



TASTE YOUR TRADITION.

Presented By

Kyam+Sani

Advertising Campaigns 2014



Kyam+Sani

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EXECUTIVE SUMMARY

With over 140 years of rich family tradition, the original McIlhenny Tabasco Pepper Sauce has grown into one of the most iconic American brands. However, recent growth in American ethnic populations & cuisine has increased the demand for hot sauce. As several competitors emerge, for the first time, Tabasco is being challenged.

Kyam+Sani has created the 'Taste Your Tradition' campaign to reposition Tabasco as the traditional, premium brand in hot sauce. This campaign targets suburban, white-collar couples, ages 25 to 50 years old. The campaign will utilize several IMC tools including advertising, direct marketing, alternative, and sales promotion. The campaign will run a series of media schedules starting January 1st, 2016 to December 31st, 2016, and end with a complete evaluation of marketing, communication, and media objectives.



RESEARCH SUMMARY

SECONDARY

Kyam+Sani began its Tabasco Sauce campaign research with the Tabasco website. After developing a firm understanding of the value and ethics within the McIlhenny Company, the research team used several advertising databases, including SRDS Media Solutions and Mediamark Research and Intelligence, to conduct a situation analysis. Tabasco Sauce, its competitors, Tabasco consumers, the hot sauce industry, and finally the hot sauce market were all studied. The research team then formulated a SWOT analysis of the Tabasco Sauce brand.

PRIMARY

After conducting extensive secondary hot sauce research, Kyam+Sani found several holes in the demographic information needed to effectively classify current and potential Tabasco consumers. For this reason, the research team created a digital survey to begin primary research. The survey's objective was to categorize the hot sauce markets, identify potential problems & opportunities, and recognize overlooked trends in product use.

The survey launched October, 20, 2014 and was completed on October 27, 2014. The research team sent the digital questionnaire to nonspecific demographic types to gain broad industry insights. A total of 102 completed surveys were collected during the given timeframe. Once the survey results were analyzed, Kyam+Sani's research team created an in-depth interview prompt.

The in-depth interviews vetted several of the original survey questions. A total of five telephone, email, or personal interviews were conducted. Participants were asked to explain their buying habits, brand preferences, and product usage.

Lastly, twenty potential national franchise partners in twelve major metropolitan areas were examined. Menu styles, locations, hot sauce brands, and demographic information were all collected. After cross-referencing the qualitative with the quantitative data, a primary and secondary target market were selected.

[Primary research in Appendix]

SITUATION ANALYSIS

COMPANY

The original Tabasco brand hot sauce was created in the mid to late 1860's by a man named Edmund McIlhenny. Back in the 1860's, McIlhenny was tired of the bland tastes of the south and was given seeds of peppers that had come from Mexico or Central America. He sowed these seeds on Avery Island in southern Louisiana, nurtured the plants, and indulged in the wonderful flavor of these new peppers. Later on, Mr. McIlhenny wanted to give his other food some flavor and came up with an aging process to make the taste of the peppers even grander. He called it a "mash," which aged with the same idea of wine. He aged his mash in crockery jars and barrels for 60 days. He strained it then sold it in washed out cologne bottles. This became so popular that he went on a business venture and produced his first commercial crop in 1868. Sales of this new sauce grew and by the late 1970's he was selling his sauce throughout the USA and England (McIlhenny, 2014).

Today, the process has not changed other than that the "mash" is aged for 3 years in white oak barrels. This traditional sauce is still made on the same Avery Island where Edmund had first made his business venture. The crops are even genetic ancestors of the original plants. These plants are handpicked as to not change them with machines and other man-made objects. These handpicked seeds are shipped out and raised elsewhere into the peppers that Tabasco ships back and uses to this day. The current CEO has just taken over the family business as the seventh generation of McIlhennys (McIlhenny, 2014).

Based on the rich history of this product, the company focuses largely on tradition, family and community. They put a huge value on the cultural traditions of spices that the south has to offer and they use the phrase "It's more than hot" to describe the rich family ties with the sauce (Callebs, 2012). Tabasco is based in the south and follows the tradition of typical southern cuisine which is spicy flavorings and catering to home cooked southern meals.



CONSUMER

The demand for hot sauce is hotter than pure Capsaicin pepper right now! From infused chocolates to specialty cocktails, consumers want hot sauce on any and everything fathomable.

Since Tabasco Sauce has broken out of its traditional secondary condiment role and become the star of the dinner table, several dozen niche markets have also emerged. Industry trends show major metropolitan areas and surrounding suburbs are the home to the most dense and diverse hot sauce users (Grigson, 2013).

Hot sauce users are extremely loyal to their favorite brand for numerous reasons. Tabasco Sauce was ranked by consumers as the popular industry leader (53.06%) next to competitors (survey, October, 2014). Tabasco Sauce users are particular in the taste and quality of their hot sauce, so they do not mind spending the extra money to get the industry's premium product.

inside the mind of the consumer

Most Valuable Shelf Space



Kyam+Sani hot sauce survey revealed consumers rank Tabasco as the most popular brand at 56.06% next to its competitors. Frank's RedHot (45.92), Sriracha (28.57), Cholula (21.43), Generic Brand (11.22)

According to a primary research consumer survey, the average **Tabasco Sauce customer** is:

GENDER: Female
HOUSEHOLD INCOME: \$80,000+
AGE: 37.37
RACE: Caucasian



After conducting several in-depth interviews, consumers revealed:

- Majority of females are purchasing Tabasco for the entire household, but not necessarily consuming it.
- Majority of households have 2+ brands of hot sauce in their kitchen.
- Majority of males are consuming, but not purchasing Tabasco.
- Majority of households have mid to late-aged teen dependents.
- Majority of hot sauce consumers say the flavor is the most important purchase factor.
- Majority of hot sauce consumers consider Tabasco a condiment (not ingredient).
- Majority of hot sauce users say they would consider buying Tabasco if they could sample it first.

After comparing the survey results with the interview responses, the average **Tabasco Sauce consumer** is:

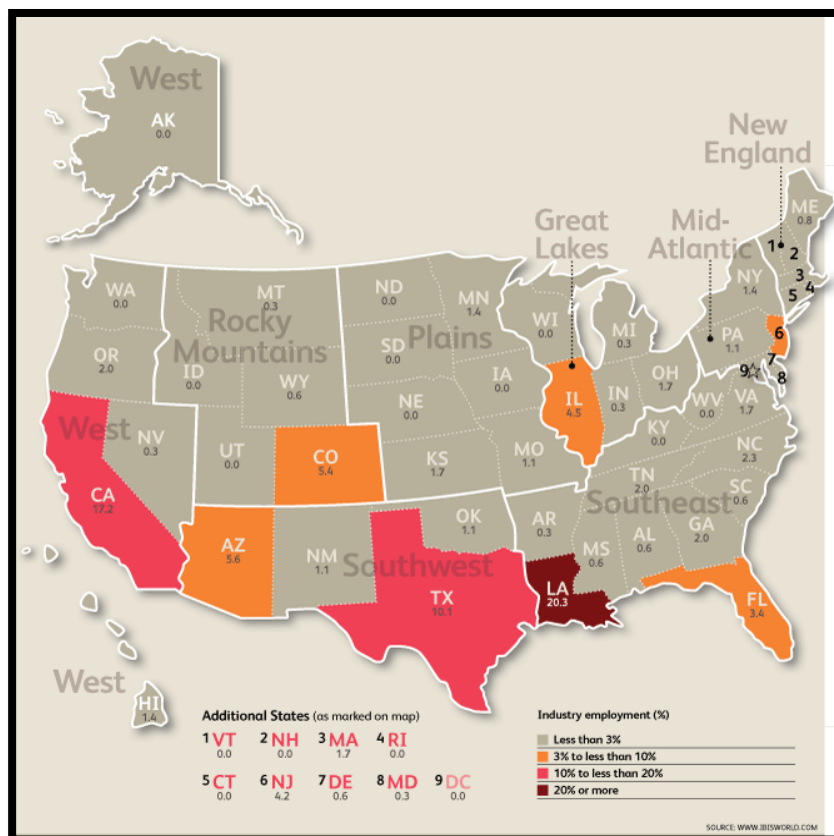
GENDER: Male
HOUSEHOLD INCOME: \$80,000+
AGE: 37.25
RACE: Caucasian



MARKET

Hot sauce manufacturers typically grow their own peppers, or like to be located near their growers to minimize distribution costs and also keep up to date with consumer taste trends (IBISWorld, Hot Sauce Products & Markets. 2014). Hot sauce production occurs mostly in the West, Southwest, and Southeast regions of the United States (IBIS World, 2014). Louisiana, home of McIlhenny Co., is home to 20.3% of industry employees. California and Texas are also home to significant hot sauce production. In addition to producing it, these two states also purchase a greater share of hot sauce because of their populations' ethnic heritage and preference for spicy foods.

IBISWorld states that the trend in hot sauce use can be attributed to higher immigration rates in the U.S. Because hot sauce trends are related mostly to Americans being adventurous in their choice of cuisine and larger immigration numbers, Tabasco Sauce sells better in areas with more diversity and ethnic restaurants. The top US cities ranked by hot sauce consumption are Austin, Texas; New Orleans, Louisiana; Albuquerque, New Mexico; New Iberia/Avery Island, Louisiana; Winston-Salem, North Carolina; Houston, Texas; New York City, New York; Palm Springs, California; Phoenix, Arizona; and Los Angeles, California (Grigson, 2013). All of these cities host several annual cook-offs, festivals, and expos centered on hot sauce.



Hot Sauce Producing States

PRODUCT

Tabasco Pepper Sauce was born in 1868 on Avery Island, Louisiana when Edmund McIlhenny planted his first pepper seed (McIlhenny, 2014). The “original” hot sauce that sold in cologne bottles in the late 1800’s was the first of its kind. Several generations later, this hot sauce still appeals to anyone who likes to add that extra “spice” to life. Today, McIlhenny Co. is still located on their private family island and produces over 700,000 bottles of Tabasco daily. Original Red Tabasco Sauce sells in the United States for \$4.60 (12 fl oz), but is available in over 180 countries.

The Tabasco family has seven different flavor varieties, including Original Red, Green Jalapeño, Chipotle, Garlic Pepper, Habanero, SWEET & Spicy, and Buffalo Style. Original Red Tabasco Pepper Sauce measures 2,500-5,000 SHU (medium-hot) on the Scoville Heat Scale. (McIlhenny, 2014),

Kyam+Sani’s consumer survey revealed Tabasco consumers use the hot sauce as a condiment (not ingredient). The top three product uses are tacos (80.61%), chicken wings (65.31%), and Bloody Mary’s (39.8%).





HEADQUARTERS: Avery Island, Louisiana

OWNERSHIP: McIlhenny Company (Private)

AFFILIATES: Olive Garden, Popeye's, George Webb's, Waffle House, Granite City, Cracker Barrel

PRICE: \$4.60 (12 fl oz)

MARKET SHARE: 25% (2010)

SALES: \$40,572,270 (2010)

POSITION

- Current national campaign: "Are you one of us?"
- Rich family tradition for over 140 years.
- Leader of hot sauce market share with 25%

RELEVANT INFORMATION

- Has a shelf life of about 3 years.
- Tabasco is different than other hot sauce because it is aged up to three years in white oak barrels, which assures the recognizable flavor by its consumers.
- Top shelf at retail stores.



COMPETITOR

FRANK'S
SINCE 1920
RedHot®

HEADQUARTERS: Springfield, Missouri

OWNERSHIP: Reckitt Benckiser Group (Public)

AFFILIATES: Buffalo Wild Wings, Pringles, Wish Bone

PRICE: \$2.68 (12 fl oz)

MARKET SHARE: 19% (2010)

SALES: \$43,907,580 (2010)

POSITION

- Current national campaign: "I put that _____ on everything!"
- Branded tour bus on "People Tour" across the country.
- Rich heritage dating back to 1918 in Iberia, Louisiana.

RELEVANT INFORMATION

- McIlhenny Tabasco Sauce's largest competitor.
- Claim to fame: known as the primary ingredient in the first buffalo wing sauce, concocted in 1964 by Teresa Bellissimo at the Anchor Bar & Grill in Buffalo, New York.
- Has smartphone app 'Frank's RedHot Wing Restaurant Finder' that helps users find thousands of restaurants/bars that only serve Frank's RedHot.





HEADQUARTERS: Los Angeles, California

OWNERSHIP: Huy Fong Foods (Private)

AFFILIATES: Applebee's, P.F. Chang's, Subway, White Castle, Gordon Biersch, UV Vodka, J&D Foods (Candy), Lays Potato Chips

ENDORSEMENTS: David Chang, Andrew Simmern, Dale Talde

PRICE: \$2.78 (17 fl oz)

MARKET SHARE: 4.2%

SALES: \$60,000,000 (2013)

POSITION

- Targets younger, hip crowd
- Has no official social media accounts
- Official website has not been updated since 2004
- No advertising or public relations

RELEVANT INFORMATION

- Growing rapidly in sales and popularity amongst hot sauce users.
- Partnered with several other products, including Sriracha candies, Sriracha Bloody Mary mix, Sriracha potato chips, and even Sriracha Halloween costumes.
- CEO David Tran is at the center of several company controversies, ranging from corporate responsibilities to brand reputation.



HEADQUARTERS: Chapala, Jalisco, Mexico

OWNERSHIP: Grupo Cuervo (Private)

AFFILIATES: Papa John's, Boston Market, California Kitchen, Hometown Buffet, IHOP, Pancake House, Don Pablos, Denny's, Perkins, Qdoba, Quiznos Sub, Culver's, Baja Fresh, BJ's, Chevys, Cody's Original Roadhouse, Cozymels, Furr's, Golden Corral, House of Blues, HomeTown Buffet, Hops Grill & Brewery, Jason's Deli, Luby's, Marie Callender's, On The Border, Salsarita's, Schlotzsky's, SmashBurger, Charlie Brown's Steakhouse, & Souper Salad

SPONSORSHIPS: Texas Rangers, New York Mets, Chicago Cubs, Cincinnati Reds, Washington Nationals, Miami Marlins, IndyCar Series, UCLA Bruins, Washington Huskies, Arizona State Sun Devils, Cholula Triple Air Show, Live Nation Entertainment

PRICE: \$5.72 (12 fl oz)

MARKET SHARE: 2%

SALES: \$16,002,860 (2013)

POSITION

- Authentic Mexican hot sauce
- Familiar to consumers
- Professional/restaurant quality

RELEVANT INFORMATION

- Partnerships listed on website homepage
- Closest to Tabasco in quality and price
- Retail display on top shelf
- Only other hot sauce packaged in glass bottle



Great Value

Kyam+Sani



HEADQUARTERS: Bentonville, Arkansas (Great Value); Milwaukee, Wisconsin (Roundy's); Seattle, Washington (Kirkland); Cincinnati, Ohio (Kroger); Monrovia, California (Trader Joe's); Minneapolis, Minnesota (Archer Farms); Minneapolis, Minnesota (Market Pantry); Austin, Texas (365 Everyday Value)

OWNERSHIP: Retail Distributors (Private)

AFFILIATES: Walmart, Pick N Save, Costco, Kroger, Trader Joe's, Target, Whole Foods

PRICE: \$0.98 - \$2.47 (12 fl oz)

MARKET SHARE: 11% (all generic food brands) (2013)

SALES: \$4,500,000,000 (all generic food brands) (2013)

POSITION

- Cheapest alternative to name brand
- Little to no advertising
- Little to no brand equity
- Little to no brand loyalty

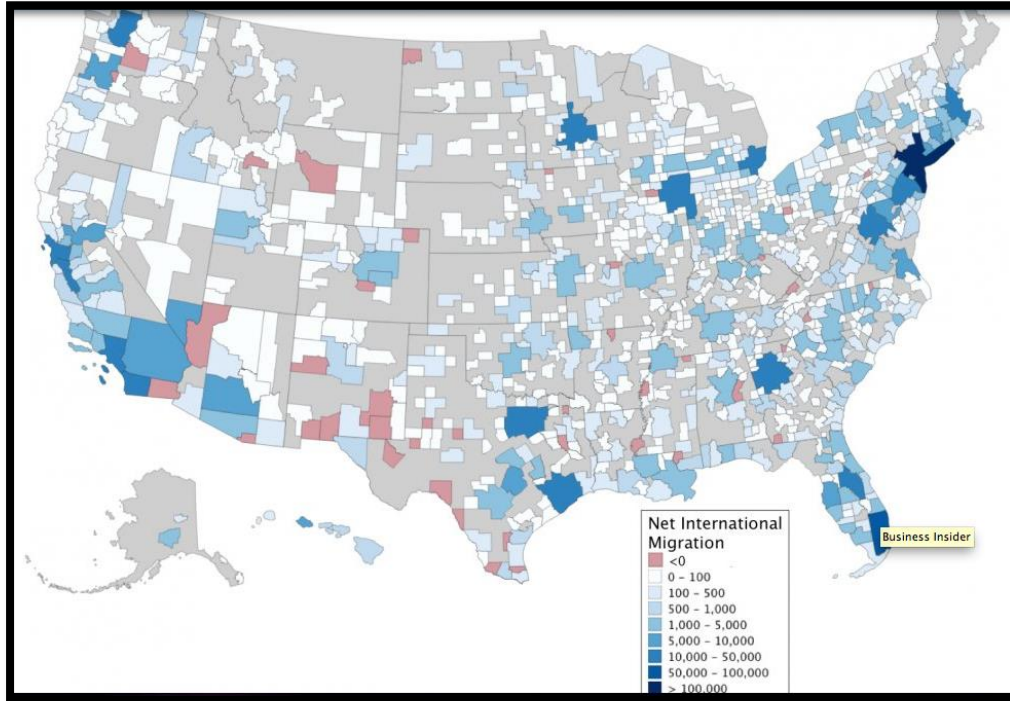
RELEVANT INFORMATION

- Consumers have growing satisfaction with private label food quality
- "High-end" generic brand options that can compete with brand names
- Retailers make an average 25% gross margin on brand name products; 35% on generic brand products
- Generic food sales account for as much as 26% unit sales & 20% of dollar sales in their stores
- Average generic food product saves the consumer 35% when compared with its brand name counterpart
- Consumers that are loyal to their favorite brands are willing to spend more on them
- Consumers buy brand names for socioeconomic reasons.

