	Grouper (Market Price)	Grilled Chicken + \$1	Beef Hot Dog + \$1	



# HOLY MACARONI - Presentation

**Kitchen:** From our Food Trucks (Concession Trailers) to our Festival Catering Canopy, we take presentation very seriously. We spared no expense, and invested in the best commercial cooking, temperature holding and sanitary equipment. We are one of a few Food Purveyors on the trail, that roll into a festival with a full gourmet kitchen! You WILL NEVER see coolers used for food, buckets for cleaning dishes, and backyard grills in our Kitchen!

**Branding:** Our signage is clear, clean, and professional; 60” LED Monitors are used as our displays & menu boards on our Festival Platforms

**Professional Staff:** Serve safe certified, friendly, courteous and trained. One of our three principals are always on staff.

**Result:** Customers can see everyone and everything that occurs in our kitchen. Our Festival Canopy 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*

# Holy Macaroni Festival Canopy

Commercial Pole in 15' and 30'; professionally branded, neat and capable of serving Army Size Crowds, for the biggest of festivals and events





 **Gourmet Kitchen**





# The Best Food at your Festival

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

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”

 **Examples of our Mac Bowls**





## 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 – 3 Minutes (Assemble, Cook, Fix and Serve)

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

**That's a lot of Meals turned. How do we do this? Preparation, Preparation, Preparation, Our Fine-Tuned Process, Professional Equipment and a very Highly Trained Staff!**



# Recent Multi-day Events

## MUSIC & CONCERTS

- Reggae Rise Up – Vinoy Park
- Bradenton Blues Festival - Riverwalk
- Jacksonville Jazz Festival & Concert (*Largest Jazz Festival in FL*)
- Margarita Festival & Concert– Curtis Hixon Park
- Summer of Rum Festival & Concert – Curtis Hixon Park

## STREET STYLE SHOWS

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

## ARTS FESTIVALS

- 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*)
- Ocala Fine Arts Festival – Downtown Ocala

## SEAFOOD FESTIVALS

- St Augustine Lyons Club Seafood Festival
- Royal Palm Beach Seafood Festival – West Palm Beach
- I Heart Radio – Seafood & Music Festival – Punta Gorda
- Paragon Seafood & Music Festivals (Ft Myers, Boca Raton, Tampa, Sarasota, St Petersburg, Coquina Beach, Siesta Key)

## PERFORMANCE:

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

## FAIRS:

- SW Florida Fair
- Collier County / Citrus County / Ocala

# Winning Combination Menu

FMES is very selective in the events we contract. To mitigate the risks of lower attendance and/or an abundance of food, FMES generally requires Holy Macaroni to be contracted alongside Planet Philly. The exception are larger Music Festivals/Concerts and “State” level Fairs. But don’t worry, Planet Philly is the only “Build Your Own” Philly Menu to date (That we are aware of), boasting seven different types of gourmet cooked to order Philly’s; unlimited variations with our cooked to order menu. With that, we are confident to minimize competition with traditional Philly Vendors, and even more confident, we bring a Style, Quality and Variety of Philly Options, never seen before at the Festival and Fair level, hearing dozens of times a day, “The Best Philly I’ve ever had”!



## BUILD YOUR OWN – COOKED TO ORDER PHILLYS & MAC N CHEESE BOWLS

GOURMET “PHILLY” SANDWICHES  
VOTED #1 Philly in FL

**Classic Philly (Prime Rib or Chicken) \$10**  
5 oz. thinly shaved Prime Rib Steak or Grilled Chicken Breast Strips, green peppers, onions & melted cheeses

**Classic Sausage Philly \$10**  
Italian Sausage, green peppers, onions & melted cheeses

**Ragin Cajun Philly \$12**  
Gulf Shrimp, Italian Sausage, Chicken Breast, green peppers, onions, & melted cheeses, topped with fresh Jalapeno

**Chicken Bacon Ranch Philly \$12**  
5 oz. Grilled Chicken Breast Strips, Bacon, spinach, lettuce, tomato, ranch dressing & melted cheeses

