

**Catersource
+ The Special Event™**

Growth Strategies: Build Up, Build Out, Build Together

With Adam Noyes

Introduction

The Challenge

- The competitive market demands more than exceptional food and service
- Stay ahead of the curve and thrive in today's fast-paced business landscape
- Ensure your company will thrive and succeed in the long term, even in the face of changing market conditions and emerging technologies
- Proven strategies to help future-proof your business and pave the way for long-term success



Background

About Proof of the Pudding

- Founded in 1979
- Largest caterer by volume in the Southeast
- Operating in 14 states + Canada
- Provider for convention centers, cultural attractions, unique venues, bespoke events
- 8 D1 collegiate partners
- 32 years of experience in sports & entertainment concessions and hospitality



Perspective

Growth Direction is Your Choice

- As a leader or business owner, you decide where to focus growth.

Strategic Options for Scaling

- Let's explore a variety of growth strategies that can be implemented to help expand your business.



Variables

**Desired growth
looks different for
everyone...**



Brand



Capabilities



**Capital
Constraints**



**Team &
Talent**



Resources



**Other client
commitments**

Core Business

Look Inward

- Assess your market performance honestly.

Look Outward

- Evaluate your competitive position.

Competitive Analysis

- Identify your competition and conduct a SWOT analysis

Market Share Assessment

- Determine your current share and strategize

Strengths



Weaknesses



Opportunities



Threats



Pricing

01

Market Positioning

Are you a pricing leader or a bottom feeder?

02

Price Comparison

Regularly assess how your pricing aligns with competitors.

03

Maximizing Pricing

Ensure strategic, market-driven pricing for profitability.

04

Tracking Lost Business

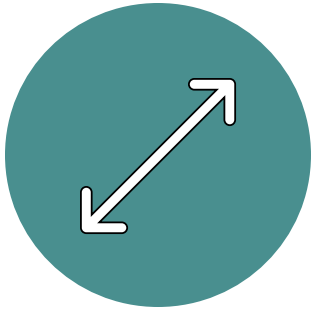
Identify why clients choose alternatives and adjust.

05

Fee Structures

Evaluate fees for items such as production, labor and customization.

Venues with Preferred Lists



Maximize Presence

Ensure your business is on as many preferred caterer lists as possible.



Strategic Mapping

Identify and analyze venues within your ideal service area.



Targeted Approach

Develop a plan to get on preferred lists and expand partnerships.



Exclusive Opportunities

Create a compelling business case for venues to choose a single caterer.



Building & Creating Your Own Venues

- Advantages
- Proforma
- Buy vs. Lease
- Location
- Size
- Construction
- Timing/Ramp Up
- Risks



Exclusive Venues & Contracts

- Cultural Attractions
- Religious Facilities
- Tourism Attractions
- B&I
- Educational
- Amphitheater & Music Festivals
- Military
- Emergency, Crisis & Recovery



RFP Strategy



Getting
Invited



Associated
Costs



Bid or Pass?