INDUSTRY

There is a low degree of concentration in the hot sauce industry. The top two firms (McIlhenny Company and Reckitt Benckiser PLC) comprise about 31.3% of overall industry market share, and the remainder of the market consists mainly of small-scale, local firms that make more niche products.

Evolving consumer tastes led to a boost in sales of specialty condiments led by Oriental, Mexican, and hot sauces. Hot sauce industry revenue has grown at an annualized rate of 3.6% over the past five years; the industry is expected to generate \$1.1 billion in revenue in 2014. The hot sauce market growth can be attributed to demographic shifts, immigration, and popularity of spicy ethnic food (IBISWorld, "Industry at a Glance". 2014). According to a map found on Business Insider that references the 2012-2013 U.S. Census Bureau's annual report on population changes, the most popular cities for international migration are (in order from most to least) New York, Miami, Los Angeles, Washington, Houston, Boston, Chicago, San Francisco, Dallas, Philadelphia, Seattle, Atlanta, Orlando, San Jose, San Diego, Minneapolis, Detroit, Tampa, Phoenix, and Baltimore.



SWOT ANALYSIS

STRENGTHS

- Trusted, it's been around for over 140 years
- Loyal brand users
- Versatile
- Variety of different flavors
- Variety of sizes
- Top shelf, premium brand hot sauce
- Recognizable bottle and taste
- Tradition, family run business

WEAKNESSES

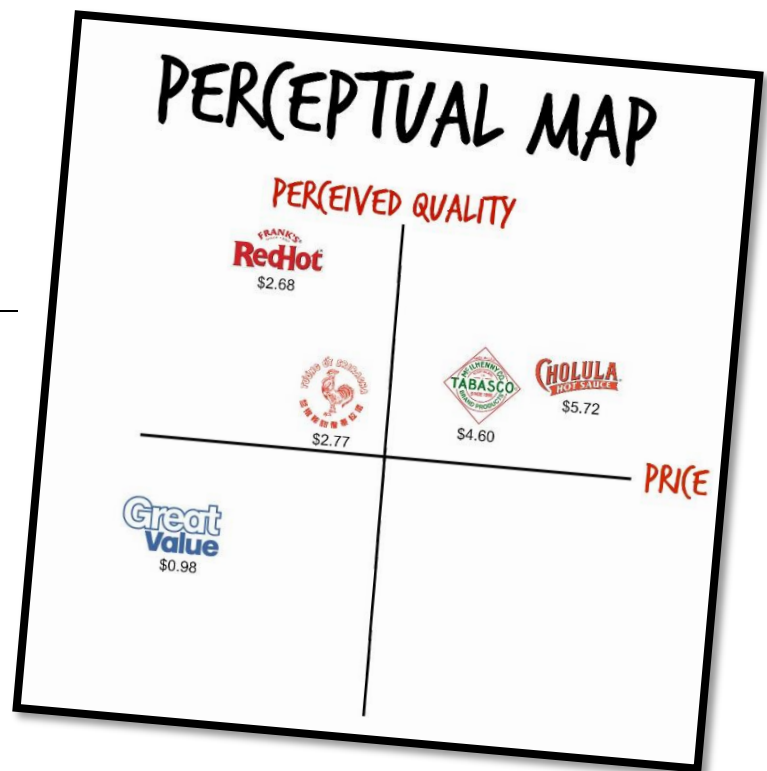
- Inconsistent/lack of advertising
- More expensive than most hot sauces
- Viewed as old-fashion
- Small social media following
- No single target demographic

OPPORTUNITIES

- Advertise and market towards the younger generation
- Partner with restaurant businesses
- Reposition & reinvent Tabasco
- Improve social media presence
- Identify a profitable target market

THREATS

- An abundance of other hot sauces
- Frank's RedHot is a similar consumer alternative
- Other condiments



PROBLEMS & OPPORTUNITIES

- **Problem:** Tabasco Sauce is priced significantly higher than competitors sharing the same shelf.

Opportunity: Position Tabasco Sauce as the premium hot sauce on the market by targeting higher income consumers.

- **Problem:** Tabasco has done inconsistent, sparse advertising in recent years.

Opportunity: Launch a full scale IMC campaign to reposition Tabasco Sauce and build/enhance a clear and consistent brand reputation.

- **Problem:** As the hot sauce industry continues to grow, it has become cluttered with dozens of competitors.

Opportunity: Remind consumers Tabasco Sauce is the original; the standard in hot sauce.

- **Problem:** Tabasco is affiliated with very few restaurants and bars.

Opportunity: Expand profitable restaurant brand partnerships by creating B2B incentives to buy, use, and showcase Tabasco Sauce.

- **Problem:** Tabasco has no consistent slogan.

Opportunity: Create a memorable, unique slogan that will travel through generations.

TARGET MARKETS

PRIMARY MARKET

Kyam+Sani has identified suburban, white-collar couples as the most profitable target market. These people are established in their careers and live a financially comfortable lifestyle. The targeted couples most likely have mid to late-aged teenagers living with them and value time around the dinner table.

These people live in a suburb of the big, diverse city their younger self once roamed. Although these people have given up the glamorous city life, a night out on the town brings them right back to their glory days. These couples enjoy bringing the family out to try the newest downtown Tex-Mex restaurant the neighbors recommended.

From food to vacations, these couples are always looking for that special something to spice up their life. This audience is well-traveled and appreciates international cuisine.

This target is 'quality conscious;' they appreciate fine details and don't have a problem paying a premium for it. These people worship their old, faded family recipe book; they rarely eat anywhere with a drive-thru.

Lastly, this target is social and love to share. On any given Sunday, they can be found throwing or attending a football party for the entire neighborhood. These couples and their friends get creative when they bring a dish to pass, but the one ingredient they can't live without is Tabasco!

AT A GLANCE

Demographics

- **Gender:** Male & Female (Couple)
- **Age:** 25-50 years old
- **Household Income:** \$80,000+
- **Education:** College degree
- **Location:** Major Metro Suburb

Psychographics

- Adventurous
- Well-Traveled
- Curious
- Social
- Family Oriented
- Loyal
- Quality Conscious
- Active/Sports

SECONDARY MARKET

Kyam+Sani has identified locally owned bar & grill restaurants and franchises as a profitable, secondary business target market.

Hot sauce lovers are extremely loyal to brands or flavors at the point of purchase. These businesses are the perfect platform for Tabasco to make its way onto consumers' dinner plates with no strings attached!

Local bars and restaurants also provide Tabasco the unique opportunity to showcase (and sample) the variety in product use on one dinner table. Wings, Bloody Mary's, nachos, and an order of fish & chips – top it all off with some Tabasco Sauce and everyone's happy

Lastly, locally owned bars and restaurants are historic and familiar to consumers, just like Tabasco Sauce. The friendly atmosphere promotes swapping not only stories, but appetizers too!

AT A GLANCE

Major Cities

- New York City
- Miami
- Los Angeles
- Washington D.C.
- Houston
- Boston
- Chicago
- San Francisco
- Dallas
- Philadelphia
- Seattle
- Atlanta

Menu Styles

- BBQ
- Wings
- Tex-Mexican
- Seafood
- American
- Traditional Mexican
- 'Pub Grub'

ARCHETYPES

PRIMARY: BECKY & BRAD

Becky and Brad Henning currently live in Bothell, Washington, a suburb about 25 minutes outside of Seattle. Becky and Brad met and fell in love at their alma mater, Seattle University. Both of them worked hard to establish themselves, professionally and financially, early in their lives. Becky, 43, graduated with honors from the nursing program and now works as a Clinical Nurse Specialist at Seattle Children's Hospital. Brad, 45, studied computer science and currently works as a Software Engineer at Amazon.

The Hennings have two children, ages 15 and 17. Although their children are getting ready to leave the nest, Becky and Brad make sure to spend lots of quality family time together. Becky loves cooking for her family; she tries her best to have several family dinners every week. On the weekends, the Hennings love to explore downtown Seattle in search of a new local restaurant to try.

Brad and Becky value the experience of traveling. The Hennings recently got back from a summer family vacation to Italy. They always encourage their kids to expand their horizon by visiting new places, trying new things, and meeting new people.

The Hennings' closest friends live the closest to them; the neighbors are always over! One of the neighborhood's favorite reasons to get together is an extravagant Henning's Seahawk Party. No one shows up empty handed; there is always more than enough food for second servings, and sometimes thirds! Sundays at the Henning's house consist of great food, with great people, watching a great game.



SECONDARY: SCOTT

Scott Ertz is a born-and-raised Boston boy who grew up with a love for the culinary arts. He pursued his dream of attending Boston's Le Cordon Bleu College and became a certified chef in 1995. He traveled the country working dozens of monotonous service industry jobs, but he craved more. He wanted freedom in the kitchen and he was hungry for change.

Scott moved back to his beloved Boston in 2008 and started his own restaurant: Scott E's Bar & Grill. After six years of success, Scott E's has been featured in several food & travel television and magazine pieces. Tourists rub elbows with locals while enjoying one of 23 craft beers, trying Scott's world-famous clam chowder, or watching the Red Sox game. Critics credit Scott's achievements to his unique menu, friendly service, inviting atmosphere, and overall good vibes. Scott says the secret ingredient to his success is his passion for serving Boston the best.



MARKETING OBJECTIVES

- After duration of campaign, increase market share by 1%.
- Expand business-to-business partnerships by three national chain restaurants.
- Expand business-to-business partnerships by five local restaurants per targeted major metro area.

COMMUNICATION OBJECTIVES

- Reposition Tabasco Sauce in the hot sauce market as the traditional and premium brand.
- Raise awareness of Tabasco Sauce brand reposition within target market by 25%.
- Create a 35% Tabasco Sauce new slogan recall within the targeted market.
- Establish relationships with new business affiliates to communicate business-to-business campaign promotions and/or incentives.

MARKETING COMMUNICATION STRATEGY

Kyam+Sani plan to utilize IMC tools including advertising, alternative, sales promotion, and direct marketing.

ADVERTISING

In order to reposition Tabasco's brand awareness and image, advertising will be an extremely important IMC tool to be used. Kyam+Sani will utilize traditional media (radio, print, & television) to target the Generation X that grew up on it.

ALTERNATIVE

Alternative tactics will be used to help build consumer-brand relationships and enhance other IMC elements, specifically sales promotion and direct marketing.

SALES PROMOTION

Several sales promotion tactics will be tied into the alternative methods. Sales promotion will be used to attract both consumers and B2B partners.

DIRECT MARKETING

Direct marketing tactics will be used to reach current and potential Tabasco B2B clients. Kyam+Sani be able to easily track responses, contracts, and Tabasco orders while using specific targeting methods.

(RE)ATIVE STRATEGY

STRATEGIC FOCAL POINT

Primary and secondary research shows since the hot sauce industry has erupted with several competitors, Tabasco's market share is vulnerable. The strategic focal point of this campaign is to position Tabasco as the premium hot sauce because of its aged perfection.

POSITIONING STATEMENT

To suburban, white collar couples, Tabasco is the hot sauce that ensures every plate has the same McIlhenny superior flavor, because it has been perfected for over 140 years.

BIG IDEA

At the beginning of this campaign, Tabasco will unveil its new slogan: "Taste Your Tradition." The unifying creative concept that will run through all IMC elements is unique family traditions. The advertisements will feature several different households' home videos and family pictures. The tones of all advertisements will be personal, genuine, and light-hearted.



MEDIA



MEDIA OBJECTIVES

- Reach 80% of the target audience 2+ times a week for the first quarter.
- Maintain a 60% reach, 2+ times a week throughout the campaign.



MEDIA STRATEGY

TARGET MARKET

AGE: 25 – 50 years old
INCOME: \$80,000+
EDUCATION: College (White-Collar)
GENDER: Male & Female (Couples)
LOCATION: Major Metro Suburbs

MEDIA CLASSES

PRIMETIME TELEVISION

- The average American spends 1,597 hours per year watching television. (Statista, 2013)
- Studies show 64% of 18-49 year olds still watch regularly scheduled primetime television. (Statista, 2014)
- Major Broadcast networks (NBC, CBS, ABC, FOX) viewership is incomparable to other media. The average primetime television show has 187,000,000 viewers. (Statista, 2013)

BRANDED ENTERTAINMENT

- 59% of Americans say they enjoy watching branded entertainment. (Richmond, 2014)
- 32% of Americans want brands to engage them by sponsoring their entertainment. (e-Strategy Trends, 2012)
- 47% of Americans say branded entertainment only works if the brand fits with the entertainment. (Edelman Insights, 2012)

RADIO

- The average American spends 86 minutes a day listening to the radio. (AdAge, 2014)
- Unlike other traditional media, the majority of Americans that use AM/FM radio has stayed consistent for 10+ years. (Santhanam, 2012)
- 34% (89 million) Americans stream local AM/FM radio stations nationally via internet radio. (Santhanam, 2012)

MAGAZINE

- 92% of magazine circulation comes from paid subscriptions. (Matsa, 2012)
- The average American magazine reader is 49 years old, with a household income of \$91,846. (Matsa, 2012)
- Magazines with the highest circulation have the highest readership, on average 8 readers per copy. (Bercovivi, 2012)

POINT OF PURCHASE

- 82% of purchase decisions are made in-store. (KDM, 2014)
- 62% of shoppers make an impulse purchase while shopping. (KDM, 2014)
- 16% of unplanned purchases were driven by a point-of-purchase display. (KDM, 2014)

SWEEPSTAKES

- 64% of sweepstakes participants are ages 30-60. (Vaughan, 2013)
- 1/3 of sweepstakes participants are interested in more information from the brand. (Vaughan, 2013)
- The average national sweepstakes increases a brand's social media fan count by 34% (175,000 fans) (Vaughan, 2013)

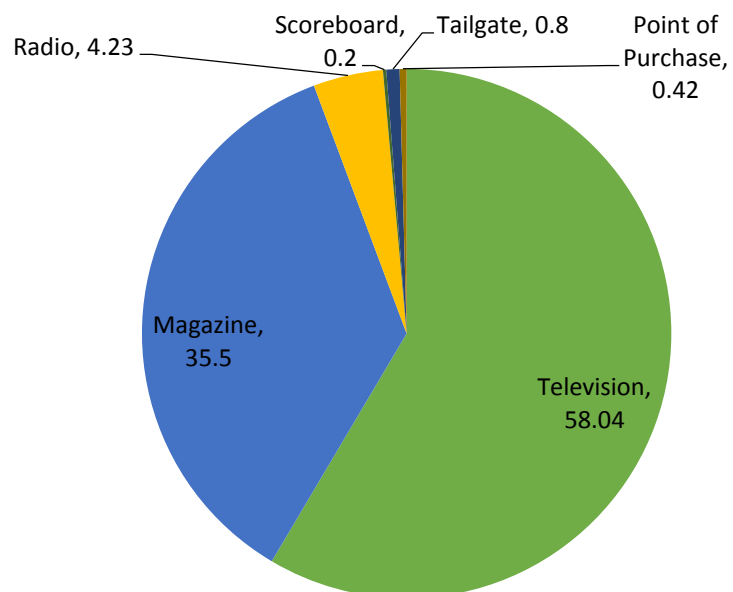
MEDIA MIX

The “Taste Your Tradition” campaign is heavily centered on advertising. Positioning Tabasco as a premium, traditional American brand means that it is a high quality brand. Brands who push their quality do not normally offer lots of discounts. Advertising allows Tabasco to get their message out to the target market and position it correctly in their minds. Over half the budget is spent on television advertising because of its high viewership and the demographics of popular prime time television shows.

Magazine advertising takes up about 36% of the budget. Magazines can be very niche and reach the exact target markets. They’re also often read for leisure and hang around households, offices, and other public places for people to read to pass time.

Radio takes up about 5% of the total budget and spreads across 5 of the most immigrant-populated cities in the United States. The radio is often on during people’s commutes to/from work, and in the office during the workday. It is cheaper to buy compared to print and TV, but still effectively reaches the target audience when magazines and television can’t.

The remainder of the budget goes towards stadium advertising, Tabasco sponsored tailgates at NFL games, point of purchase displays, and business-business promotions.



MEDIA TACTICS

The Tabasco “Taste Your Tradition” campaign heavily focuses on advertising, in order to reposition the brand in the target audience’s minds. According to Nielsen’s 2012-2013 television ratings, *The Voice* (NBC), *Modern Family* (ABC), and *NCIS* (CBS) were all in the top ten highest rated television shows for adults ages 18-49. The target market for the “Taste Your Tradition” campaign is adults ages 25-50. Buying spots in these top rated programs will effectively reach the target market.

NFL Sunday Night Football is the highest rated television program among this age group. For this reason, Tabasco allocated a portion of the budget to have one advertisement play during *NFL Kickoff*. To consistently and cost-effectively reach this target, Tabasco will buy spots on *ESPN’s College Game Day*. Tabasco will also sponsor an episode of *Hell’s Kitchen* on FOX. This will capture the part of the target audience who loves to cook and try new recipes. Overall, the television buy covers all of the major television networks to ensure reaching a large majority of the target market.



Trends in the market show that consumers are becoming more willing to try all types of ethnic foods. This trend has been rising along with the immigration rate. The radio buys are based on the top most immigrant populated cities where there are more ethnic restaurants to try and most importantly, more commuters going in and out of the city. Tabasco radio ads will be heard on a total of 10 total radio stations in the cities of Chicago, Houston, Los Angeles, Miami, and New York. One station in each city is a news/sports radio station to target commuters while driving/riding the train to and from work. The other station in each city is either a today’s top hits station or a light rock station that is appropriate for the work place/in the car with the kids. This will reach our target market while in the office or running errands with the family on the weekends. Tabasco ads will be on the news/sports stations during football season (August-December), and then on the music stations from January-July.

The choices in magazines for the “Taste Your Tradition” campaign are based on total readership and the median age of readers. *ESPN The Magazine* and *GQ* will reach our male demographic who loves to try new things and keep up to date on current events in style, sports, travel, and food. *Taste of Home* will reach the older end of our female demographic who loves to cook for family events and share recipes with others. *Family Circle* is highly targeted towards mothers (around the age of 35) who are learning how to balance work, a family, and still have a social life. *People Magazine* will reach the younger target of women who are still interested in celebrity gossip and want to find out what the hottest trends are. All of these magazines are among the top read magazines in the United States and have large circulation rates.

