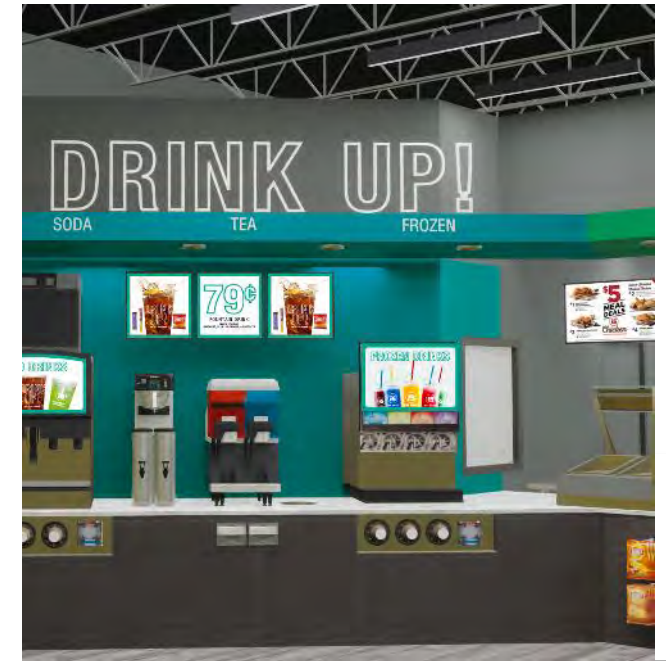




# Store Prototype of the Future

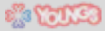
Michael Bloom, Executive Vice President  
Chief Merchandising and Marketing Officer





# We've grown through acquisitions





# Investing to remodel 360 stores over 3-5 years

**WAKE UP!**

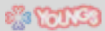
**IS**

**HELvetica NEUE  
CONDENSED BOLD**

HELvetica LT STD CONDENSED

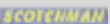
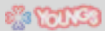
**EAT UP!**

**FASTER. SMARTER.**

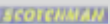
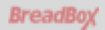


Strategy 1

Improve the overall customer experience



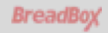
Strategy 2  
Surprise and delight



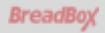
**Strategy 3**  
Revitalize the regional brands and bring them together under one umbrella



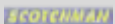
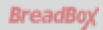
Haymaker Acquisition Corp. II