RFP Team

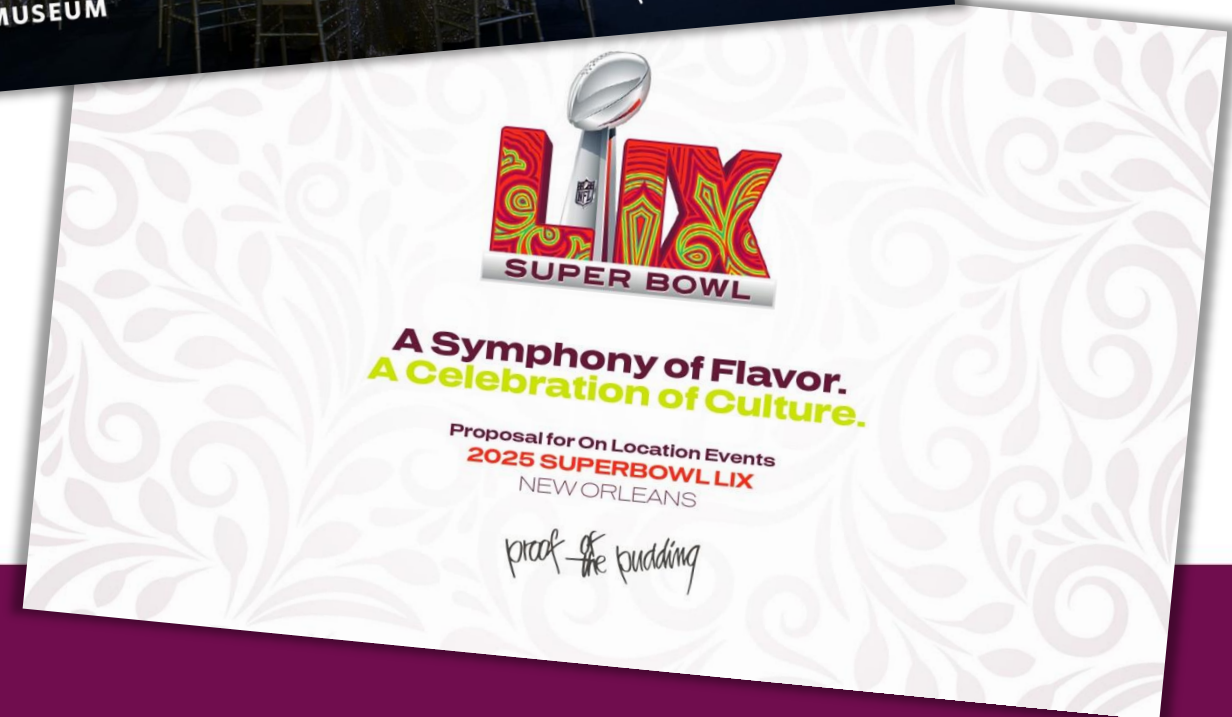


Winning
Process



Know the
Competition

Catersource
+ The Special Event™





TOGETHER WE GROW.

TIGERS UNLIMITED FOUNDATION
Response for Premium Gameday Hospitality Catering | 5.1.2024

3.1 Caterer Related Information

Proof of the Pudding has the specific experience to be considered for this contract and has demonstrated an exemplary record of accomplishments in catering for large events. Proof's leadership and management team have contributed countless years of experience, bringing infinite wisdom to the catering table. Off premise catering is where it all started for us and remains the "hallmark" of our business today. This is where our innovative culinary creations begin, which has earned us much of the business we have today.


Caterer Related Information	
Organization Name	Proof of the Pudding
Main Office Address	1775 Chattahoochee Avenue NW, Building A Atlanta, Georgia 30318
Telephone Number	404.892.2359
Email Address	lwitte@proofpudding.com
Principal Contact	Ben Witte
Contact Person's Position	COO
Telephone Number	Office: 404.898.1144 Cell: 770.990.7537

AWARD WINNING CULINARY EXCELLENCE

At Proof, we don't just create events; we create landmark experiences that showcase the power of creativity and collaboration. Our team's extraordinary abilities have consistently been recognized on national platforms, receiving numerous awards that underscore our commitment to creating standout events.

For Auburn and Tigers Unlimited Foundation, this partnership means full access to the same acclaimed team that crafts award-winning experiences. This collaboration allows us to extend our expertise and resources, ensuring that Auburn and TUF enjoy the highest level of support and creativity available in the industry.

Over the last 10 years of our partnership, we've had the privilege of catering to a diverse array of esteemed events, from the Oaks Dinner to intimate donor gatherings at Coach Dye's barn, and expanding our services to encompass equestrian, baseball, and basketball events. Our commitment to excellence is unwavering, regardless of the event's scale. It's this dedication that has garnered us national recognition and drives us to consistently deliver top-tier experiences.



2024 Best Off Premise Catering AUBURN UNIVERSITY
ACE Awards, Catersource

We were proud to partner with TUF to pull off the Football Performance Center opening. This event allowed Proof of the Pudding to win Best Off-Premise Catering at the nationally recognized Catersource 2024 ACE Awards. Ben and Dave were honored to present the award to Kristi and Blair during the 2024 Auburn spring game.

2023 Enticing F&B Environments GAS SOUTH FOOD HALL Association of Luxury Suite Directors

For over 30 years, the Association of Luxury Suite Directors (ALSD) has been providing a single platform for members to connect, grow, and learn within the sports and entertainment industry. Our team was honored to receive the 2023 Award for Enticing F&B Environments for our Food Hall at Gas South Convention Center.