Tabasco ads will also be seen on the scoreboards at NFL games across the country. This will reach the die-hard sports fans that love the thrill of seeing the big game in person.

Utilizing channels that support our American traditions of sports, food, and family helps position Tabasco as the premium American brand who has been there for all of our important family traditions, and intends to stay.



MEDIA TIMING

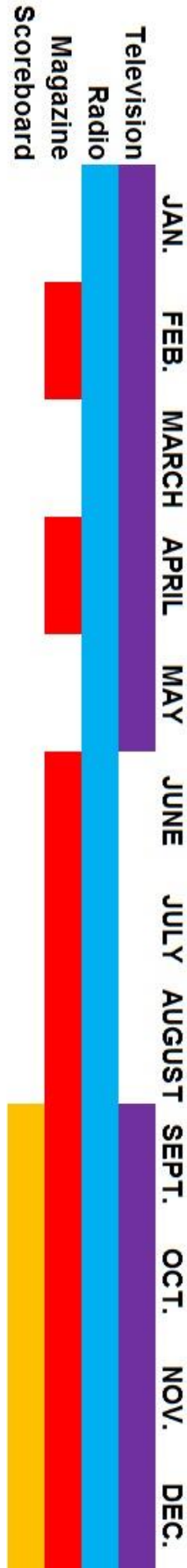
The “Taste Your Tradition” campaign is heavily concentrated in the fall and winter months to target football fans and holiday cooking. The majority of advertising happens in the fall and winter months. The promotions for business-to-business partners begin in January and end in March. Pushing these promotions early will kick off the campaign by having Tabasco as the buzz around major chain restaurants and local restaurants in the highly immigrant populated cities.

The point-of-purchase displays will first appear in June to push sales for big 4th of July cookouts. The displays will appear again at the beginning of football season and then once more for the holiday season.

The Tabasco Tailgate Sweepstakes also begins in the summer and ends just before football season to get the target audience excited for all of the tasty tailgate food and America’s favorite sport. The YouTube channel will post new cooking recipes featuring Tabasco products all year around. There will always be messages going out to the target audience throughout the year, but they are more heavily pushed in the summer for cookouts, the fall for tailgates, and then the holiday season for the cooks in the family.



MEDIA CALENDAR



TELEVISION BUY

| Show | Months | Spots | Rate/Episode | Total |
|---|----------------------|-----------|--------------|-----------------------|
| <i>Sunday Night Football</i> (NBC) | September | 1 | \$627,300 | \$627,300 |
| <i>ESPN College Game Day</i> | September - December | 6 | \$412,000 | \$2,472,000 |
| <i>Modern Family</i> (ABC) | September - May | 6 | \$239,650 | \$1,437,900 |
| <i>NCIS</i> (CBS) | September - May | 10 | \$170,948 | \$1,709,480 |
| <i>Hell's Kitchen</i> (FOX) Sponsorship | | 1 | \$539,475 | \$539,475 |
| <i>The Voice</i> (NBC) | September - December | 7 | \$274,157 | \$1,919,099 |
| TOTAL | | 31 | | \$8,705,254.00 |



NCIS
NAVAL - CRIMINAL - INVESTIGATIVE - SERVICE

Hell's Kitchen

modern family

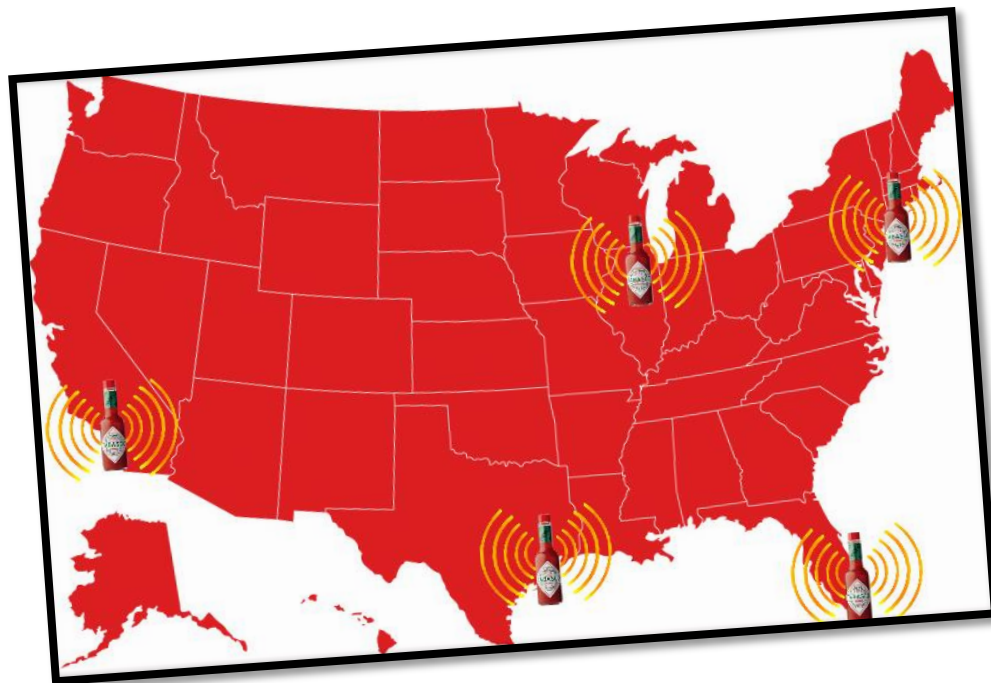
MAGAZINE BUY

| Magazine | Published | Months | # of Ads | Rate/Issue | Total |
|--------------------------|------------|--------------------------------------|-----------|------------|--------------------|
| <i>ESPN The Magazine</i> | Bi-Weekly | September-December | 6 | \$246,430 | \$1,478,580 |
| <i>Family Circle</i> | Monthly | Nov. Dec. July | 3 | \$300,770 | \$902,310 |
| <i>GQ</i> | Monthly | June-August | 3 | \$171,809 | \$515,427 |
| <i>People</i> | Weekly | Nov. Dec. July | 5 | \$337,400 | \$1,687,000 |
| <i>Taste of Home</i> | Bi-Monthly | Feb., April, June, Sept., Nov., Dec. | 6 | \$124,000 | \$744,000 |
| TOTAL | | | 23 | | \$5,327,362 |



RADIO BUY

| City | Station | Daytime | Days | Months | Spots | Weeks | Rate | Total |
|--------------|---------------|---------------------|-------------|-----------------|-----------|-------|---------|------------------|
| Chicago | WBBM-AM | Drive time rotators | Mon.-Fri. | August-December | 7 | 13 | \$362 | \$32,942 |
| Chicago | WLIT-FM | Midday | Mon.-Sun. | January-July | 10 | 13 | \$362 | \$47,060 |
| Houston | KODA-FM | Midday | Mon.-Sun. | January-July | 10 | 13 | \$264 | \$34,320 |
| Houston | KILT-AM | Rotators | Thurs.-Mon. | August-December | 7 | 13 | \$264 | \$24,024 |
| Los Angeles | KIIS FM | Midday | Mon.-Fri. | January-July | 7 | 13 | \$1,080 | \$98,280 |
| Los Angeles | KSPN-AM | Rotators | Thurs.-Mon. | August-December | 7 | 13 | \$1,083 | \$98,553 |
| Miami | 101.5 Lite FM | Midday | Mon.-Sun. | January-July | 10 | 13 | \$194 | \$25,220 |
| Miami | WQAM-AM | Rotators | Thurs.-Mon. | August-December | 7 | 13 | \$194 | \$17,654 |
| New York | CBSNY | Drive time rotators | Mon.-Fri. | August-December | 7 | 13 | \$1,405 | \$127,855 |
| New York | WLTW-FM | Midday | Mon.-Fri. | January-July | 7 | 13 | \$1,405 | \$127,855 |
| TOTAL | | | | | 79 | | | \$633,763 |



ALTERNATIVE BUY

SCOREBOARD

| Team | Stadium | Spot | Rate |
|-------------------------|-------------------------|-----------|-----------------|
| New York Giants or Jets | MetLife Stadium | 1 | \$3000/10 SEC |
| Miami Dolphins | Sun Life Stadium | 1 | \$3000/10 SEC |
| Philadelphia Eagles | Lincoln Financial Field | 1 | \$3000/10 SEC |
| Houston Texans | NRG Stadium | 1 | \$3000/10 SEC |
| New England Patriots | Gillette Stadium | 1 | \$3000/10 SEC |
| Atlanta Falcons | Georgia Dome | 1 | \$3000/10 SEC |
| Chicago Bears | Soldier Field | 1 | \$3000/10 SEC |
| San Francisco 49ers | Levi's Stadium | 1 | \$3000/10 SEC |
| Dallas Cowboys | AT&T Stadium | 1 | \$3000/10 SEC |
| Washington Redskins | FedEx Field | 1 | \$3000/10 SEC |
| Seattle Seahawks | CenturyLink Field | 1 | \$3000/10 SEC |
| Los Angeles Dodgers | Dodgers Stadium | 1 | \$3000/10 SEC |
| TOTAL | | 12 | \$36,000 |



PROMOTIONAL BUTTONS –EXISTING PARTNERS (\$0.15/Button)

| Franchise | Locations | Buttons | Total |
|----------------|--------------|----------------|--------------------|
| George Webb | 31 | 2,325 | \$348.75 |
| Granite City | 30 | 2,250 | \$337.50 |
| Waffle House | 2,100 | 157,500 | \$23,625.00 |
| Perkins | 410 | 30,750 | \$4,613.50 |
| IHOP | 1,838 | 137,850 | \$20,677.50 |
| Cracker Barrel | 600 | 45,000 | \$6,750.00 |
| TOTAL | 5,009 | 375,675 | \$56,351.25 |

PROMOTIONAL BUTTONS – PITCH PARTNERS (\$0.15/Button)

| Franchise | Locations | Buttons | Total |
|--------------|--------------|----------------|--------------------|
| Machine Shed | 6 | 450 | \$67.50 |
| Chili's | 1,537 | 115,275 | \$17,291.25 |
| TGI Friday's | 900 | 67,500 | \$10,125.00 |
| TOTAL | 2,443 | 183,225 | \$27,483.75 |

PROMOTIONAL BUTTONS – RESTAURANTS (\$0.15/Button)

| Restaurant | City | State | Buttons | Total |
|---|---------------|---------------|---------|--------|
| Gotham Bar & Grill | Manhattan | New York | 15 | \$2.25 |
| BLT Bar & Grill | New York City | New York | 15 | \$2.25 |
| Bourbon Street Bar & Grill | New York City | New York | 15 | \$2.25 |
| East End Bar & Grill | New York City | New York | 15 | \$2.25 |
| Promenade Bar & Grill | New York City | New York | 15 | \$2.25 |
| The Capital Grille | Miami | Florida | 15 | \$2.25 |
| Seasons 52 | Coral Gables | Florida | 15 | \$2.25 |
| Jaguar Ceviche Spoon Bar | Coconut Grove | Florida | 15 | \$2.25 |
| Pepper's Authentic Mexican | Miami Beach | Florida | 15 | \$2.25 |
| Barracuda Raw Bar & Grill | Miami | Florida | 15 | \$2.25 |
| Bomb Bom BBQ Grill & Italian Restaurant | Philadelphia | Pennsylvania | 15 | \$2.25 |
| Sidecar Bar & Grill | Philadelphia | Pennsylvania | 15 | \$2.25 |
| Devil's Alley Bar & Grill | Philadelphia | Pennsylvania | 15 | \$2.25 |
| Redz Bar & Grill | Philadelphia | Pennsylvania | 15 | \$2.25 |
| Che Bar & Grill | Philadelphia | Pennsylvania | 15 | \$2.25 |
| Mark's American Cuisine | Houston | Texas | 15 | \$2.25 |
| De Marco Cucina E Vino | Houston | Texas | 15 | \$2.25 |
| Las Locas Fajitas | Houston | Texas | 15 | \$2.25 |
| Liberty Station Bar | Houston | Texas | 15 | \$2.25 |
| Pete's Dueling Piano Bar | Houston | Texas | 15 | \$2.25 |
| Del Frisco's Double Eagle Steak House | Boston | Massachusetts | 15 | \$2.25 |
| Neptune Oyster | Boston | Massachusetts | 15 | \$2.25 |
| Oleana | Cambridge | Massachusetts | 15 | \$2.25 |
| Nebo Restaurant & Bar | Boston | Massachusetts | 15 | \$2.25 |

| | | | | |
|-------------------------|---------------|---------------|--------------|-----------------|
| Row 34 | Boston | Massachusetts | 15 | \$2.25 |
| Saltyard | Atlanta | Georgia | 15 | \$2.25 |
| King + Duke | Atlanta | Georgia | 15 | \$2.25 |
| East Andrews Café & Bar | Atlanta | Georgia | 15 | \$2.25 |
| Seven Lamps | Atlanta | Georgia | 15 | \$2.25 |
| 1Kept | Atlanta | Georgia | 15 | \$2.25 |
| Gino's East | Chicago | Illinois | 60 | \$9.00 |
| Billy Goat Tavern | Chicago | Illinois | 45 | \$6.75 |
| Girl & the Goat | Chicago | Illinois | 15 | \$2.25 |
| Tavern at the Park | Chicago | Illinois | 15 | \$2.25 |
| Lou Malnati's Pizzeria | Chicago | Illinois | 45 | \$6.75 |
| A16 | San Francisco | California | 15 | \$2.25 |
| Frances | San Francisco | California | 15 | \$2.25 |
| Nopa | San Francisco | California | 15 | \$2.25 |
| La Fusion | San Francisco | California | 15 | \$2.25 |
| Sotto Mare | San Francisco | California | 15 | \$2.25 |
| Ten Eleven Grill | Dallas | Texas | 15 | \$2.25 |
| Gold Rush Café | Dallas | Texas | 15 | \$2.25 |
| Mesa Restaurant | Dallas | Texas | 15 | \$2.25 |
| Mac's Bar-B-Que | Dallas | Texas | 15 | \$2.25 |
| Avila's Restaurant | Dallas | Texas | 15 | \$2.25 |
| Rocklands | Washington | DC | 15 | \$2.25 |
| Rasika | Washington | DC | 15 | \$2.25 |
| Birch and Barley | Washington | DC | 15 | \$2.25 |
| Esadio | Washington | DC | 15 | \$2.25 |
| Proof | Washington | DC | 15 | \$2.25 |
| Café Juanita | Kirkland | Washington | 15 | \$2.25 |
| Quinn's | Seattle | Washington | 15 | \$2.25 |
| Bitterroot | Seattle | Washington | 15 | \$2.25 |
| Bar Del Corso | Seattle | Washington | 15 | \$2.25 |
| Shanik | Seattle | Washington | 15 | \$2.25 |
| Animal | Los Angeles | California | 15 | \$2.25 |
| Bäco Mercat | Los Angeles | California | 15 | \$2.25 |
| Luques | Los Angeles | California | 15 | \$2.25 |
| Providence | Los Angeles | California | 15 | \$2.25 |
| Trois Mec | Los Angeles | California | 15 | \$2.25 |
| TOTAL | | | 1,006 | \$150.75 |

SALES PROMOTION BUY

TABASCO TAILGATE SWEEPSTAKES - LOCATIONS

| Team | Stadium | Address | Phone |
|-------------------------|-------------------------|---|----------------|
| New York Giants or Jets | MetLife Stadium | 1 MetLife Stadium Drive; East Rutherford, NJ 07073 | (201) 559-1515 |
| Miami Dolphins | Sun Life Stadium | 347 Don Shula Drive; Miami Gardens, FL 33056 | (305) 943-8000 |
| Philadelphia Eagles | Lincoln Financial Field | 1 Lincoln Financial Field Way; Philadelphia, PA 19147 | (267) 570-4000 |
| Houston Texans | NRG Stadium | Reliant Parkway; Houston, TX 77054 | (832) 667-1400 |
| New England Patriots | Gillette Stadium | 1 Patriot Place; Foxborough, MA 02035 | (508) 543-8200 |
| Atlanta Falcons | Georgia Dome | 1 Georgia Dome Drive; Atlanta, GA 30313 | (404) 223-9200 |
| Chicago Bears | Soldier Field | 1410 Museum Campus Drive; Chicago, IL 60605 | (312) 235-7000 |
| San Francisco 49ers | Levi's Stadium | 4900 Marie P DeBortolo Way; Santa Clara, CA 95054 | (415) 464-9377 |
| Dallas Cowboys | AT&T Stadium | 1 AT&T Way; Arlington, TX 76011 | (817) 892-4000 |
| Washington Redskins | FedEx Field | 1600 FedEx Way; Landover, MD 20785 | (301) 276-6000 |
| Seattle Seahawks | CenturyLink Field | 800 Occidental Avenue; Seattle, WA 98134 | (206) 381-7555 |
| Los Angeles Dodgers | Dodgers Stadium | 1000 Elysian Park Avenue; Los Angeles, CA 90012 | (323) 224-1507 |

TABASCO TAILGATE SWEEPSTAKES – TAILGATE

| Team | Display | Parking Lot | Parking Price | Total |
|-------------------------|---------|-------------------|---------------|----------------|
| New York Giants or Jets | 20X20 | Lot G | \$145 | \$580 |
| Miami Dolphins | 20X20 | Blue Lot | \$154 | \$616 |
| Philadelphia Eagles | 20X20 | North Lot K | \$102 | \$408 |
| Houston Texans | 20X20 | Green Suite Lot | \$130 | \$520 |
| New England Patriots | 20X20 | Lot 5 | \$308 | \$1,232 |
| Atlanta Falcons | 20X20 | Lot A | \$116 | \$464 |
| Chicago Bears | 20X20 | Waldron Deck | \$154 | \$616 |
| San Francisco 49ers | 20X20 | Red Lot 1 | \$168 | \$672 |
| Dallas Cowboys | 20X20 | Blue Lot 10 | \$195 | \$780 |
| Washington Redskins | 20X20 | Purple Lot | \$115 | \$460 |
| Seattle Seahawks | 20X20 | North Parking Lot | \$143 | \$572 |
| Los Angeles Dodgers | 20X20 | Preferred Parking | \$50 | \$200 |
| | | | | \$7,120 |
| | | | | |
| B2B Incentive | 20X20 | | | \$2,000 |
| TOTAL | | | | \$9,120 |

* Grand Prize Winners receive FOUR (4) 50 YD LINE or DUGOUT CLUB tickets to a 2015 regular season game of their choice, VIP catered tailgate party, FOUR (4) preferred parking passes, & \$250 concession voucher.

