

PRESS REPORT CARD

I Heart Mac and Cheese

January 1, 2021 – January 31, 2021



PRESS RELEASES

I ❤️ mac & cheese
and more

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and more

FOR IMMEDIATE RELEASE

I HEART MAC & CHEESE MORE CELEBRATES THE FIRST OF MANY GRAND OPENINGS IN 2021

Boca Raton, Fla. – January 19, 2021 – I Heart Mac & Cheese, the fast-casual concept specializing in made-to-order, fully customizable Build Your Own Bowls and Grilled Cheese Sandwiches, kicked off the new year by celebrating the grand opening of its second location in Indianapolis, Indiana.

New open at 910 W. 12th St., this location marks lucky number two for franchisees Matt and Elizabeth Griffin, who opened their Westfield, Indiana location just last spring.

The unique franchise concept is rapidly developing a national footprint with locations already open across south Florida, central Texas, and Indiana with many more yet to open from coast to coast.

"We have a busy year ahead of us with dozens of locations slated to open, and even more breaking ground," said I Heart Mac & Cheese and More CEO and Chairman Steve Gentilella. "Covid-19 undoubtedly had a hand in some delays last year, but we are seeing momentum and are looking forward to continued growth."

About I Heart Mac & Cheese and More: I Heart Mac & Cheese is a fast-casual concept specializing in made-to-order, Build Your Own Bowls and Grilled Cheese sandwiches that guests can customize using a wide variety of chef-designed proteins, ingredients, and sauces. Thinking outside the bowl, the brand offers a variety of bowls, salads, soups, and sides, plus a variety of unique, craveable menu options for everyone to enjoy. Led by CEO Steve Gentilella, the brand launched from Boca Raton, Florida, in 2019 and has since expanded to locations in Boca Raton, Jupiter, and Boca Raton, Florida. The company's unique franchising program has fueled nationwide growth with openings in Indiana, Illinois, Michigan, Ohio, Kentucky, Tennessee, North Carolina, and Texas – and additional locations are slated to open in Alabama, Arizona, California, Colorado, Florida, Georgia, Illinois, Indiana, New Jersey, New York, North Carolina and Texas. I Heart Mac & Cheese was recently named one of the top 100 franchises in the country by USA TODAY's 10 Best 2020 Reader's Choice Awards. The innovative company was also

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I HEART MAC AND CHEESE LAUNCHES NEW NATIONAL BRANDING CAMPAIGN AND A LITTLE "MORE"

Boca Raton, Fla. – January 28, 2021 – I Heart Mac & Cheese, a fast-casual concept specializing in made-to-order, fully customizable Build Your Own Bowls and Grilled Cheese Sandwiches, has launched a new national brand campaign, "Build Your Happy." This campaign was created to support the company's goal of providing a plethora of choices for customers to build their own happy meal.

"I Heart Mac & Cheese wants to put a smile on your face, no matter how you build your meal!"

Developed with Great Creative out of Boca Raton, FL, "Build Your Happy" has already begun rolling out nationally across all of I Heart Mac & Cheese's locations. The campaign includes digital and traditional customer touchpoints.

"We are so honored to help create this next chapter for the I Heart Mac & Cheese brand with a campaign that shows their commitment to providing the opportunity to build what makes YOU happy," said Jason Bailey, Founder of Great Creative.

But wait, there's a little "more"! With seemingly endless combinations and ways to build your perfect meal, I Heart Mac & Cheese decided it was time to add more, and that's just what they did.

I Heart Mac & Cheese CEO, Steve Gentilella says, "We're not just a mac & cheese joint anymore. Between the rolls in your mouth grilled cheeses, the gluten-free and vegan options, and millions of other ways to customize your meal, it just makes sense to add more."

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WEBSITE TRAFFIC ANALYSIS PER MONTH

AUTHORITY SCORE: 75

Organic Search Traffic: 1.5M

AVG. VISIT DURATION: 33:35

VISITS:
66K

indystar.com

AUTHORITY SCORE: 55

UNIQUE VISITORS: 212.9K

AVG. VISIT DURATION: 01:35

VISITS:
212.9K

franchising.com

AUTHORITY SCORE: 62

UNIQUE VISITORS: 61K

AVG. VISIT DURATION: 02:08

VISITS:
71.9K

fastcasual.com

AUTHORITY SCORE: 61

UNIQUE VISITORS: 776.7K

AVG. VISIT DURATION: 07:22

VISITS:
2M

www.kbtv.com

AUTHORITY SCORE: 80

UNIQUE VISITORS: 108.7K

AVG. VISIT DURATION: 02:40

VISITS:
163.3K

einnnews.com



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PRESS SAMPLES

The screenshot shows a news article from FastCasual.com. At the top, there's a navigation bar with links for Franchising, News, Suppliers, Resources, Webinars, Podcasts, Events, and a 'Download Now' button. Below the navigation is a social media sharing section with icons for Facebook, Twitter, LinkedIn, and Email. The main headline reads 'I Heart Mac & Cheese debuts 2nd Indiana location'. To the right of the headline is a photograph of a bowl of mac and cheese with various toppings like green onions and meat, accompanied by a slice of cheese and some breadsticks. On the far right, there's a sidebar with news headlines such as 'American Express Pays First Americans to Order in, Buy Out' and 'Five major fast-casual chains have filed for state COVID-19 dining restrictions'. At the bottom right of the page is a 'feedback' button.