Let's take a  
sneak peek



# Delivering on customer expectations

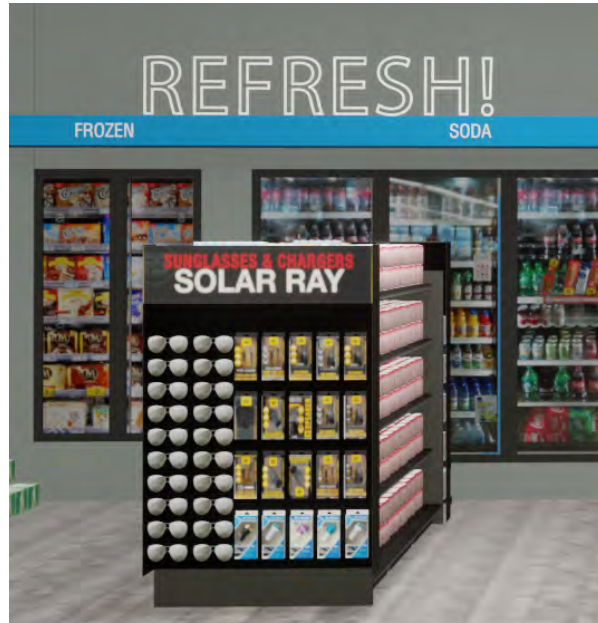


## Roller Grills, Bean to Cup, Fountain





# Delivering on customer expectations



## Freezers, Grab & Go, Beer Vault



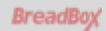


# Pilot program



## Island Vending

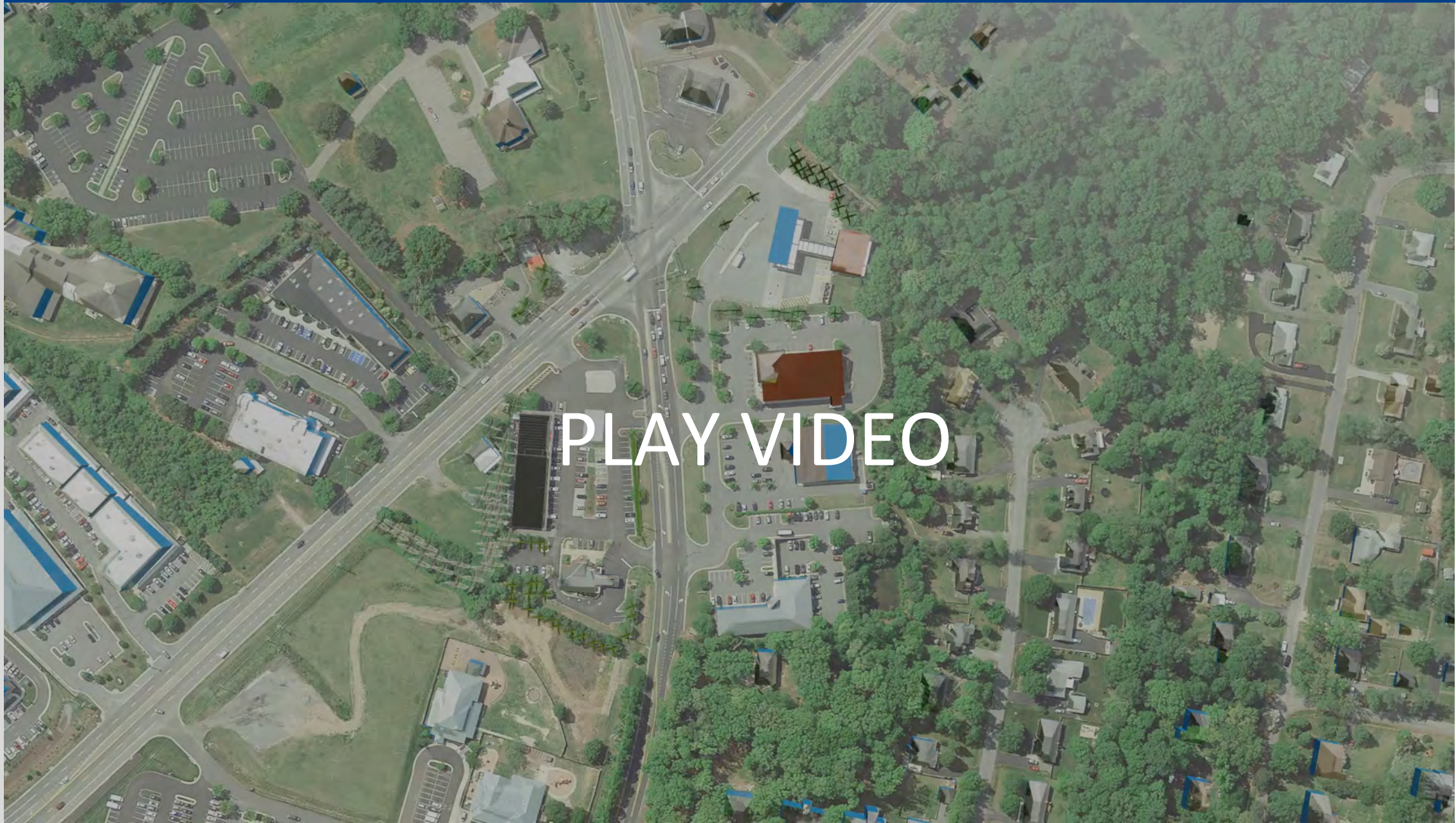




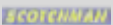
# Our Plan

**Execute based on  
highest ROI  
and market penetration**





PLAY VIDEO



**Thank you!**