* Ticket & parking prices from NFL and MLB Ticket Exchange.

TABASCO TAILGATE SWEEPSTAKES - TICKETS

| Team | Section | Row | Seats | Ticket Price | Total |
|-------------------------|-------------|-----|-------------|--------------|-----------------|
| New York Giants or Jets | 113 | 1 | 15,16,17,18 | \$1,200 | \$4,800 |
| Miami Dolphins | 114 | 1 | 9,10,11,12 | \$812 | \$3,248 |
| Philadelphia Eagles | 101 | 1 | 10,11,12,13 | \$647 | \$2,588 |
| Houston Texans | 106 | A | 14,15,16,17 | \$663 | \$2,652 |
| New England Patriots | 109 | 1 | 12,13,14,15 | \$564 | \$2,256 |
| Atlanta Falcons | 115 | 1 | 9,10,11,12 | \$408 | \$1,632 |
| Chicago Bears | 136 | 1 | 2,3,4,5 | \$1,893 | \$7,572 |
| San Francisco 49ers | 138 | 1 | 5,6,7,8 | \$1,895 | \$7,580 |
| Dallas Cowboys | C 110 | 1 | 8,9,10,11 | \$1,367 | \$5,480 |
| Washington Redskins | 101 | 1 | 10,11,12,13 | \$612 | \$2,448 |
| Seattle Seahawks | 134 | M | 12,13,14,15 | \$957 | \$3,828 |
| Los Angeles Dodgers | Dugout Club | 1 | 4,5,6,7 | \$115 | \$460 |
| | | | | | \$44,532 |
| | | | | | |
| B2B Incentive | | | | | \$15,000 |
| TOTAL | | | | | \$59,532 |

* Grand Prize Winners receive FOUR (4) 50 YD LINE or DUGOUT CLUB tickets to a 2015 regular season game of their choice, VIP catered tailgate party, FOUR (4) preferred parking passes, & \$250 concession voucher.

* Ticket & parking prices from NFL and MLB Ticket Exchange.

TABASCO TAILGATE SWEEPSTAKES TOTALS

| | |
|------------------------------|------------------|
| Parking Total | \$9,120 |
| Ticket Total | \$59,532 |
| Concession Total | \$4,000 |
| Catering Total | \$7,500 |
| Scoreboard Advertising Total | \$45,000 |
| TOTAL | \$125,152 |



POINT-OF-PURCHASE DISPLAYS

| State | Locations | # of Displays | Cost |
|---------------|-------------|---------------|-----------------|
| New York | Walmart | 100 | \$2,500 |
| | Kroger | 100 | \$2,550 |
| | Whole Foods | 156 | \$3,900 |
| Florida | Walmart | 153 | \$3,825 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 100 | \$2,500 |
| Maryland | Walmart | 153 | \$3,825 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 100 | \$2,500 |
| California | Walmart | 100 | \$2,500 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 155 | \$3,875 |
| Texas | Walmart | 156 | \$3,900 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 100 | \$2,500 |
| Illinois | Walmart | 100 | \$2,500 |
| | Kroger | 153 | \$3,825 |
| | Whole Foods | 100 | \$2,500 |
| Massachusetts | Walmart | 153 | \$3,825 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 100 | \$2,500 |
| Pennsylvania | Walmart | 100 | \$2,500 |
| | Kroger | 153 | \$3,825 |
| | Whole Foods | 100 | \$2,500 |
| Washington | Walmart | 100 | \$2,500 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 153 | \$3,825 |
| Georgia | Walmart | 153 | \$3,825 |
| | Kroger | 100 | \$2,500 |
| | Whole Foods | 100 | \$2,500 |
| TOTAL | | 3,539 | \$88,475 |

(REACTIVE



COPY MANUSCRIPT

Client: Tabasco
 Writer: Kyam+Sani - Amanda Kuspa
 Date: 11/23/14
 Job Title: :30 TV Commercial
 Commercial Title: Family Traditions



| Video | Audio |
|---|---|
| MS: FAMILY TAILGATING WITH TABASCO SAUCE | MUSIC: <u>(HAPPY FIDDLE, GUITAR, PERCUSSION UP & UNDER)</u> |
| | VO: Whether it's staking out to support your favorite team, |
| | SFX: <u>(CHEERING)</u> |
| LS: WOMEN WALKS IN TO DINNER MADE FOR TWO, TABASCO ON TABLE | VO: Creating a special dinner for a more special someone, |
| | SFX: <u>(WOMAN'S SOUND OF AMAZEMENT)</u> |
| MS: FATHER COOKING WITH DAUGHTER IN KITCHEN | VO: Teaching your recipes to your children, |
| | SFX: <u>(FATHER AND DAUGHTERS LAUGHTER)</u> |
| DAUGHTER GROWN UP, COOKING WITH HUSBAND WHILE BABY IS IN HIGH CHAIR | VO: So they can pass it to their children. |
| | SFX: <u>(BABY NOISES)</u> |
| MS: OLD COUPLE WITH 50 TH ANNIVERSARY BALLOONS BEHIND THEM | VO: Whether it's a big celebration, |

| | | |
|--|------|--|
| | SFX: | <u>(CROWD SAYING HAPPY ANNIVERSARY)</u> |
| LS: MAN BRINGS IN PIZZA, SETS HOT SAUCE ON TABLE WITH FRIENDS IN ROOM, MOVIE PLAYING | VO: | Or a quiet night in with close loved ones. |
| | SFX: | <u>(MOVIE PLAYING)</u> |
| LS: CROWDED HOUSE AROUND CHRISTMAS | VO: | A chaotic holiday, |
| | SFX: | <u>(NOISE OF A CROWD)</u> |
| MLS: FAMILY SITTING AROUND DINNER TABLE, YOUNG BOY BRINGS TABASCO TO TABLE | VO: | Or a round table family dinner. |
| | SFX: | <u>(CLANKING GLASSES)</u> |
| MONTAGE OF PHOTOS FROM ALL SCENES | VO: | No matter what the story is, Tabasco is there. |
| CG: TABASCO BOTTLE WITH TASTE YOUR TRADITION | VO: | Tabasco hot sauce. Taste your tradition. |



Photo: Jazari



MUSIC: (HAPPY FIDDLE, GUITAR, PERCUSSION UP AND UNDER)

VO: Whether it's staking out to support your favorite team,

VO: Creating a special dinner for a more special someone,

SFX: (WOMAN'S SOUND OF AMAZEMENT)

VO: Teaching your recipes to your children,
SFX: (FATHER AND DAUGHTERS LAUGHTER)

SFX: (CHEERING)



VO: So they can pass it to their children.

SFX: (LITTLE GIRL ASKING AM I DOING THIS RIGHT?)



VO: Whether it's a big celebration,

SFX: (CROWD SAYING HAPPY ANNIVERSARY)



VO: Or a quiet night in with close loved ones.

SFX: (MOVIE PLAYING)



VO: A chaotic holiday,

SFX: (NOISE OF A CROWD)



VO: Or a round table family dinner.

SFX: (CLANKING GLASSES)

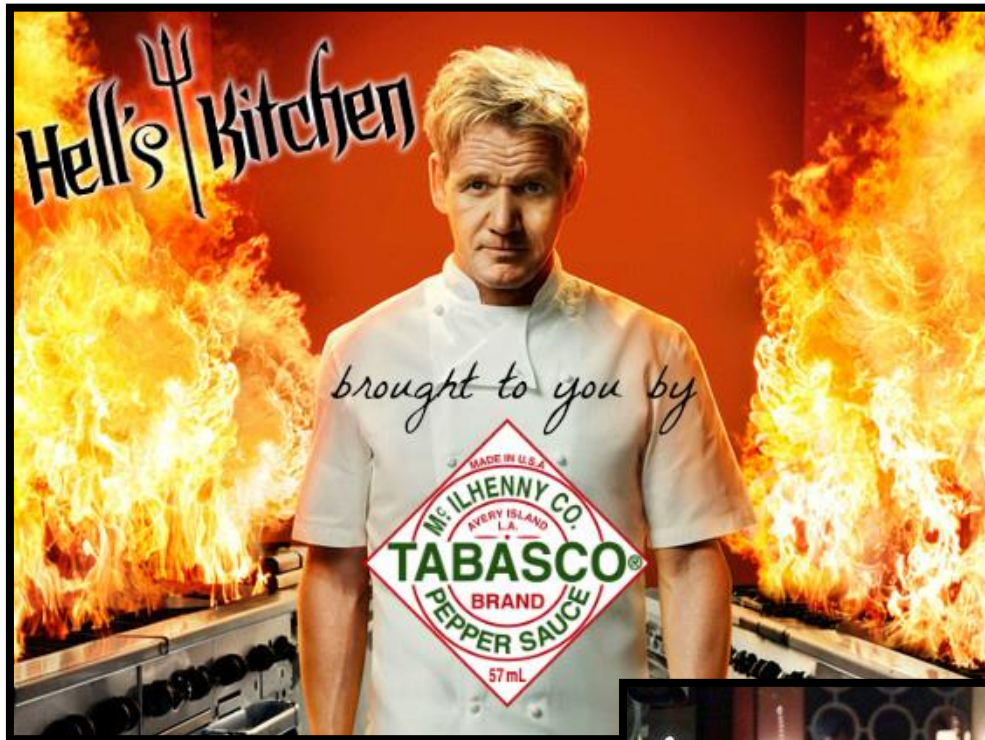
montage of still frame images, about 1 second a piece.

VO: No matter what the story is, Tabasco is there.



VO: Tabasco hot sauce. Taste your tradition.

BRANDED ENTERTAINMENT



Tabasco will sponsor an episode of FOX's hit television show *Hell's Kitchen* (airing March 2016). Tabasco will be featured as a key ingredient in the competing chefs' challenges, as well as in a sponsor recognition message by Chef Gordon Ramsay before commercial breaks.

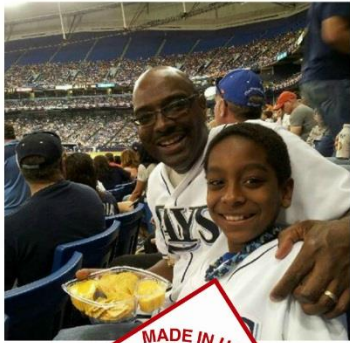



PRINT

Kyam+Sani




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Y





TASTE YOUR TRADITION.



RADIO

COPY MANUSCRIPT

Client: Tabasco

Writer: Kyam+Sani – Amanda Kuspa

Date: 11/23/14

Job Title: :30 Radio

Commercial Title: Family Traditions

MUSIC: (HAPPY FIDDLE, GUITAR, PERCUSSION UP AND UNDER)

VO: Whether it's staking out to support your favorite team,

SFX: (CHEERING, TOUCHDOWN SPOKEN BY ANNOUNCER)

VO: Creating a special dinner for a special someone,

WOMAN: I can't believe you did this!

VO: Teaching your recipes to your children,

SFX: (GIGGLING)

VO: So they can pass it to theirs.

SFX: (PANS CLANKING, BABY NOISES)

VO: Whether it's a big celebration,

SFX: (CROWD SAYING HAPPY ANNIVERSARY)

VO: Or a quiet night in with close loved ones.

SFX: (MOVIE PLAYING)

VO: A chaotic holiday,

SFX: (NOISE OF A CROWD, CLANKING GLASSES)

VO: Or around table family dinner.

SFX: (CLANKING GLASSES, BOY SAYING THIS LOOKS DELICIOUS!)

VO: No matter what the story is, Tabasco is there.

VO: Tabasco Brand Pepper Sauce. Taste your tradition.

POINT-OF-PURCHASE



The point of purchase displays are cardboard Tabasco barrels, identical to the ones used on Avery Island. The brand and slogan are displayed proudly on the front. There will be a small area on top of the barrel for a brand ambassador to utilize for sampling.

ALTERNATIVE MEDIA

Tabasco will create an interactive YouTube channel (Tabasco Tailgate TV) that posts content weekly. Content schedule includes Tabasco contests & sweepstakes, recipes, challenges, media, and more. Tabasco consumers can get involved by subscribing, sharing, commenting, or uploading their own response videos. YouTube channel links out to Tabasco's website and other social media.

www.youtube.com/TabascoTailgateTV



SWEEPSTAKES

Tabasco sport fans will have a chance to enter the 'Tabasco Tailgate Sweepstakes.' 13 Grand Prizes (one per market) will be awarded; each includes a VIP catered Tabasco Tailgate, four front row tickets to any regular season home NFL game, and a \$250 concession voucher to use in the stadium.

Tabasco will promote the Tabasco Tailgate Sweepstakes via their social media accounts (Facebook, Twitter, & YouTube) and through the official website. Fans can register to win and find more information on the Tabasco website at www.Tabasco.com/Tailgate.



Tabasco Tailgate Sweepstakes Website: www.tabasco.com/tailgate

TABASCO TAILGATE

TASTE YOUR TRADITION

HOME PRIZES RULES FAQ NFL SCHEDULE

WIN THE ULTIMATE TABASCO TAILGATE

REGISTER HERE FOR YOUR CHANCE TO WIN!

| | |
|----------------------|----------------------|
| NAME | ADDRESS |
| <input type="text"/> | <input type="text"/> |
| EMAIL | CITY |
| <input type="text"/> | <input type="text"/> |
| PHONE | STATE |
| <input type="text"/> | <input type="text"/> |

13 Grand Prize Winners will be selected, one per participating city. Grand Prize Winners will receive FOUR (4) 50 YD LINE tickets to an NFL regular season home game of their choice, ONE (1) \$250 concession voucher, and a catered tailgate party sponsored by Tabasco. Sweepstakes ends September 1, 2016. For Official Sweepstakes Rules visit www.tabasco.com/tabasco-tailgate.





Scoreboard Shout-Out

Tabasco Tailgate Trailer



B2B

Tabasco will invite existing enterprise contracts to become part of the 'Tabasco Family.' By becoming part of the Tabasco Family, franchises are given access to exclusive promotions & incentives. During the duration of the "Taste Your Tradition" campaign, Tabasco Family franchises are eligible to enter a private Tabasco Tailgate Sweepstakes, and a 15% discount on bulk orders (with two year contract). Existing Tabasco partners will receive a box of promotional buttons for employees to wear, proudly showing they are part of the 'Tabasco Family.'

Tabasco sales representatives will pitch the 'Tabasco Family' promotion, and then follow up via email, to potential franchises and top rated local restaurants (in targeted cities) in January 2016. Tabasco Family promotion enrollment ends March 2016.



The graphic is a promotional poster for the 'Tabasco Family' campaign. It features a central image of a Tabasco bottle in front of a blurred restaurant bar. The top has a green banner with the text 'WELCOME TO THE TABASCO FAMILY'. To the right, a white box contains the text 'TASTE YOUR TRADITION' followed by a paragraph about the January 2016 campaign. Below that, another section titled 'TABASCO FAMILY' explains the invitation and lists benefits for members. At the bottom right, it states '2016 Tabasco Family Members' with a bulleted list of perks and 'ENROLLMENT ENDS MARCH 1ST'.

**WELCOME TO THE
TABASCO FAMILY**

TASTE YOUR TRADITION
January 2016, Tabasco will launch it's national 'Taste Your Tradition' campaign, showcasing Tabasco as part of American family traditions of all kinds.

TABASCO FAMILY
The McIlhennys are excited to invite you to become part of our Tabasco Family! Tabasco Family Members have exclusive access to special sales promotions.

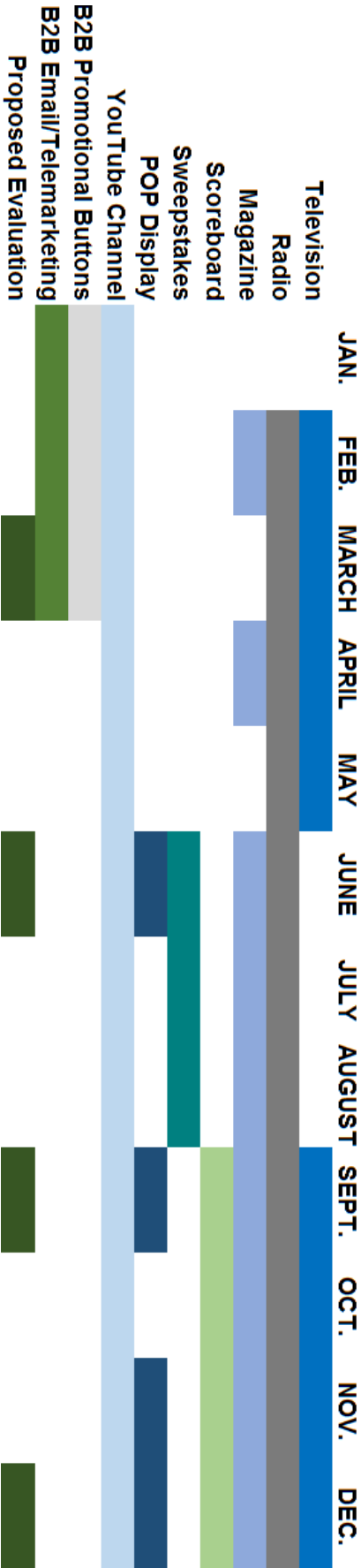
2016 Tabasco Family Members

- Tabasco Tailgate Sweepstakes
- 15% off Tabasco bulk orders (with two year contract)
- Promotional 'Tabasco Family Member' employee buttons

ENROLLMENT ENDS MARCH 1ST

Tabasco Family Sell Sheet

CAMPAIGN CALENDAR



BUDGET

Kyam+Sani



| IMC | Cost |
|-----------------|------------------------|
| Advertising | \$14,666,379.00 |
| Alternative | \$119,985.75 |
| Direct (B2B) | - |
| Sales Promotion | \$213,627.00 |
| TOTAL | \$14,999,991.75 |

PROPOSED EVALUATION

The 'Taste Your Tradition' Tabasco campaign will launch on January 1st 2016 and end December 31st, 2016. Tracking the progress of this campaign will occur every three months to ensure the campaign is on track to meet marketing, communication, and media objectives. Kyam+Sani will track overall Tabasco sales, Tabasco sales in targeted markets, number of Tabasco Tailgate Sweepstakes entries, Tabasco website traffic patterns, Tabasco Tailgate TV views & subscriptions, and Tabasco Family franchise contracts. During the first week preceding the 'Taste Your Tradition' campaign, a consumer survey will be digitally distributed to accurately compare marketing efforts. A focus group and in depth-interviews will also be held to study consumer brand attitude and test campaign & slogan recall.