**Veggie Philly \$10**  
Green Pepper, Onion, Mushroom, Spinach, Tomato, Jalapeno & melted cheese on a bed of lettuce

**Seafood Philly \$16**  
Gulf Shrimp, Scallop, Crab, green peppers, onions & melted cheeses, atop a bed of lettuce and tomato wedges

**Shrimp or Scallop Philly \$12 (Shrimp) \$14 (Scallop)**  
Gulf Shrimp or Scallop with 6 oz. Prime Rib or Rib Eye Steak, green peppers, onions & melted cheeses

GOURMET MAC & CHEESE BOWLS  
VOTED #1 Food on Festival Trail

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Made with a blend of 5 cheeses, cooked per order, and topped with a blend of shredded cheeses, cheddar sauce and parmesan.

MAC FAVORITES

**Land & Sea \$11**  
Chicken, Shrimp, Tomato, Bacon, Spinach

**Ragin Cajun \$11**  
Chicken, Sausage, Shrimp, Crawfish, Tomato, Jalapeno

**Steak or Chicken Philly \$10**  
Prime Rib Steak or Grilled Chicken, Green Pepper & Onion

**Meat Mac Daddy - All Meats \$12**

**Veggie Mac Daddy - All Veggies \$10**

**Seafood Mac Daddy \$16**  
Shrimp, Crab & Scallop

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HAND OUT FRIES  
Fresh and Hand Out on the Spot!

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(Cheddar Sauce & 4-Blend Shredded) **+\$1**
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**Dawg House Fries** (3lb Tray Only; topped w/all Beef Chili, Cheddar Sauce & 4-Blend Shredded, fresh minced Onion, Tomato, Steak & Bacon) **\$12**

KIDZ ONLY

**Mac & Cheese, Fries & Juice \$7**  
**All Beef Hot Dog, Fries & Juice \$7**

Everything is Always Cooked to Order Fresh! **COOK TIMES:** We are NOT FAST FOOD. By cooking each meal to order, **WE ARE GREAT FOOD;** the best on the Festival Circuit as many would say. We appreciate your patience while we prepare your meal. Each Mac Bowl & Philly takes approx. 2-4 Minutes, burgers 5-10 minutes and Fries are cooked in 30-45 seconds.

FOOD MANAGEMENT & EVENT SERVICES  
[www.FMESINC.com](http://www.FMESINC.com)

Shrimp + \$3  
Scallop + \$4  
Crab + \$4

Lobster Chunks + \$8  
Lobster Whole + (Market Price)  
Grouper (Market Price)

Prime Rib Steak + \$2  
Bacon + \$1  
Grilled Chicken + \$1

Pulled Pork + \$1  
Italian Sausage + \$1  
Beef Hot Dog + \$1

ANY VEGGIE + \$1

(Tomato, Onion, Spinach, Green Pepper, Mushroom, Jalapeno, Basil)



# Scheduling

**FESTIVAL TEAM: Scheduling Larger Multi Day Events Only.**

## **FOOD TRUCK: Limited No Longer Scheduling**

**FMES is no longer contracting single day and smaller regional multi-day events. With the shift in our model, FMES has pulled out of the Food Truck Space for the 2020, 2021 & beyond season. In our specific festival market, in order to meet the demands of the public, and our festival partners, it is necessary to construct, & stock a complete-temporary mobile kitchen; a task best executed under a large Festival Tent.**

**“You simply cannot fit all that equipment and staff in any size food truck or trailer. Besides, the educational and entertainment value given to the customers, by experiencing the entire prep to cook process is priceless!”**



# Scheduling

**General Requirements:** Minimum 2-3+ day events. No 1<sup>st</sup> time or newer events. We will consider a new/newer event as a Master Concessionaire (See below)

**Attendance:** Projections are not as important as attendance statistics, and the target balance between main & niche foods to attendance. We prefer events 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 Event 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.

**Master Concessionaire:** We can also discuss the purchase of segmented food spaces or all foods in its entirety. In doing so, FMES 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.





