



## **BENEFITS FOR RETAILER**

- 100% of product is edible
- In third-party testing, Bubba's Q ranked #1 in tenderness compared to 5 national brands
- Expands the target market to customers who can't or don't own a grill (condo & apartment communities, senior living communities, inner cities)
- Bubba's Q is a more ideal product for lunch and dinner compared to bone-in ribs that limit usability to mainly dinner
- Bubba's Q is more applicable for a variety of serving suggestions & recipes to accommodate different tastes across the whole family, young & old
- Incentivizes cross-merchandising of other products
- National exposure & acceptance from leading food brands
- Year Round Pork Rib that is more than a seasonal sale item
- Great Store Demo item, everyone recognizes the smell of BBQ Ribs
- Patented de-boning process makes Bubba Q Ribs the most unique item in the cooked pork section. that is being purchased by both young and old

## **BENEFITS FOR CONSUMER**

- Cooking options (microwave, oven grill)
- Easy tear corner
- Various sauce flavors
- Boneless. Don't pay for bones
- Easy Prep. Quick cooking time
- Gluten free
- Fully cooked
- Boneless
- Dry-rubbed, then smoked with bones for flavor
- Naturally reduced in fat
- Best way to eat the product is to use a fork, resulting in no mess

**RETAIL STORES**Total Stores: **2,025**

2 flavors, both available in convenient and appealing retail packaging, either tray pack or roll stock with labels

**E-COMMERCE**Total Sites: **4**

Frozen fulfillment and shipping across the U.S. seamless integration with any e-commerce platform

**FOODSERVICE**Total Customers: **3**

Ideal product to enhance food service menu as a whole slab of boneless ribs, or as a part of recipes, such as boneless rib-mac & cheese, burritos or various appetizers



Al "Bubba" and James Baker with Damond John



Al "Bubba" & Brittani Baker

### TESTIMONIALS

"The Bubba's Q in-store demo was a successful grand opening. We sold about 19 cases for the 3 days!"



"It was easy to get behind such a delicious, cool and unique product that has a place in people's busy lives." -Damond John



Al "Bubba" & Sabrina Baker

### DEMOS & APPEARANCES

- Meet former NFL great, Al "Bubba" Baker, for a tasting of his Bubba Q's Boneless Baby Back Ribs
- Customers can meet Bubba, who appeared on Shark Tank in 2014, where he and investor/entrepreneur, Daymond John, sealed the deal
- Bubba and the team will enthusiastically greet customers and offer samples of their easy-to-heat boneless baby back ribs
- The promos leading up to the demos, and the actual demos work to move product

### APPEARANCES

- Celebrity appearances and signings
- Product sampling and cooking tips
- Promotional giveaways
- Sporting event-themed demos
- Back-to-school season demos
- BBQ season demos



**HANGING  
FOAM  
FINGER**



**RECIPE  
BROCHURE**



**SHELF  
DANGLER**



**FLOOR  
CLING**

