

# Mean Gene's Grill



C-Store Food Service Solutions

# What We Do

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- ▶ We work with you to meet YOUR needs
- ▶ Implement a state-of-the-art cooking platform
  - No hoods: vent-less & grease-less
  - Energy efficient
  - Delicious food
  - Decreased waste
  - Simple execution
- ▶ Deliver exceptional customer satisfaction



# Three Primary Objectives

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1. Reduce costs
2. Increase total sales
3. Increase guest satisfaction with overall foodservice operation



# #1 – Reduce Costs

- ▶ Eliminate equipment
  - NO fryers, grills or traditional ovens
  - NO hoods, vents or fire suppression
- ▶ Reduce kitchen footprint
- ▶ Lower utility costs
  - Exceptional energy efficiency
  - No propane or natural gas needed
- ▶ Reduce food waste
  - Faster cook times
  - Fewer cooking mistakes
- ▶ Lower labor costs



# #2 – Increase Sales

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- ▶ Increase food service sales
  - Increased options: made to order, grab & go and eat in
  - Expanded menu through all day parts
  - Quick cook times: Our thin crust pizza is done in 2 minutes!
- ▶ Increase inside sales
  - Drives additional traffic into store
  - Bundle hot food with other in-store products like coffee, soda and water
- ▶ Marketing help
  - Pump toppers and exterior signage
  - Custom flyers and ads
  - Digital menu boards with product shots and advertising



# #3 – Increase Satisfaction

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## ▶ Food quality and variety

- Customers enjoy higher quality food
- Consistency: food will have the same quality, no matter who's cooking
- Customized menus to deliver food your customers demand and love
- Menus are regularly updated to stay fresh and inviting

## ▶ Service

- Faster ticket times through our innovative platform
- Hotter, fresher food that hold up longer
- Simplicity in cooking keeps the team focused on service



# King's Mart – Sioux Falls, SD

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Mean Gene's Grill is our signature concept for convenience stores. It features strong brand recognition, great food and a clean, modern look.



*Grab and go case only / small kitchen footprint – 8' x 8'*



# Genesis Coop – Le Center, MN



*Quick serve restaurant with seating; grab & go*





# Why Choose Us?

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- ▶ Customized solutions for your store
- ▶ State of the art cooking platform
- ▶ Strong brand name
- ▶ In store guarantee: we'll be back every month to help with questions, marketing and new products



# Want to Learn More?

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Website: [www.meangenesgrill.com](http://www.meangenesgrill.com)

Give Alan a call: 605-271-3728

**Food. Service. Innovation.**

*FOOD is our passion. SERVICE is our mission.*

*INNOVATION is our advantage.*