2023 Industry Innovator Award, Adam Noyes CEO - BizBlah

Hospitality Hall of Fame Recognition - Phil Noyes Chairman - Atlanta Convention & Visitors Bureau

Member of the Year Award - Atlanta Convention & Visitors Bureau

Voted Atlanta's 'BEST CATERER' - Atlanta Business Chronicle

Top 25 Caterers List in U.S. - Special Events Magazine

First Place - NACE Event Design Trends
Voted 'BEST CATERING SERVICE' Daily Report, Best of Awards - ILEA
First Place 'BEST FOOD' ISSS Race for the Taste - ILEA
Voted 'BEST CATERING SERVICE' - BizBlah 11th Annual Event Experience Awards

2024 Best On Premise Catering
STANDING THE TEST OF TIME
ACE Awards, Catersource

For the Ten Year Anniversary edition of the Atlanta Airport District Convention and Visitors Bureau's Annual Meeting, our team crafted a culinary trip through time to honor the CVB's achievements and take a glimpse into the exciting future of the community.

AUBURN TIGERWALK CLUB



- SMOKED CHICKENS (402)**
Wing Eagle BBQ Sauce / Cheddar Cheese
- DR. PEPPER SHORT RIBS (602)**
Boneless Beef Short Ribs / Dr. Pepper Braising Glaze
- PULLED PORK SLIDERS (402)**
Mustard Aoli / Pickles / Marin / Slider Buns
- ALL BEEF HOT DOGS (602)**
Shredded Cheddar / Diced Onions / Sauerkraut / Condiments / Marini Potato Buns
- THREE CHEESE MAC (402)**
Centage Patti / Smoked Gouda / Parmesan / White Cheddar
- FALL SALAD (402)**
Kale / Dried Cranberries / Pecans / Goat Cheese / Maple Vinaigrette
- DILL PICKLE SLAW (102)**
Shredded Cabbage / Carrots / Diced Dill Pickle / Creamy Colman Dressing
- VEGETABLE CRUDITE (402)**
Buttermilk Ranch / Pimento Cheese
- TATER KEGS (402)**
Cheddar Cheese / Bacon / Chives
- NACHO BAR (602)**
Chili / Queso Blanco / Jalapenos / Salsa Tortilla Chips
- GOLDEN FLAKE CHIPS (102)**
- FRESH POPPED POPCORN (102)**
- BALL PARK ROASTED PEANUTS (102)**
- ASSORTED COOKIES (202)**
Chocolate Chip / Snickerdoodle / Oatmeal Raisin / White Chocolate Macadamia
- MINI CUPCAKES (202)**
Chocolate / Key Lime / Strawberry Margarita / Salted Caramel
- BLACKBERRY COBBLER (302)**
- COCA-COLA PRODUCTS (13002)**
- DASANI WATER (16302)**
- SWEET TEA/UNSWEET TEA/LEMONADE (16002)**

PROPOSED ORGANIZATION

Building on Success

Our longstanding partnership with you has enabled us to deeply understand Auburn's needs and build solid relationships with your suiteholders and guests. Our close working relationship demands authenticity and a "no surprises" communication protocol. Our teams have identified a need for an expanded management presence for basketball and baseball operations, and we have added a **Premium Manager*** to our roster.

The Premium Manager will be the go-to support between TUF and premium staff. This strategic addition will bring an extra layer of leadership and further strengthen our commitment to excellence...

EXECUTIVE OVERSIGHT

- Adam Noyes**
CEO
- Ben Witte...like city**
COO
- Dontez Pherribo**
Regional VP Operations
- David Stasiulis**
Regional Executive Chef
- Jon Gibson**
General Manager
- Brent Truesdale**
Executive Chef
- Tony Jackson**
Beverage Manager
- Mia Harvey**
Asst. General Manager

Premium Manager*

NEW

Our new go-to premium manager will be onsite full-time to lead all football & non-football events such as basketball, baseball, gymnastics & equestrian.

Sales & Marketing



Deployment

Align sales efforts with growth objectives and market demand.



Marketing

Implement targeted campaigns to drive awareness and engagement.



Public Relations

Leverage media and partnerships to enhance brand visibility.



Social Media

Utilize digital platforms to connect, promote, and convert leads.



Summary

Future-proofing Your Business

- Success comes from a real strategy and plan backed by accountability at every stage.
- Don't bite off more than you can chew—focus on sustainable expansion and smart decisions.
- By adopting a forward-thinking approach, you can ensure long-term growth while staying competitive in a changing industry.





Q&A