APPENDIX



LINK: <https://www.surveymonkey.com/s/63RFT8Y>

SURVEY

1. What brands of hot sauce do you use? (Check all that apply)

- ☐ Tabasco
- ☐ Franks
- ☐ Cholula
- ☐ Sriracha
- ☐ Generic Brand
- ☐ Other (please specify) _____

2. Please rank those brands, with 1 being the most liked and 4 being the least liked.

- ☐ Tabasco
- ☐ Franks
- ☐ Cholula
- ☐ Sriracha

3. What do you use hot sauce for? (Check all that apply)

- ☐ Fish
- ☐ Chicken
- ☐ Steak
- ☐ Soup
- ☐ Tacos
- ☐ Shrimp
- ☐ Pork
- ☐ Drinks
- ☐ Other (please specify) _____

4. What are some reasons why you would choose one hot sauce over others?

5. Do you enjoy the taste of Tabasco?

Yes

No

Explain:

6. Household Income

- Below \$19,999
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$79,999
- Above \$80,000

7. Age

8. Gender

Male

Female

Other _____

9. Race

Caucasian

African-American

Asian

Hispanic

Other _____

10. Where do you live in the United States?

Midwest

East

West

South

Other _____

IN-DEPTH INTERVIEWS

| | |
|----------------------------|---------------------------------|
| Date: | October 30 th , 2014 |
| Interviewer Name: | Sarah Podella |
| Participant Name: | Lynn Schott |
| Participant Age: | 45 |
| Participant Gender: | Female |

TABASCO IN-DEPTH INTERVIEW PROMPT

- **Do you buy hot sauce?**
Yes
 - **What brand(s) do you buy?**
Frank's and Sriracha
 - **Why?**
Those are the two brands my family eat.
- **Do you eat hot sauce?**
Yes
 - **What brand(s) do you eat?**
I'll eat anything, but I prefer Sriracha.
 - **Why?**
I don't really know, I guess the flavor? I was turned onto it by a friend and I haven't really stopped using it.
- **Do you ever buy or eat other hot sauce brands?**
On occasion – depends on what dish we are making. We usually use Tabasco for tacos.
- **Do you use hot sauce more as an ingredient or as a condiment?**
Condiment
- **Who in your house eats hot sauce? (gender & ages)**
Everyone.
23 year old female, 31 year old male, 28 year old female, 52 year old male
45 year old female

| | |
|----------------------------|---------------------------------|
| Date: | October 30 th , 2014 |
| Interviewer Name: | Sarah Podella |
| Participant Name: | Matt Podella |
| Participant Age: | 25 |
| Participant Gender: | Male |

TABASCO IN-DEPTH INTERVIEW PROMPT

- **Do you buy hot sauce?**
No, my girlfriend does
 - **What brand(s) do you buy?**
Sweet Baby Rays for me and Sriracha for her
 - **Why?**
I get Sweet Baby Rays because it's pretty mild and the bottle is huge.
She only gets Sriracha because she thinks it tastes the best.
- **Do you eat hot sauce?**
Yes
 - **What brand(s) do you eat?**
I'll eat anything.
 - **Why?**
I like to change up the hot sauce I use depending on what I'm eating.
I feel like all the major brands have such different flavor/consistency sauce. It's really up to the person's preference.
- **Do you ever buy or eat other hot sauce brands?**
Like I said, I'm not opposed to any brands. But at our house, we always have Sweet Baby Rays and Sriracha.
- **Do you use hot sauce more as an ingredient or as a condiment?**
I'd say it's about half and half. We love hot sauce, so we put it in or on just about everything we can.
- **Who in your house eats hot sauce? (gender & ages)**
25 year old female
25 year old male

| | |
|----------------------------|---------------------------------|
| Date: | October 30 th , 2014 |
| Interviewer Name: | Amanda Kuspa |
| Participant Name: | Nicholas D Macek |
| Participant Age: | 34 |
| Participant Gender: | Male |

TABASCO IN-DEPTH INTERVIEW PROMPT

- **Do you buy hot sauce?**
Yes
 - **What brand(s) do you buy?**
Franks or Tabasco
 - **Why?**
To add extra kick/flavor to my food or drink.
- **Do you eat hot sauce?**
Yes – on French fries, pizza, tacos, chicken, and Bloody Mary's.
 - **What brand(s) do you eat?**
Franks and Tabasco
 - **Why?**
Those are the two I like.
- **Do you ever buy or eat other hot sauce brands?**
No.
- **Do you use hot sauce more as an ingredient or as a condiment?**
Condiment.
- **Who in your house eats hot sauce? (gender & ages)**
34 year old male
7 year old female
- **Other comments:**
I guess if I could have samples of hot sauces instead of purchasing a bottle, I might be open to other brands.

| | |
|----------------------------|---------------------------------|
| Date: | October 30 th , 2014 |
| Interviewer Name: | Kyle Fiorito |
| Participant Name: | Greg Fiorito |
| Participant Age: | 53 |
| Participant Gender: | Male |

TABASCO IN-DEPTH INTERVIEW PROMPT

- **Do you buy hot sauce?**
No, my wife buys it, but I use it.
 - **What brand(s) do you buy?**
Tabasco and Franks
 - **Why?**
I like Tabasco because that's what I grew up on, so I stick with it. I get Franks because it's newer and has great flavors.
- **Do you eat hot sauce?**
Yes
 - **What brand(s) do you eat?**
Tabasco or Franks mostly; whatever is in restaurants.
 - **Why?**
Tabasco because of the hotness, and Franks because it has more and better flavors.
- **Do you ever buy or eat other hot sauce brands?**
Whatever they provide in the restaurants.
- **Do you use hot sauce more as an ingredient or as a condiment?**
Condiment
- **Who in your house eats hot sauce? (gender & ages)**
53 year old male

| | |
|----------------------------|---------------------------------|
| Date: | October 30 th , 2014 |
| Interviewer Name: | Amanda Kuspa |
| Participant Name: | Amy Davis |
| Participant Age: | 23 |
| Participant Gender: | Female |

TABASCO IN-DEPTH INTERVIEW PROMPT

- **Do you buy hot sauce?**
Occasionally
 - **What brand(s) do you buy?**
Whatever brand is the cheapest or sounds exceptionally good
 - **Why?**
Money is tight; but if a certain flavor sounds especially tantalizing, I may chip in an extra few bucks to try it.
- **Do you eat hot sauce?**
Occasionally
 - **What brand(s) do you eat?**
Typically one that is milder in nature, like buffalo sauce or Tabasco Sauce.
 - **Why?**
I have a severely sensitive stomach and cannot handle anything too hot.
- **Do you ever buy or eat other hot sauce brands?**
I have tried Sriracha before and don't mind its flavor.
- **Do you use hot sauce more as an ingredient or as a condiment?**
I prefer hot sauce as an ingredient, such as with chicken wings or to add to chili.
- **Who in your house eats hot sauce? (gender & ages)**
23 year old female
- **Other comments:**
Hot sauce is not something that I think about adding to my dishes often, so I apologize for not being too familiar with brand names of hot sauce. Most hot sauces taste the same to me, so it's more about the flavors than the brands. I like anything that is mild and sweeter in nature, such as buffalo or sweet chile. I avoid

anything too spicy, such as jalapeno and habanero. Tantalizing flavors in my opinion typically have fruit added to it, such as lime or mango.

DEMOGRAPHICS

City: New York City

State: New York

Population: 8,405,837

Male: 47%

Female: 53%

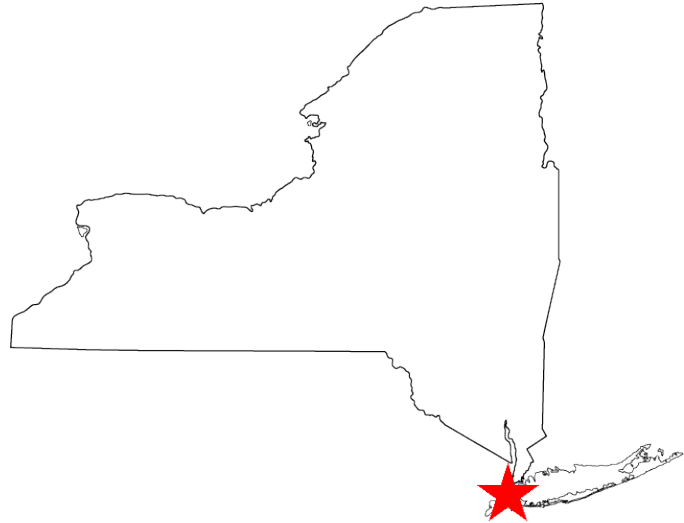
Caucasian: 33.3%

Hispanic: 28.6%

Asian: 12.7%

African American: 25.5%

Average Age: 35.5



PROFESSIONAL SPORTS TEAMS

NFL

- New York Jets (MetLife Stadium)
- New York Giants (MetLife Stadium)

MLB

- New York Yankees (Yankee Stadium)
- New York Mets (Citi Field)

NHL

- New York Islanders (Barclays Center, Nassau Veterans Memorial Coliseum)
- New York Rangers (Madison Square Garden)

NBA

- New York Knicks (Madison Square Garden)
- Brooklyn Nets (Barclays Center)

MLS

- New York Red Bulls (Red Bull Arena)
- New York City FC (Yankee Stadium)

SPECIAL EVENTS

- Macy's Thanksgiving Day Parade
- Tribeca Film Festival
- Museum Mile Festival
- Central Park SummerStage
- New York International Fringe Festival
- U.S. Open
- Feast of San Gennaro
- New York Chocolate Show
- Rockefeller Center Tree Lighting
- Time's Square New Year's Eve

TOP FIVE LOCAL RESTAURANTS

1. Gotham Bar & Grill

Address: 12 E 12th Street; Manhattan, NY 10003

Phone Number: (212) 620-4020

2. BLT Bar & Grill

Address: 123 Washington Street; New York, NY 10006

Phone Number: (646) 826-8666

3. Bourbon Street Bar & Grille

Address: 343 W 46th Street; New York, NY 10036

Phone Number: (212) 245-2030

4. The East End Bar & Grill

Address: 1664 1st Avenue; New York, NY 10028

Phone Number: (212) 348-3783

5. Promenade Bar & Grill

Address: 344 3rd Avenue; New York, NY 10010

Phone Number: (646) 918-7220

DEMOGRAPHICS

City: Miami

State: Florida

Population: 417,650

Male: 48.6%

Female: 51.4%

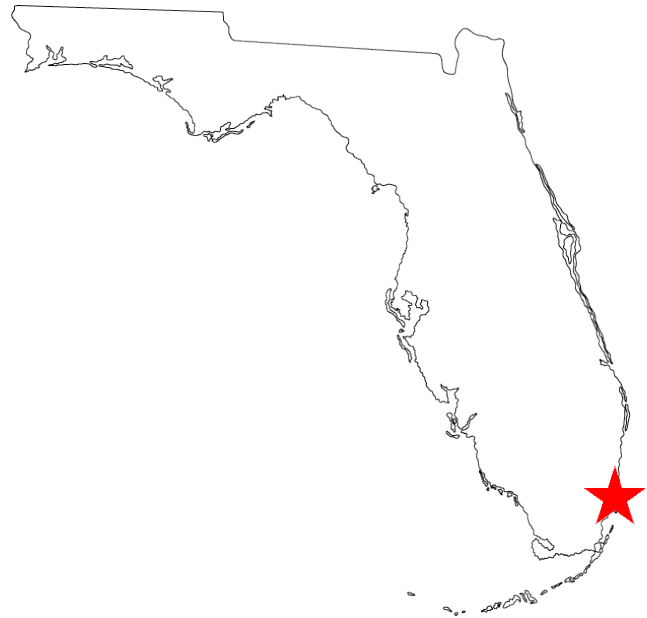
Caucasian: 11.9%

Hispanic: 70%

Asian: 1%

African American: 19.2%

Average Age: 38



PROFESSIONAL SPORTS TEAMS

NFL

- Miami Dolphins (Sun Life Stadium)

MLB

- Florida Marlins (Marlins Park)

NBA

- Miami Heat (American Airlines Arena)

MLS

- Proposed Team

SPECIAL EVENTS

- | | |
|---|------------------------------------|
| • Lifetime Miami Marathon & Half Marathon | • NASCAR Ford Championship Weekend |
| • Food Network South Beach Wine & Food Festival | • Mercedes Benz Swim Fashion Week |
| • Funkshow Fashion Week | • Miami Fashion Week |
| • Ultra Music Festival | • Sony Open Tennis |
| • Miami Beach Polo World Cup | • Carnival & Calle Ocho Festival |
| • Miami Broward One Carnival | • Miami International Boat Show |
| | • Miami International Auto Show |

TOP FIVE LOCAL RESTAURANTS

1. The Capital Grille

Address: 444 Brickell Avenue; Miami, FL 33131

Phone Number: (305) 374-4500

2. Seasons 52

Address: 321 Miracle Mile; Coral Gables, FL 33134

Phone Number: (305) 442-8552

3. Jaguar Ceviche Spoon Bar

Address: 3067 Grand Avenue; Coconut Grove, FL 33133

Phone Number: (305) 444-0216

4. Pepper's Authentic Mexican

Address: 1238 Washington Avenue; Miami Beach, FL 33139

Phone Number: (305) 604-1919

5. Barracuda Raw Bar & Grill

Address: 3035 Fuller Street; Miami, FL 33133

Phone Number: (305) 918-9013

DEMOGRAPHICS

City: Philadelphia

State: Pennsylvania

Population: 1,553,165

Male: 47.3%

Female: 52.7%

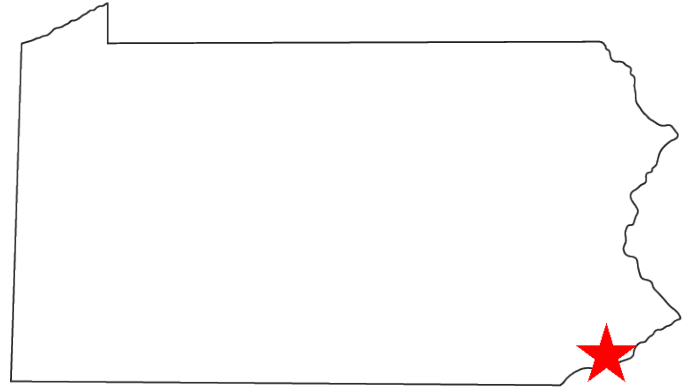
Caucasian: 36.9%

Hispanic: 13.3%

Asian: 6.9%

African American: 44.2%

Average Age: 40.4



PROFESSIONAL SPORTS TEAMS

NFL

- Philadelphia Eagles (Lincoln Financial Field)

MLB

- Philadelphia Phillies (Citizens Bank Park)

NHL

- Philadelphia Flyers (Wells Fargo Center)

NBA

- Philadelphia 76ers (Wells Fargo Center)

MLS

- Philadelphia Union (PPL Park)

SPECIAL EVENTS

- | | |
|--|---|
| • Philadelphia Marathon | • 40 th Street Summer Series |
| • Philadelphia Thanksgiving Day Parade | • Army vs. Navy Game |
| • 2014 Fringe Festival | • Army vs. Navy Cup II at PPL Park |
| • 2 nd Street Festival | • Bloktoberfest |

TOP FIVE LOCAL RESTAURANTS

1. Bomb Bomb BBQ Grill & Italian Restaurant

Address: 1026 Wolf Street; Philadelphia, PA 19148

Phone Number: (215) 463-1311

2. The Sidecar Bar & Grille

Address: 2201 Christian Street; Philadelphia, PA 19146

Phone Number: (215) 732-3429

3. Devil's Alley Bar & Grill

Address: 1907 Chestnut Street, Philadelphia, PA 19129

Phone Number: (215) 751-0707

4. Redz Bar & Grill

Address: 8208 Roosevelt Boulevard; Philadelphia, PA 19152

Phone Number: (215) 332-8784

5. Che Bar & Grill

Address: 6364 Stenton Avenue, Philadelphia, PA 19138

Phone Number: (215) 424-9500

DEMOGRAPHICS

City: Houston

State: Texas

Population: 2,195,914

Male: 50.2%

Female: 49.8%

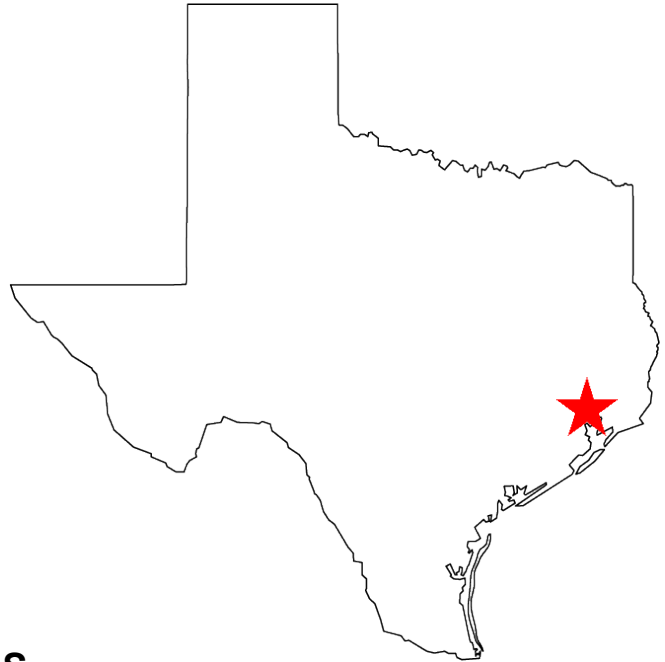
Caucasian: 25.6%

Hispanic: 43.8%

Asian: 6%

African American: 23.7%

Average Age: 32.3



PROFESSIONAL SPORTS TEAMS

NFL

- Houston Texans (NRG Stadium)

MLB

- Houston Astros (Minute Maid Park)

NBA

- Houston Rockets (Toyota Center)

MLS

- Houston Dynamo (BBVA Compass Stadium)