# Scheduling

## **Preferred Brands:**

**#1 Holy Macaroni (15', 20' or 30' Footprint)**

**#2 Planet Philly (15', 20' or 30' Footprint)**

**#3 Holy Macaroni and Planet Philly combined under single 15', 20' or 30' Footprint.**

**Footprint: 15' x 15', 20' x 15' or 30' x 15' Festival Canopy. Straight Line or Corner.**

**Requires room for 20' (LOA) stock/refrigeration trailer behind, adjacent or within reasonable distance to location. 30A or 50A Electric and Potable Water required for multi-day events in duration of 72 or more hours.**



# Scheduling

FMES will serve at any event/venue, where quality cuisines are in demand. The event types below are however, in order, our “Preferred” type of events.

**STATE & LARGER COUNTY FAIRS**

**CONCERTS & MUSIC FESTIVALS**

**PERFORMANCE & COMPETITION EVENTS**

**SEAFOOD FESTIVALS**

**ARTS FESTIVALS** (*Min 150+ Artist Registrations and Positioned in a Food Court or Adjacent to Stage/Beer*)

**LARGE SCALE STREET FESTIVALS**



# Contact Information

## Food Management & Event Services

### Our Brands:

- Planet Philly – *Gourmet & Build Your Own Philly's*
- Holy Macaroni – *Gourmet & Build Your Own Mac Bowls*
- Wrap it Up – *Build Your Own Wraps*
- South of the Border – *Build Your Own Tacos & Burritos*
- Dawg House Grill – *Hamburgers & Hot Dogs*
- Meeso Corny – *Roasted & Mexican Street Corn*
- Pizza Pizza – *Wood Fired Pizza & Calzones*

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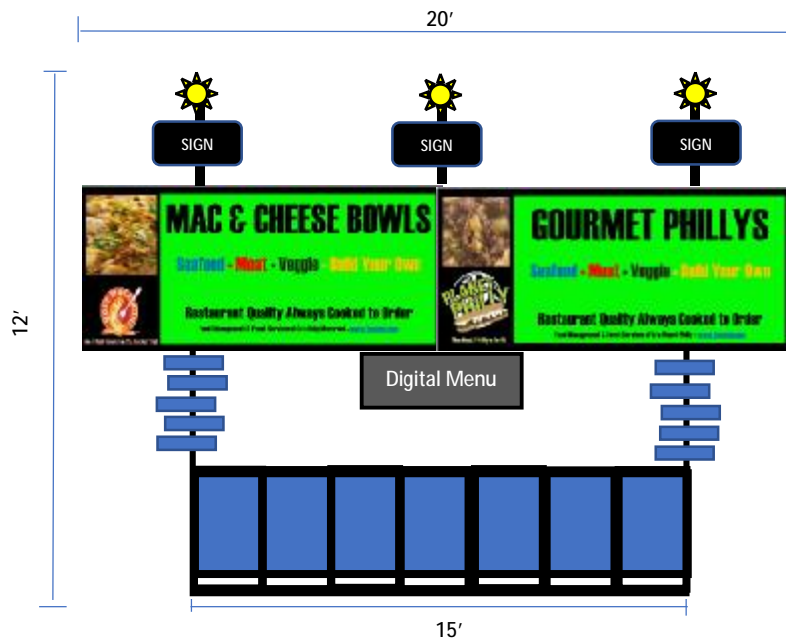


**No. 1 Food Vendor on The Festival Trail**

 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 1,000 meals throughout the course of a long day, versus serving 1,000 precooked meals over the course of a few hours.**



### BOOTH DETAILS/REQUIREMENTS

- Base Booth as pictured above. 15'w x 15' D
- Single or Double Brand
- Each Brand expansion, thereafter, requires 10'W x 15'D.
- Requires room for stock/prep trailer behind or close to booth. Multiple trailers based on brands contracted and duration of event. If there is no room for a stock trailer, we will extend rear by 5-10', fenced and covered, for purposes of stocking and preparation
- Ground: NO Sand or dirt.
- Ps. comply with NFPA or Local Fire Code when spacing vendors.

### UTILITIES

- Min 30A Drop per every 15'. 50A is ideal. Use of our quiet Generator is negotiable for events up to 3 days. Excess of 3 days will require power or tow behind generator.
- Potable Water
- Grey Water Discharge may be required for events lasting more than 3 days.