



The Concept

Align with globally-recognized hospitality brands with similar customer profiles

- Create lifestyle experiences through brand enhancing guest experiences
- Experiential Consumer Program delivers:
- Captive audience
- Increased consideration for Menchie's
- Exponential Menchie's sampling and introduction
- "Enhanced Guest Branded Experience"
- Fixed and existing real-estate and destination locations
- Drive business to Menchie's nationally