SPECIAL EVENTS

- Houston Marathon
- Houston Livestock Show & Rodeo
- Texas Bowl
- Houston BBQ Festival
- Bayou City Art Festival

TOP FIVE LOCAL RESTAURANTS

1. Mark's American Cuisine

Address: 1658 Westheimer Road; Houston, TX 77006

Phone Number: (713) 523-3800

2. Da Marco Cucina E Vino

Address: 1520 Westheimer Road; Houston, TX 77006

Phone Number: (713) 807-8857

3. Las Locas Fajitas

Address: 2915 Bingle Road; Houston, TX 77055

Phone Number: (713) 464-8580

4. Liberty Station Bar

Address: 2101 Washington Avenue; Houston, TX 77007

Phone Number: (713) 640-5220

5. Pete's Dueling Piano Bar

Address: 1201 Fannin Street; Houston, TX 77002

Phone Number: (713)-337-7383

DEMOGRAPHICS

City: Boston

State: Massachusetts

Population: 645,966

Male: 47.9%

Female: 52.1%

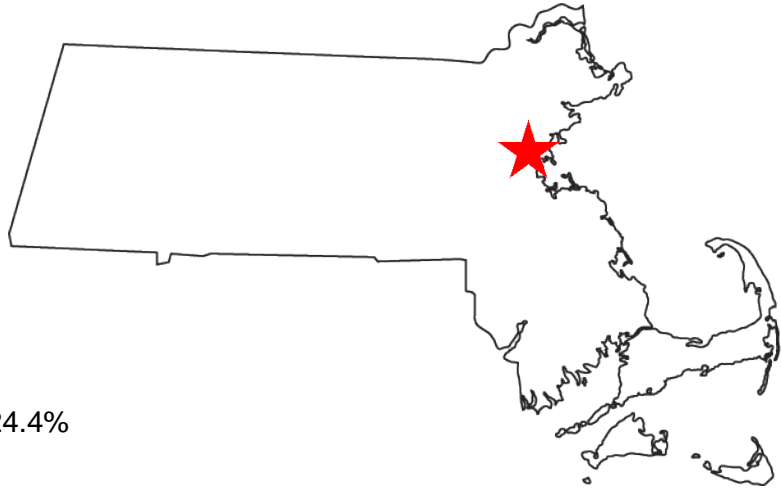
Caucasian: 47%

Hispanic: 17.5%

Asian: 8.9%

African American: 24.4%

Average Age: 30.8



PROFESSIONAL SPORTS TEAMS

NFL

- New England Patriots (Gillette Stadium)

MLB

- Boston Red Sox (Fenway Park)

NBA

- Boston Celtics (TD Center)

NHL

- Boston Bruins (TD Garden)

MLS

- Boston Blazers (TD Garden)

SPECIAL EVENTS

- Boston Marathon
- Dine Out Boston
- Boston Wine Festival
- Harborfest
- St. Patrick's Day

TOP FIVE LOCAL RESTAURANTS

1. Del Frisco's Double Eagle Steak House

Address: 250 Northern Avenue; Boston, MA 02210

Phone Number: (617) 951-1368

2. Neptune Oyster

Address: 63 Salem Street; Boston, MA 02113

Phone Number: (617) 742-3474

3. Oleana

Address: 134 Hampshire Street, Cambridge, MA 02139

Phone Number: (617) 661-0505

4. Nebo Restaurant and Bar

Address: 520 Atlantic Avenue; Boston, MA 02210

Phone Number: (617) 723-6326

5. Row 34

Address: 383 Congress Street; Boston, MA 002210

Phone Number: (617) 553-5900

DEMOGRAPHICS

City: Atlanta

State: Georgia

Population: 447,841

Male: 49.8%

Female: 50.2%

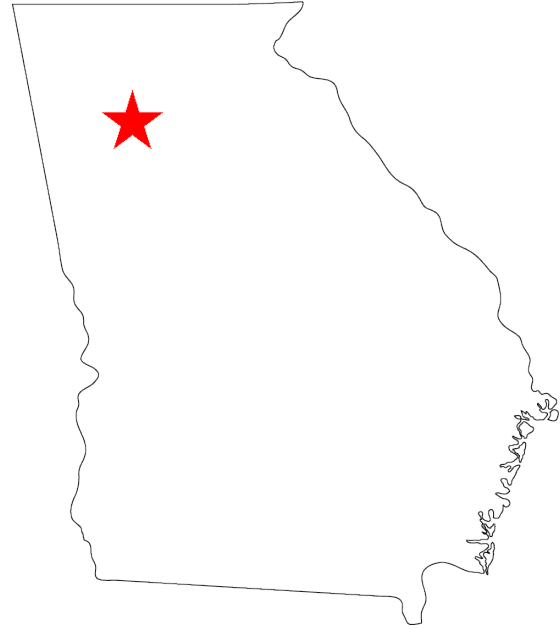
Caucasian: 36%

Hispanic: 5.2%

Asian: 3.1%

African American: 54%

Average Age: 33.2



PROFESSIONAL SPORTS TEAMS

NFL

- Atlanta Falcons (Georgia Dome)

MLB

- Atlanta Braves (Turner Field)

NBA

- Atlanta Hawks (Philips Arena)

MLS

- Pending

SPECIAL EVENTS

- | | |
|---|---------------------------|
| • Martin Luther King March & Rally | • Sweet Auburn Springfest |
| • Progressive Insurance Atlanta Boat Show | • Atlanta Jazz Festival |
| • Atlanta Film Festival | • Yellow Daisy Festival |
| • Inman Park Festival | |

TOP FIVE LOCAL RESTAURANTS

1. Saltyard

Address: 1820 Peachtree Road; Atlanta, GA 30309

Phone Number: (404) 382-8088

2. King + Duke

Address: 3060 Peachtree Road; Atlanta GA 30309

Phone Number: (404) 477-3500

3. East Andrews Café & Bar

Address: 56 E Andrews Drive NW #10; Atlanta, GA 30305

Phone Number: (404) 389-0856

4. Seven Lamps

Address: 3400 Around Lenox Road NE #217; Atlanta, GA 30326

Phone Number: (404) 467-8950

5. 1Kept

Address: 2293 Peachtree Road; Atlanta, GA 30305

Phone Number: (404) 254-1973

DEMOGRAPHICS

City: Chicago

State: Illinois

Population: 2,718,782

Male: 48.5%

Female: 51.5%

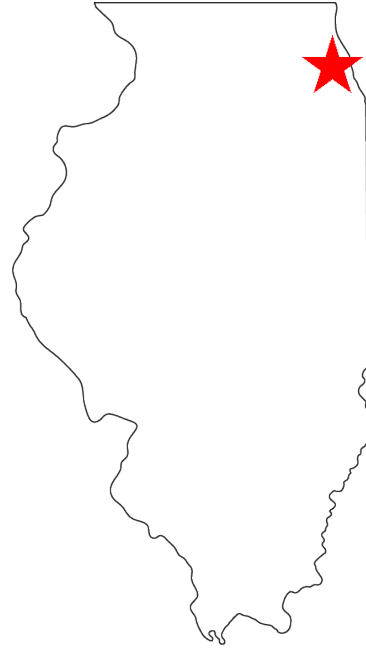
Caucasian: 31.7%

Hispanic: 28.9%

Asian: 5.5%

African American: 32.9%

Average Age: 33.1



PROFESSIONAL SPORTS TEAMS

NFL

- Chicago Bears (Soldier Field)

MLB

- Chicago White Sox (U.S. Cellular Field)
- Chicago Cubs (Wriggly Field)

NBA

- Chicago Bulls (United Center)

NHL

- Chicago Blackhawks (United Center)

MLS

- Chicago Fire (Toyota Park)

SPECIAL EVENTS

- | | |
|------------------------------|-------------------------------|
| • 2015 NFL Draft | • Chicago Blues Festival |
| • Chicago Auto Show | • Internet Street Fair |
| • Comedysportz March Madness | • Taste of Chicago |
| • St. Patrick's Day Parade | • International Film Festival |

TOP 5 LOCAL RESTAURANTS

1. Gino's East

Address: #1 162 E Superior Street; Chicago, IL 60611

#2 500 N LaSalle Street; Chicago, IL 60654

#3 521 S Dearborn Street; Chicago, IL 60605

#4 8725 W Higgins Road; Chicago, IL 60631

Phone Number: #1 (312) 266-3337

#2 (312) 988-4200

#3 (312) 939-1818

#4 (733) 444-2244

2. Billy Goat Tavern

Address: #1 430 N Michigan Avenue; Chicago, IL 60611

#2 700 E Grand Avenue; Chicago, IL 60611

#3 60 E Lake Street; Chicago, IL 60601

Phone Number: #1 (312) 222-1525

#2 (312) 670-8789

#3 (312) 346-5620

3. Girl & the Goat

Address: 809 W Randolph Street; Chicago, IL 60607

Phone Number: ((312) 492-6262

4. Tavern at the Park

Address: 130 E Randolph Street; Chicago, IL 60601

Phone Number: (312) 552-0070

5. Lou Malnati's Pizzeria

Address: #1 439 N Wells Street; Chicago, IL 60654

#2 1120 N State Street; Chicago, IL 60610

#3 805 S State Street; Chicago, IL 60605

Phone Number: #1 (312) 828-9800

#2 (312) 725-7777

#3 (312) 786-1000

DEMOGRAPHICS

City: San Francisco

State: California

Population: 837,442

Male: 50.7%

Female: 49.3%

Caucasian: 41.9%

Hispanic: 15.1%

Asian: 33.3%

African American: 6.1%

Average Age: 36.5



PROFESSIONAL SPORTS TEAMS

NFL

- San Francisco 49ers (Levi Stadium)

MLB

- San Francisco Giants (AT&T Park)

NBA

- Golden State Warriors (Oracle Arena)

SPECIAL EVENTS

- | | |
|----------------------------|--------------------------|
| • Chinese New Year Parade | • WonderCon |
| • BevMo! Holiday Beer Fest | • KFOG Kaboom |
| • Brews on the Bay | • Oktoberfest by the Bay |
| • Cinequest Film Festival | • Macy's Passport |
| • Carnaval | • Nihonmachi Street Fair |

TOP FIVE LOCAL RESTAURANTS

1. A16

Address: 2355 Chestnut Street; San Francisco, CA 94123

Phone Number: (415) 771-2216

2. Frances

Address: 3870 17th Street; San Francisco, CA 94114

Phone Number: (415) 621-3870

3. Nopa

Address: 560 Divisadero Street; San Francisco, CA 94117

Phone Number: (415) 894-8643

4. La Fusion

Address: 475 Pine Street; San Francisco, CA 94104

Phone Number: (415) 781-0894

5. Sotto Mare

Address: 552 Green Street; San Francisco, CA 94133

Phone Number: (415) 398-3181

DEMOGRAPHICS

City: Dallas

State: Texas

Population: 1,257,676

Male: 50%

Female: 50%

Caucasian: 28.8%

Hispanic: 42.4%

Asian: 2.9%

African American: 25%

Average Age: 31.07



PROFESSIONAL SPORTS TEAMS

NFL

- Dallas Cowboys (AT&T Stadium)

MLB

- Texas Rangers (Rangers Ballpark)

NBA

- Dallas Mavericks (American Airlines Center)

NHL

- Dallas Stars (American Airlines Center)

MLS

- FC Dallas (Toyota Stadium)

SPECIAL EVENTS

- | | |
|--|---------------------------------|
| • Deep Ellum Arts Festival | • Texas State Fair |
| • Savor Dallas | • Fort Worth Stock Show & Rodeo |
| • Dallas International Film Festival | • Mardi Gras Texas Style |
| • Dallas St. Patrick's Day Parade & Festival | • Great American Trucking Show |
| • USA Film Festival | • GrapeFest |

TOP 5 LOCAL RESTAURANTS

1. Ten Eleven Grill

Address: 1101 Corinth Street; Dallas, TX 75215

Phone Number: (214) 565-3808

2. Gold Rush Café

Address: 1913 Skillman Street; Dallas, TX 75206

Phone Number: (214) 823-6923

3. Mesa Restaurant

Address: 118 W Jefferson Boulevard; Dallas, TX 75208

Phone Number: (214) 914-4246

4. Mac's Bar-B-Que

Address: 3933 Main Street; Dallas, TX 75226

Phone Number: (214) 823-0731

5. Avila's Restaurant

Address: 4714 Maple Avenue; Dallas, TX 75219

Phone Number: (214) 520 2700

DEMOGRAPHICS

City: Washington D.C.

State:

Population: 646,449

Male: 47.2%

Female: 52.8%

Caucasian: 38.5%

Hispanic: 9.1%

Asian: 3.5%

African American: 50.7%

Average Age: 33.9



PROFESSIONAL SPORTS TEAMS

NFL

- Washington Redskins (FedEx Field)

MLB

- Washington Nationals (Nationals Park)

NBA

- Washington Wizards (Verizon Center)

SPECIAL EVENTS

- | | |
|------------------------------------|---|
| • Restaurant Week Metro DC | • Independence Day Festival |
| • Date Nights DC | • National Capital BBQ Battle |
| • National Cherry Blossom Festival | • Seersucker Social |
| • White House Easter Egg Roll | • Memorial Day Weekend Concert & Parade |
| • Smithsonian Folklife Festival | • President's Day |
| • National Christmas Tree Lighting | • Washington Auto Show |

TOP 5 LOCAL RESTAURANTS

1. Rocklands

Address: 2418 Wisconsin Avenue NW; Washington, DC 20007

Phone Number: (202) 333-2558

2. Rasika

Address: 633 D Street NW; Washington, DC 20004

Phone Number: (202) 637-1222

3. Birch and Barley

Address: 1337 14th Street NW; Washington, DC 20003

Phone Number: (202) 567-2576

4. Estadio

Address: 1520 14th Street NW; Washington, DC

Phone Number: (202) 319-1404

5. Proof

Address: 775 G Street NW; Washington, DC 20001

Phone Number: (202) 737-7663

DEMOGRAPHICS

City: Seattle

State: Washington

Population: 652,405

Male: 50%

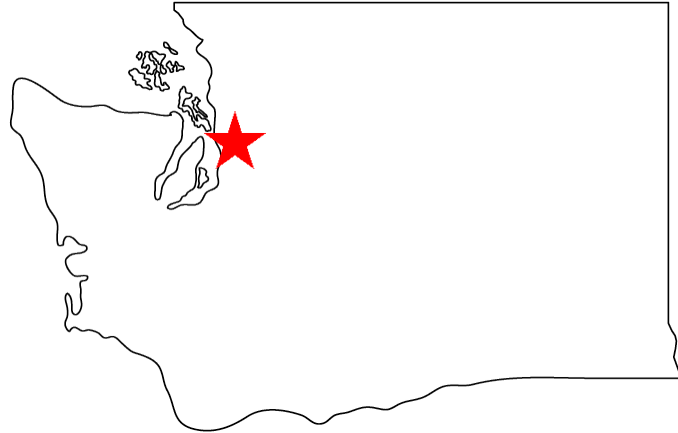
Female: 50%

Caucasian: 69.5%

Hispanic: 6.6%

Asian: 13.8%

African American: 7.9%



Average Age: 36.1

PROFESSIONAL SPORTS TEAMS

NFL

- Seattle Seahawks (CenturyLink Field)

MLB

- Seattle Mariners (Safeco Field)

NBA

- Seattle Storm (Key Arena)

MLS

- Seattle Sounders (CenturyLink Field)

SPECIAL EVENTS

- | | |
|---|---------------------------------------|
| • Chamber Music Society Winter Festival | • Seattle International Film Festival |
| • Seattle Boat Show | • Memorial Day Weekend |
| • Irish Festival | • Seafair |
| • St. Patrick's Day Parade | • Seattle Rock N Roll Marathon |
| • Emerald City Comicon | • Bite of Seattle |
| | • Seattle Tattoo Expo |

TOP 5 LOCAL RESTAURANTS

1. Café Juanita

Address: 9702 NE 120th Place; Kirkland, WA 98034

Phone Number: (425) 823-1505

2. Quinn's

Address: 1001 E Pike Street; Seattle, WA 98122

Phone Number: (206) 325-7711

3. Bitterroot

Address: 5239 Ballard Avenue NW; Seattle, WA 98107

Phone Number: (206) 588-1577

4. Bar Del Corso

Address: 3057 Beacon Avenue; Seattle, WA 98144

Phone Number: (206) 395-2069

5. Shanik

Address: 500 Terry Avenue N; Seattle, WA 98109

Phone Number: (206) 486-6884

DEMOGRAPHICS

City: Los Angeles

State: California

Population: 3,884,307

Male: 49.8%

Female: 50.2%

Caucasian: 28.7%

Hispanic: 48.5%

Asian: 11.3%

African American: 9.6%

Average Age: 31.6



PROFESSIONAL SPORTS TEAMS

MLB

- Los Angeles Dodgers (Dodger Stadium)

NBA

- Los Angeles Lakers (Staples Center)
- Los Angeles Clippers (Staples Center)

NHL

- Los Angeles Kings (Staples Center)

MLS

- Los Angeles Galaxy (StubHub Center)

