**Waffle House**

**PMS or Hex color scheme**

Process Yellow HEX #FCFD19

PMS Black HEX #000000

**Vector Files for Logo’s**

Waffle House Logo.pdf

**Banner** – Karlene will work with you on this – we’d like a rotating carousel banner featuring specific products.

**Home Page Text**

ABOVE the categories we’d like the text:

Welcome to the Waffle House Employee store, where product is offered at 15% off retail prices!

BELOW the categories we’d like the text:

Periodically new product and graphics will be added, check back often!

Gift cards are currently not offered.

Orders will be shipped in 5-7 working days.

**Text for bottom footer** – standard Top footer with e-mail changed to [wafflehouse@toppromotions.com](mailto:wafflehouse@toppromotions.com) instead of webservices@...

**Info for “Help” Page – instead of being called Help we’d like the tab called About Us**

**About Top Promotions, Inc.**

The Waffle House store is run on behalf of Waffle House by Top Promotions, Inc.

Top Promotions is a Wisconsin based company that has been in the apparel decorating business since 1983, offering full printing, packaging and fulfillment services to a variety of customers. The main production facility and warehouse is located in Middleton, WI. The management team has over 200 combined years working at Top Promotions and even more time in the industry. We pride ourselves on the longevity of our staff, as that translates directly into the knowledge and experience we bring to work each day.

Top Promotions’ mission is to provide meaningful employment opportunities to individuals who are blind or visually impaired. At this time approximately 10% of Top Promotions staff is blind or visually impaired. Your order helps support this valuable mission.

**About Waffle House**

“We are not in the food business…We are in the people business”

Joe Rogers, Sr. Co-Founder of Waffle House Inc.

Waffle House restaurants have offered the unbeatable combination of good food with outstanding service since 1955. The combination has made it a beloved icon of the South for the past 60+ years. Waffle House restaurants provide a unique dining experience where regular customers are greeted by name and enjoy social interactions with their servers and other customers. All food is prepared fresh, cooked to order and served on real china in a kitchen that is out front and in full view.

The Waffle House menu offers a variety of foods, with a breakfast focus and features signature meals along with America’s best brands. The taste, quality and portions of the meals ensure customers receive a great value for their money. Menu favorites include Bert’s Chili and Lib’s Patty Melt along with hashbrowns served eight different ways.

Each restaurant is open 24 hours a day, 365 days a year and quality is consistent from location to location. Customers enjoy sit-down table service with the speed of delivery found at fast-food establishments.

Headquartered in Norcross, GA, Waffle House operates more than 1,800 restaurants, company and franchisee owned. Waffle House holds the title as the world’s leading server of waffles, omelets, T-bone steaks and more. The combination of great food, fast service and friendly experience makes Waffle House restaurants truly a Unique American Phenomenon.

Waffle House, Inc. is a restaurant chain with more than 1,800 locations across the United States.