



SAUCE • THE • CITY

CONCEPT OVERVIEW

— VENUE PARTNERSHIPS & LICENSING

A VENUE-READY FOOD CONCEPT **BUILT** **FOR HIGH-VOLUME ENVIRONMENTS**

A scalable, multi-format foodservice brand engineered for stadiums, arenas, airports, and entertainment venues — and the operators, developers, and investors who build them.

NFL • NBA • MLB • CONCERTS • SPECIAL EVENTS

PARTNERSHIP & LICENSING INQUIRIES

STCLICENSING@GMAIL.COM

THE OPPORTUNITY

NOT A LOCAL RESTAURANT. A NATIONAL BRAND SEEKING PARTNERS.

Sauce The City pairs a proven, crave-driven menu with the operational discipline high-volume venues demand — deployable in any format, customizable to any market, and ready to scale across your portfolio. We don't pitch high-volume capability; we operate it, every event day, across the NFL, NBA, and MLB.

3

PRO LEAGUES SERVED

3

MAJOR-LEAGUE VENUES

Millions

GUESTS REACHED YEARLY

6

MENU PLATFORMS



WHY OPERATORS PARTNER WITH US

A BRAND THAT PERFORMS IN THE TOUGHEST ROOMS

- 01

Established Brand Identity
A recognizable, crave-driven brand guests already seek out — not an unproven concept.
- 02

Proven Venue Experience
Live, day-in, day-out operations inside NFL, NBA, and MLB venues.
- 03

Flexible Deployment Formats
Full stands, kiosks, carts, club levels, and licensed programs — sized to your footprint.
- 04

Streamlined Operations
Efficient menu architecture and labor models built for peak-rush execution.
- 05

Strong Guest Appeal
Signature sandwiches and shareables that drive repeat purchase and high attachment.
- 06

Customization & Licensing
Regional menu flexibility and licensing structures that fit each market and partner.

TRUSTED VENUE EXPERIENCE

PROVEN WHERE VOLUME IS NON-NEGOTIABLE

NFL

Huntington Bank Field

Cleveland Browns · Game-day concessions

NBA

Rocket Mortgage FieldHouse

Cleveland Cavaliers · Arena foodservice

MLB

Progressive Field

Cleveland Guardians · Moen Club Level

NFL Venue Operations

NBA Venue Operations

MLB Venue Operations

Concert & Event Activations

High-Traffic Concessions

Large-Scale Guest Service

Sauce The City operates concession locations within these venues. All team, venue, and league names are the property of their respective owners and are used for identification purposes only; their use does not imply endorsement or affiliation.

CONCEPT PERFORMANCE

BUILT FOR VOLUME. DESIGNED FOR GROWTH.

Efficient Menu Architecture

Streamlined Labor Requirements

Ingredient Cross-Utilization

Scalability Across Formats

Strong Guest Spend Potential

Attachment Opportunities

Fast Service Execution

Long-Term Growth Potential

High

GUEST SPEND POTENTIAL

Fast

SERVICE EXECUTION

Low

EQUIPMENT FOOTPRINT

Strong

ATTACHMENT RATE

Detailed performance metrics are shared during partnership discussions.

FLEXIBLE DEPLOYMENT

ONE BRAND. EVERY FOOTPRINT.

01

Full Concession Stand

Flagship in-venue format for high-traffic concourses.

02

Grab-&-Go Kiosk

Compact and fast — ideal for airports.

03

Portable Cart / Pop-Up

Mobile activations for events and overflow.

04

Club & Premium Level

Elevated service for suites and premium areas.

05

Virtual / Ghost Brand

Add STC to an existing kitchen, no build-out.



MENU STRATEGY

SCALABLE MENU PLATFORMS — LED BY ONE BRAND

Not a restaurant menu — a tight set of high-velocity platforms engineered for cross-utilization, speed, and guest spend.

Signature**Cleveland Hot Chicken Sandwich**

The hero platform — the crave that built the brand.

Crave**Kool Ranch Chicken Sandwich**

A flavor-forward variant that widens appeal.

Crave**Honey BBQ Chicken Sandwich**

Sweet-heat profile that drives repeat purchase.

Attachment**Loaded Fries**

High-margin attachment built for shareability.

Core**Tenders**

Cross-utilized protein, flexible across formats.

Volume**Wings**

Event-day volume driver with broad appeal.

— PARTNERSHIP MODELS

MULTIPLE WAYS TO BRING STC INTO YOUR PORTFOLIO

Licensed**Licensed Program**

Run STC within your operation using our brand, recipes, and playbook.

Franchise**Franchise Partnership**

Own and grow STC locations with full brand and operational support.

Joint Venture**Multi-Unit / JV**

Co-develop a portfolio of locations across venues and markets.

Managed**Management Agreement**

We help operate the concept under a performance-based structure.

— PATH TO PARTNERSHIP

A CLEAR, STRUCTURED PROCESS

1

Discovery Call

Align on venues, goals, and timeline.

2

Concept & Fit Review

Review concept, formats, performance.

3

Format & Site Planning

Match the right format to each site.

4

Agreement

Finalize the model that fits.

5

Launch & Scale

Open, optimize, and expand.

— PARTNERSHIP OPPORTUNITIES

LET'S BUILD YOUR NEXT HIGH-VOLUME LOCATION

Whether you operate stadiums, arenas, airports, universities, or casinos — let's discuss bringing Sauce The City into your venues.

[REQUEST PARTNERSHIP INFORMATION](#)

Partnership & Licensing · stclicensing@gmail.com