SPECIAL EVENTS

-

TOP FIVE LOCAL RESTAURANTS

1. Animal

Address: 435 N Fairfax Avenue; Los Angeles, CA 90036

Phone Number: (323) 782-9225

2. Bäco Mercat

Address: 408 S Main Street; Los Angeles, CA 90013

Phone Number: (213) 687-8808

3. Lucques

Address: 8474 Melrose Avenue; Los Angeles, CA 90048

Phone Number: (323) 655-6277

4. Providence

Address: 5955 Melrose Avenue; Los Angeles, CA 90048

Phone Number: (323) 460-4170

5. Trois Mec

Address: 716 N Highland Avenue; Los Angeles, CA 90038

Email: press@troismec.com

WEBSITE

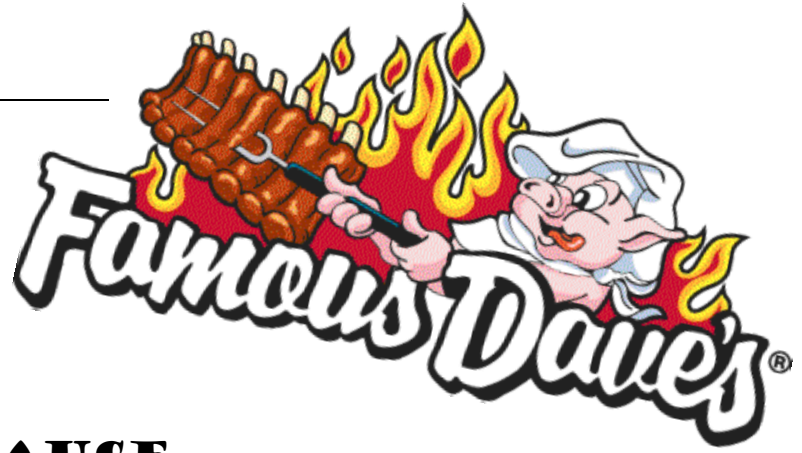
www.famousdaves.com

HEADQUARTERS

Minnetonka, Minnesota

MENU STYLE

Barbecue-theme; Ribs & Wings



CURRENT HOT SAUCE

Famous Dave's Wilber's Revenge Hot Sauce

OF LOCATIONS

187

MARKET MAP



WEBSITE

www.pizzahut.com

HEADQUARTERS

Plano, Texas

MENU STYLE

Pizza, Pasta, Wings

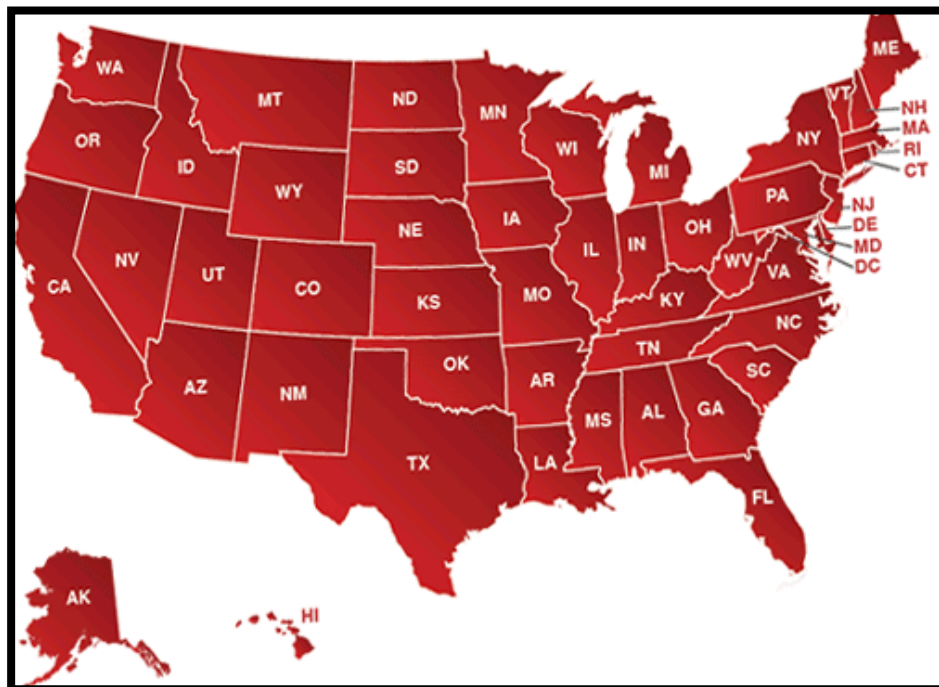
CURRENT HOT SAUCE

Frank's RedHot

OF LOCATIONS

14,967

MARKET MAP



WEBSITE

www.wingstop.com

HEADQUARTERS

Richardson, Texas

MENU STYLE

Wings



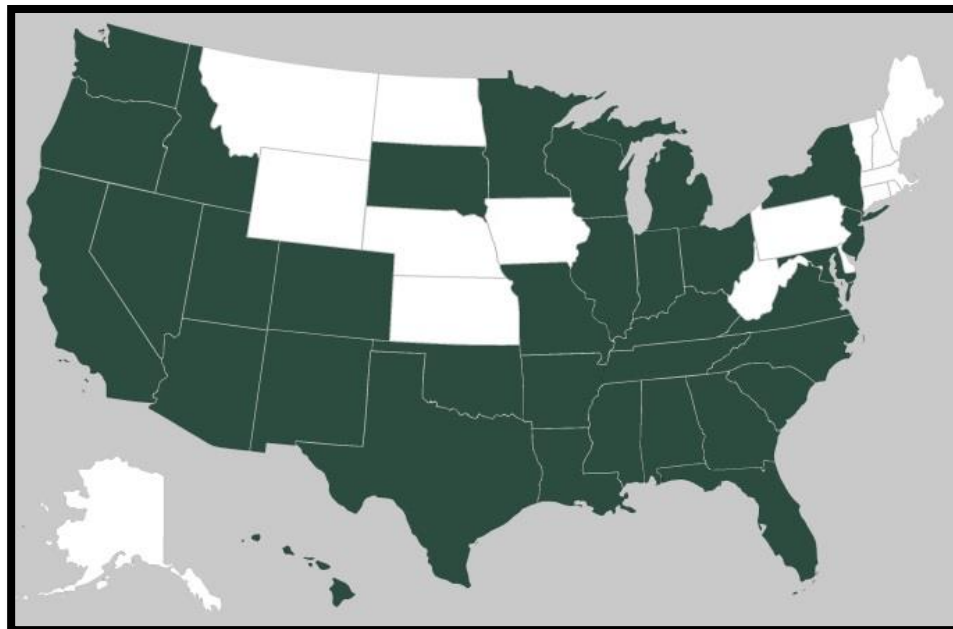
CURRENT HOT SAUCE

Frank's RedHot

OF LOCATIONS

664

MARKET MAP



WEBSITE

www.chilis.com

HEADQUARTERS

Dallas, Texas

MENU STYLE

Tex-Mex style

CURRENT HOT SAUCE

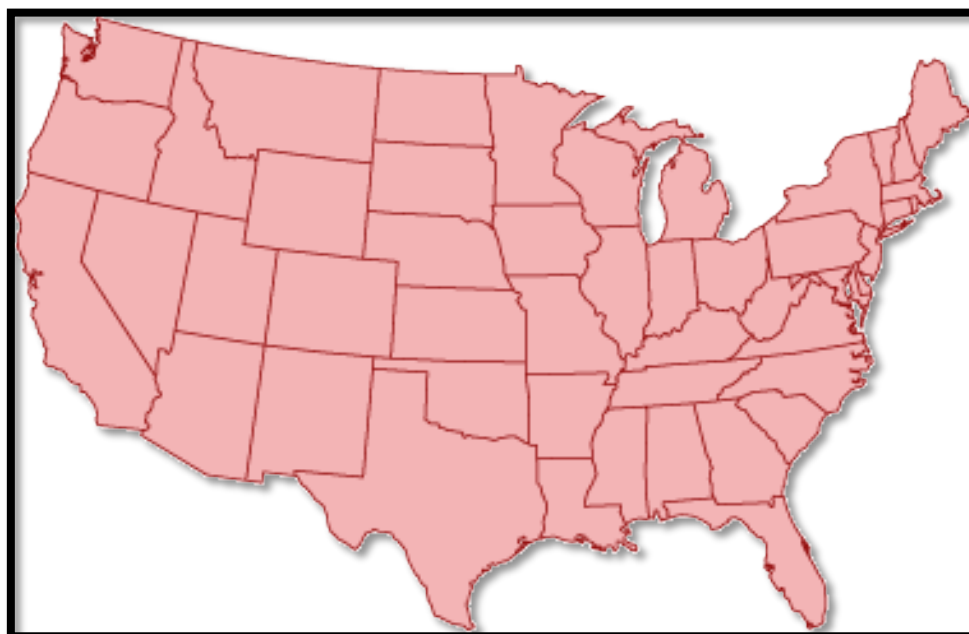
Undisclosed



OF LOCATIONS

1537

MARKET MAP



WEBSITE

www.tgifridays.com

HEADQUARTERS

Carrollton, Texas

MENU STYLE

American, Casual Dining



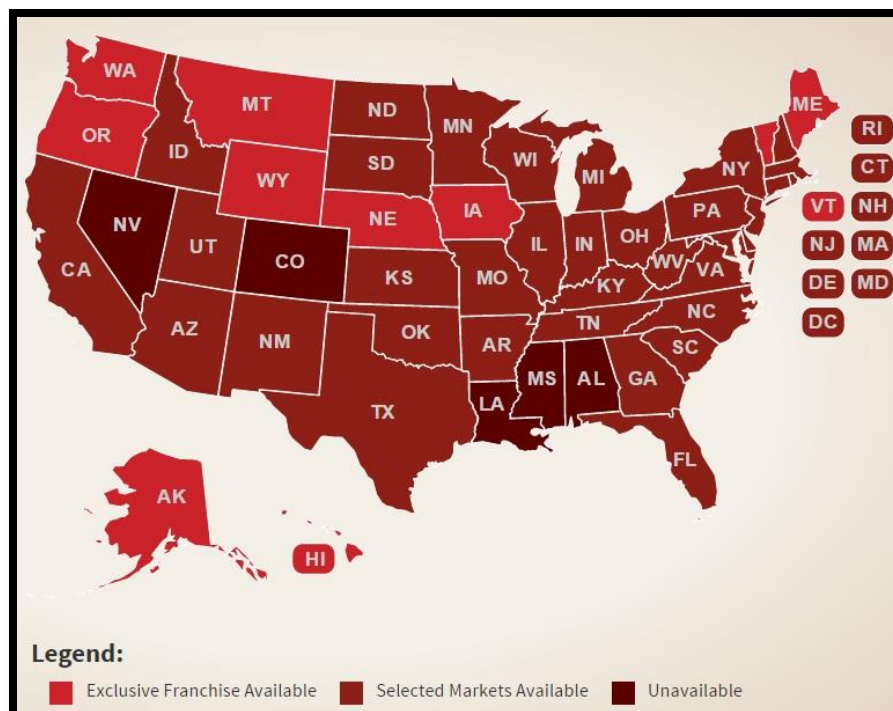
CURRENT HOT SAUCE

Frank's RedHot

OF LOCATIONS

900

MARKET MAP



WEBSITE

www.daveandbusters.com

HEADQUARTERS

Dallas, Texas

MENU STYLE

American, Entertainment Dining



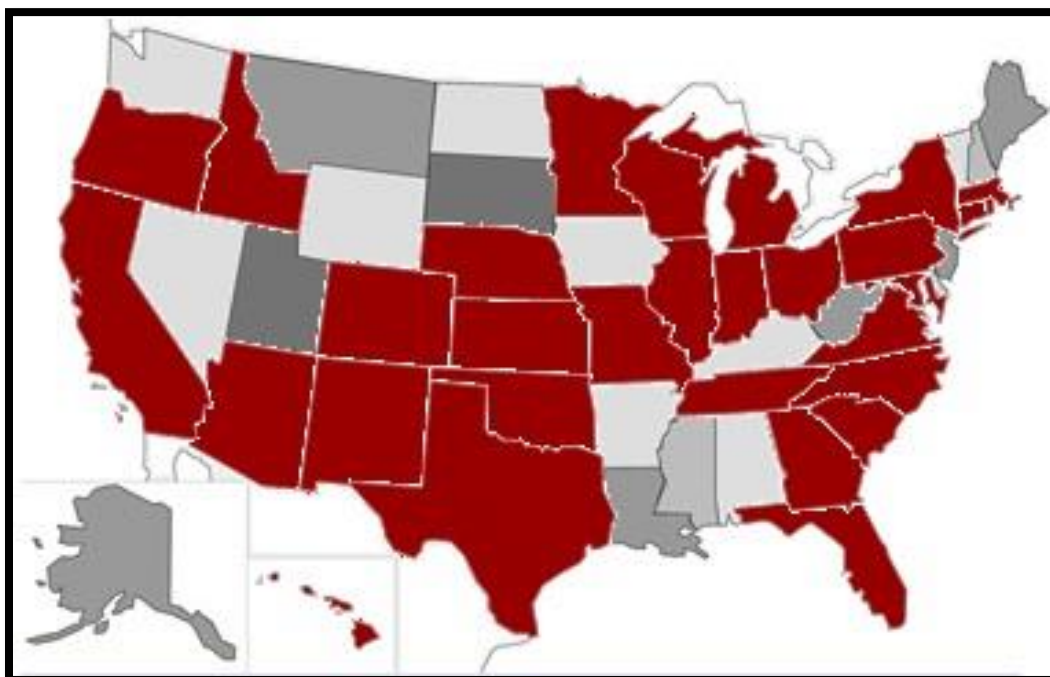
CURRENT HOT SAUCE

Maker's Mark Hot Sauce

OF LOCATIONS

77

MARKET MAP



WEBSITE

www.georgewebb.com

RESTAURANT HQ

Waukesha, Wisconsin

MENU STYLE

Casual American Diner



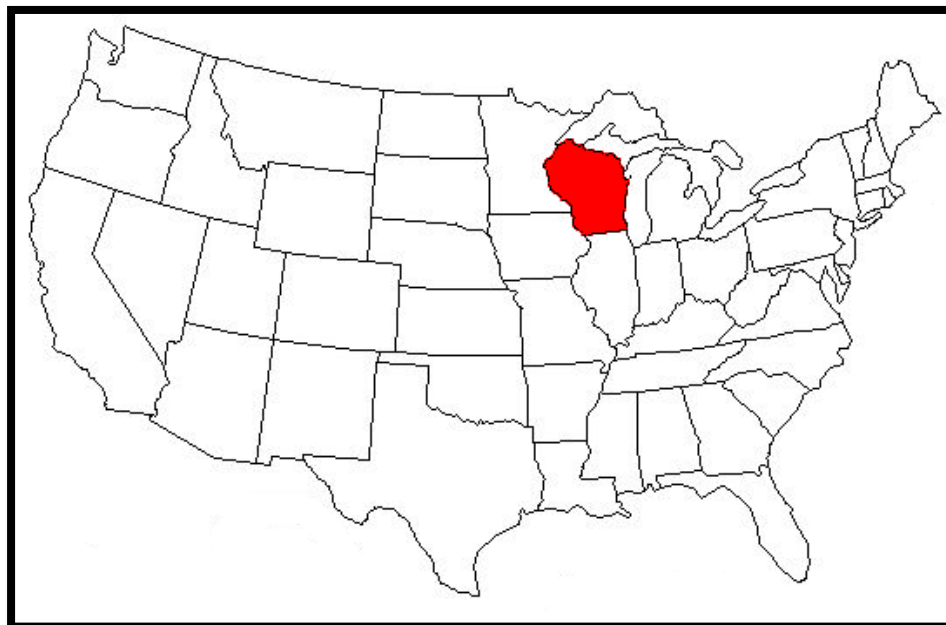
CURRENT HOT SAUCE

Tabasco

OF LOCATIONS

31

MARKET MAP



WEBSITE

www.wafflehouse.com

HEADQUARTERS

Norcross, Georgia

MENU STYLE

Southern Breakfast

CURRENT HOT SAUCE

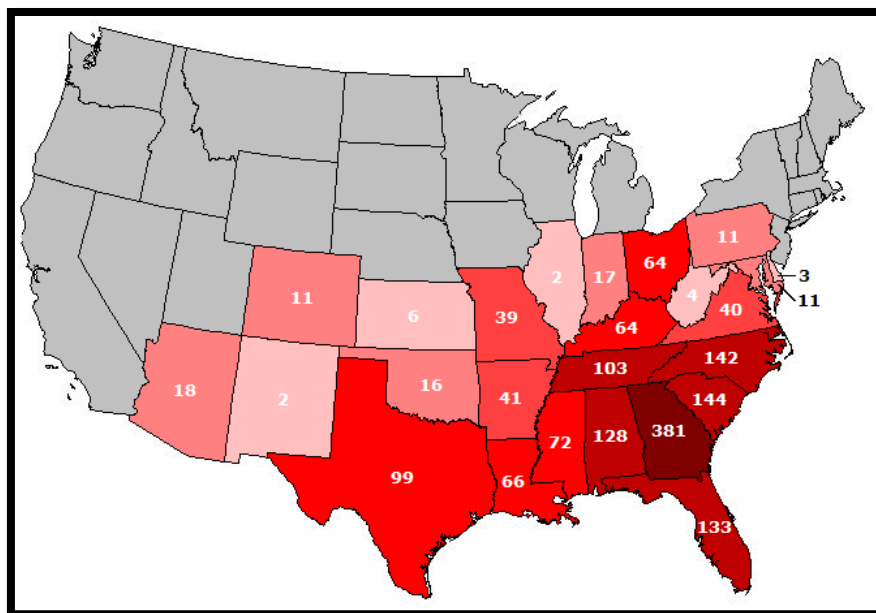
Homemade & Tabasco



OF LOCATIONS

Over 2,100

MARKET MAP



WEBSITE

www.noodles.com

HEADQUARTERS

Broomfield, Colorado

MENU STYLE

Pasta, Salads, Soups, Sandwiches

CURRENT HOT SAUCE

Sriracha



OF LOCATIONS

410

MARKET MAP



WEBSITE

www.kfc.com

HEADQUARTERS

Louisville, Kentucky

MENU STYLE

Fried Chicken



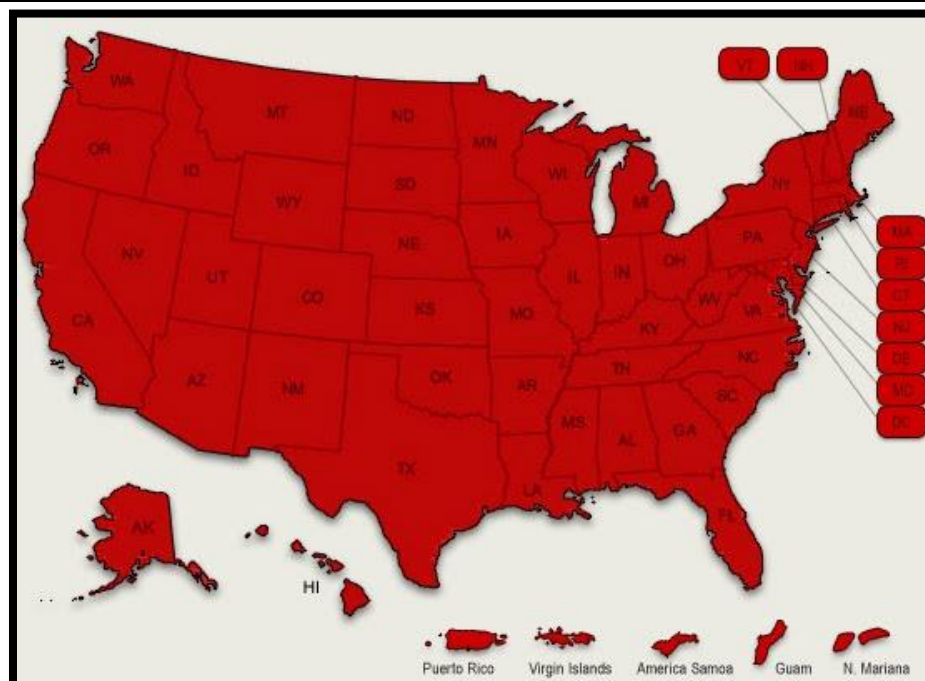
CURRENT HOT SAUCE

KFC Signature Hot Sauce

OF LOCATIONS

18,106

MARKET MAP



WEBSITE

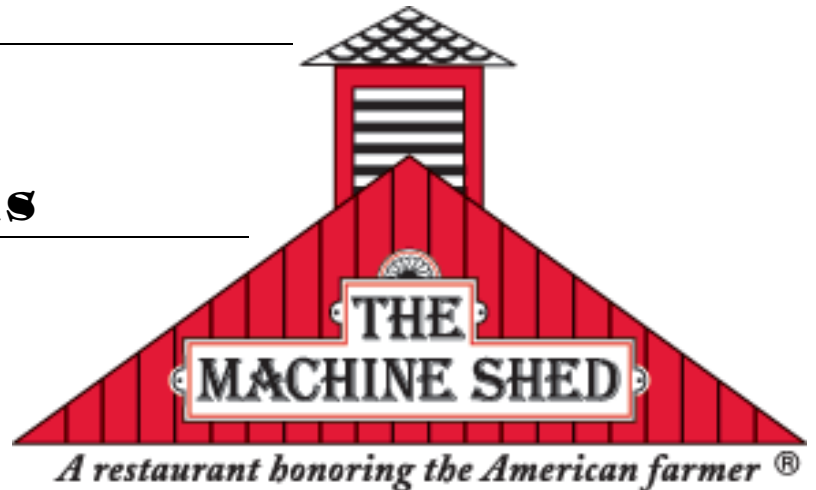
www.machineshed.com

HEADQUARTERS

Davenport, Iowa

MENU STYLE

Homemade Traditional American



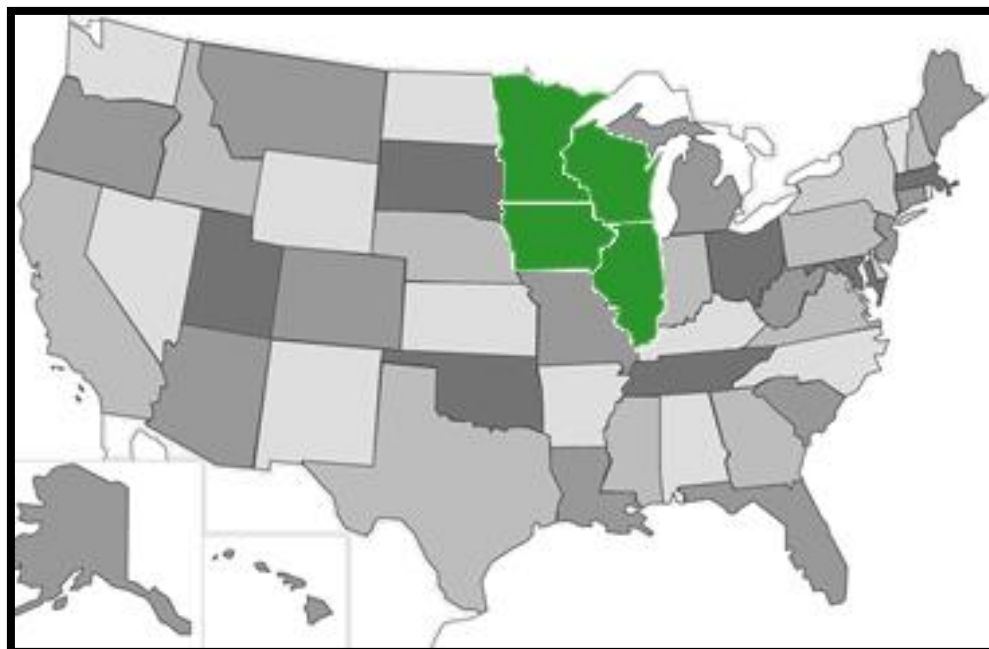
CURRENT HOT SAUCE

Undisclosed

OF LOCATIONS

6

MARKET MAP



WEBSITE

www.hooters.com

HEADQUARTERS

Atlanta, Georgia

MENU STYLE

Wings

CURRENT HOT SAUCE

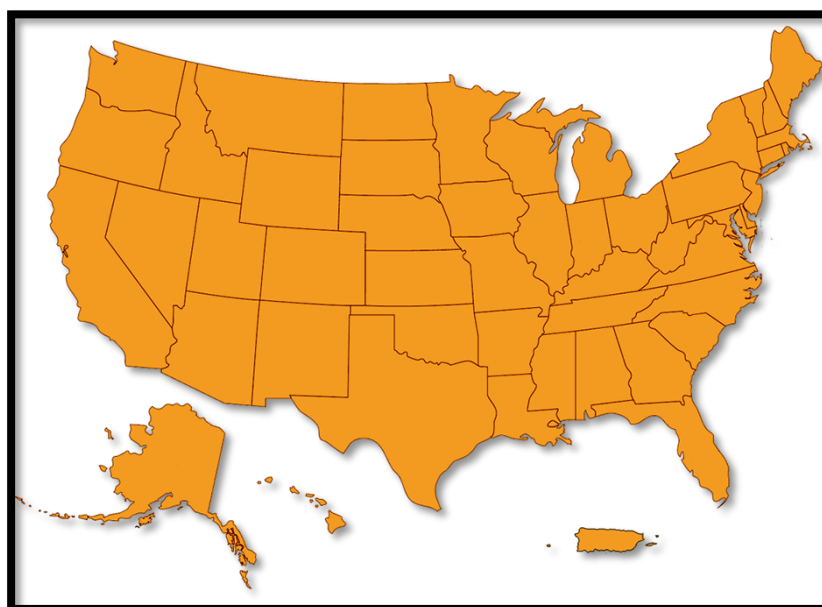
Hooters Wing Sauce



OF LOCATIONS

460

MARKET MAP



WEBSITE

www.texasroadhouse.com

HEADQUARTERS

Louisville, Kentucky

MENU STYLE

Texas-style Steakhouse



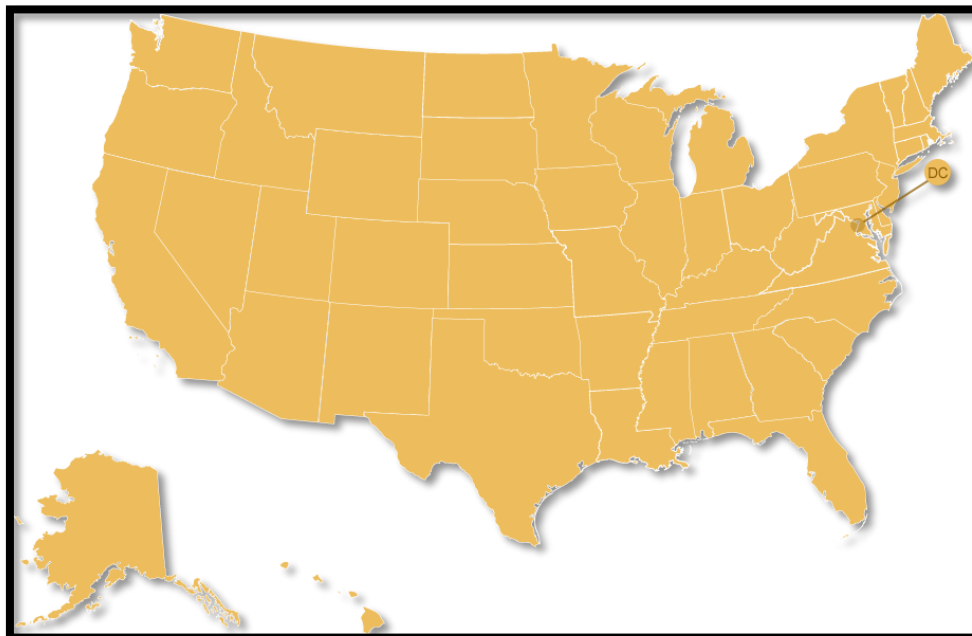
CURRENT HOT SAUCE

Texas Roadhouse BBQ Sauce

OF LOCATIONS

400

MARKET MAP



www.tacojohns.com

HEADQUARTERS

Cheyenne, Wyoming

MENU STYLE

Fast Food, Mexican

CURRENT HOT SAUCE

Taco John's Green Pepper Sauce

OF LOCATIONS

404

MARKET MAP



WEBSITE

www.redrobin.com

HEADQUARTERS

Greenwood Village, Colorado

MENU STYLE

Burgers

CURRENT HOT SAUCE

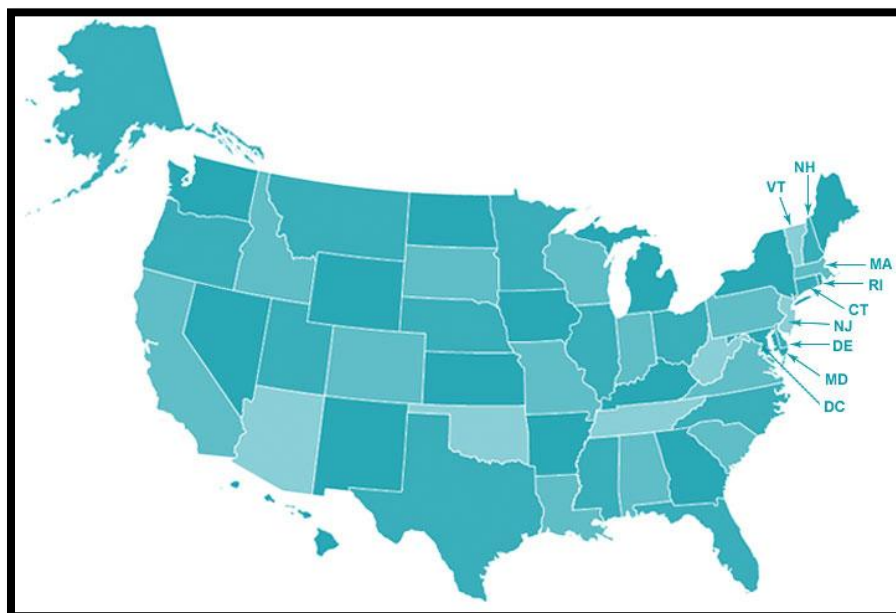
Cholula



OF LOCATIONS

463

LOCATION MAP



WEBSITE

www.perkins.com

HEADQUARTERS

Memphis, Tennessee

MENU STYLE

Diner



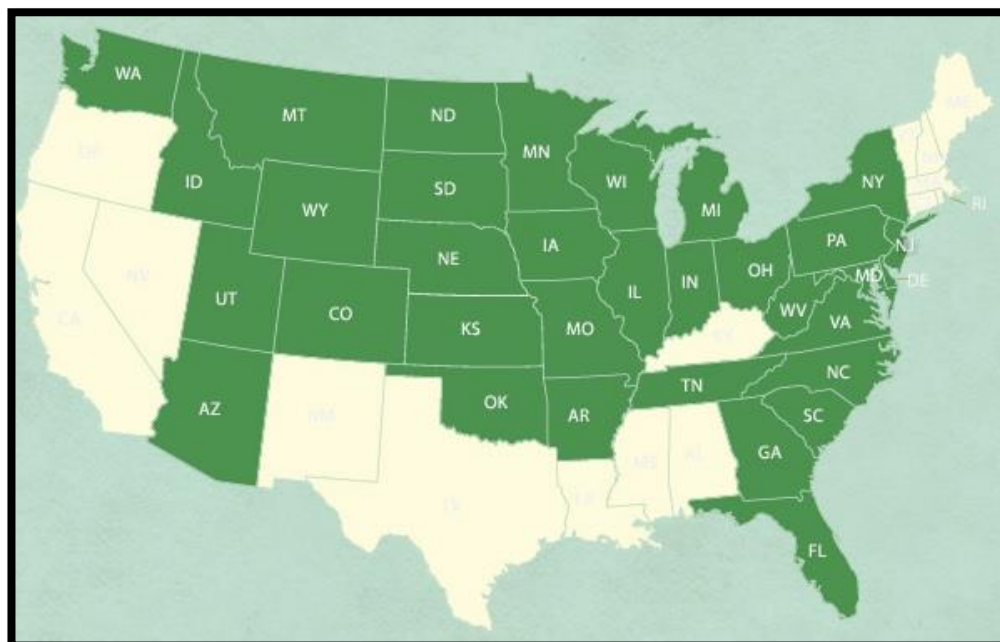
CURRENT HOT SAUCE

Tabasco, Buffalo

OF LOCATIONS

410

MARKET MAP



WEBSITE

www.ihop.com

HEADQUARTERS

Glendale, California

MENU STYLE

Breakfast



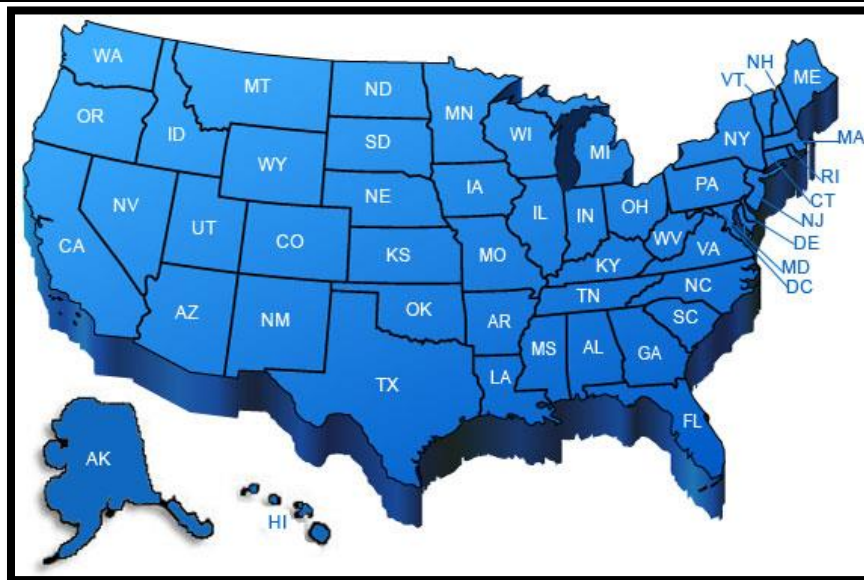
CURRENT HOT SAUCE

Tabasco, Cholula

OF LOCATIONS

1838

MARKET MAP



www.crackerbarrel.com

HEADQUARTERS

Lebanon, Tennessee

MENU STYLE

Homemade, Traditional American



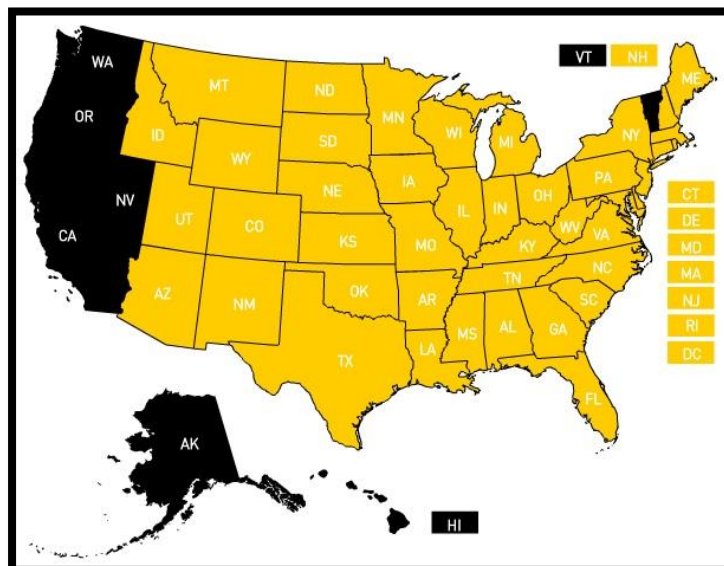
CURRENT HOT SAUCE

Tabasco

OF LOCATIONS

600

MARKET MAP



WEBSITE

www.toppers.com

HEADQUARTERS

Whitewater, Wisconsin

MENU STYLE

Pizza & Wings

CURRENT HOT SAUCE

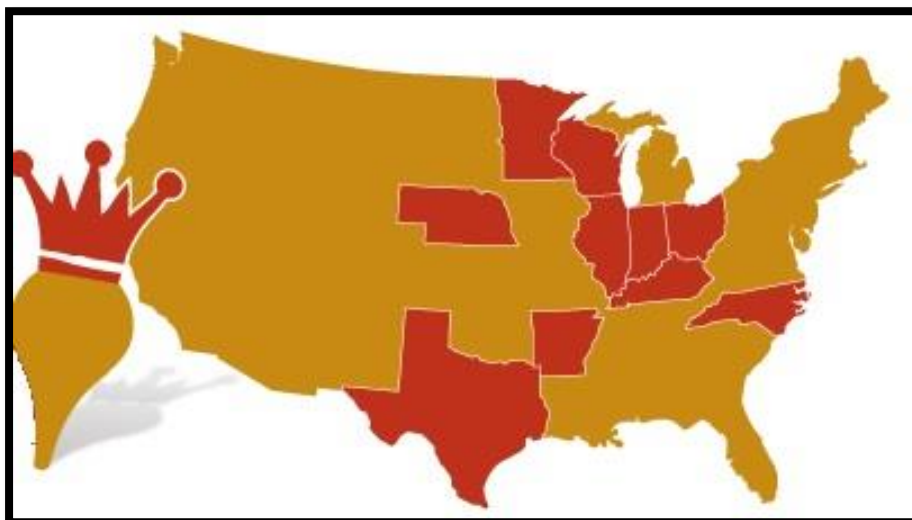
West Creek Wing Sauce, Frank's RedHot



OF LOCATIONS

50

MARKET MAP



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