**Jan. 21, 2021
FastCasual.com
“I Heart Mac & Cheese debuts 2nd Indiana location”**

Franchising.com

I Heart Mac & Cheese
And More Celebrates
The First Of Many
Grand Openings In 2021

I Heart Mac & Cheese

Published: January 20th, 2021

January 20, 2021 // [Franchising.com](#) // Boca Raton, Fla. - I Heart Mac & Cheese and More, the fast-casual concept specializing in made-to-order, fully customizable Build Your Own Bowls and Grilled Cheese Sandwiches kicked off the new year by celebrating the

**Jan. 20, 2021
Franchising.com
“First of many grand openings”**



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PRESS SAMPLES

The screenshot shows a news article from the IndyStar website. The headline reads "I Heart Mac & Cheese opening in downtown Indianapolis". Below the headline is a sub-headline "Cheryll V. Jackson Indianapolis Star". A large graphic overlay on the right side of the article features the text "#1 ALLERGIST RECOMMENDED NON-DROWSY BRAND" in white, bold letters, with the "Allergra" logo below it. To the right of the graphic is a small image of two smartphones.

Jan. 9, 2021
Indianapolis Star

"I Heart Mac & Cheese opening in downtown Indianapolis"



ADVERTISEMENT

College Station
restaurant puts it all on
the line as it reopens

Laura Livingston closed the I Heart Mac & Cheese at Century Square in December due to impacts from the pandemic.



Jan. 23, 2021

KBTX
"College Station Reopening"

SOCIAL MEDIA REPORT CARD

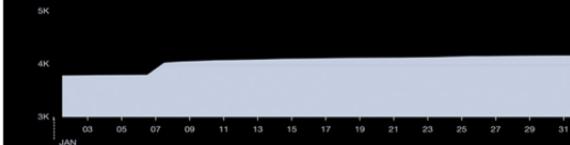
I Heart Mac and Cheese

January 1 - January 31, 2021



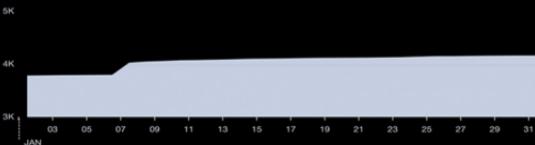
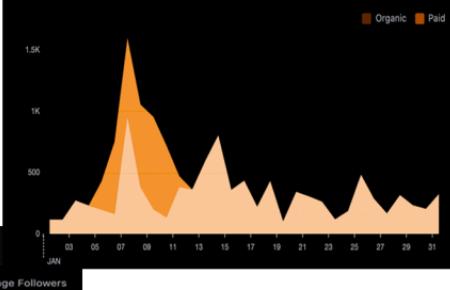
Facebook

Total Page Followers: 4,163



Post Reach

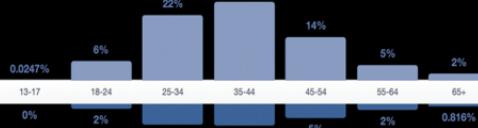
The number of people who saw any of your posts at least once. This metric is estimated.



The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.

Women

76%
Your Fans



Men

23%
Your Fans



Instagram Insights

28 day summary

with change over previous period

Tweets

22



Tweet impressions

1,217 ↓10.7%



Profile visits

118 ↑55.3%



Mentions

13 ↑550.0%



Followers

90 ↑3



SOCIAL MEDIA REPORT CARD

I Heart Mac and Cheese

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Top Facebook Engagement

Page Views: 3,250 112%

Actions: 122 239%

Likes: 375 231%

Reach: 7,626

Video Views: 4620 15%

Engagement: 544

Follows: 391 243%

I Heart Mac and Cheese
Main Page

Page Views: 237

Actions: 5 67%

Likes: 13

Reach: 2,484 26%

Video Views: 45

Engagement: 373 8%

Follows: 14

I Heart Mac and Cheese
Tallahassee Page



Instagram Insights



Followers

9,867

+1.3%

Website Taps

344

+145.7%

REACH

5,954 Accounts

+10.3%

Profile Visits

2,310

+79.4%

Account Activity

2655

SOCIAL MEDIA REPORT CARD

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Influencer Posts



@cooperjay
Followers: 13.3K



@mylifeonww
Followers: 2,527



@mcknsmith
Followers: 1,106

COPY REPORT CARD

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Top Push Notifications

Date- Friday, January 1st, 2021

Header- New Year, Same Great Flavor!

Body- 2021 IS FINALLY here. Let's celebrate with a big bowl of happy. #BuildYourHappy at I Heart Mac & Cheese—today!

Date- Wednesday, January 13th, 2021

Header- Hump Day Got You Hungry?

Body- Come to your local I Heart Mac & Cheese to let your tastebuds experience that #HalfwaytoFridayFeeling

Date- Tuesday, January 19th, 2021

Header- TOtally Worth It!

Body- Scientists say that Tots are the way to extreme enjoyment, and who are we to deny science?! Next time you're feeling BOLD, try swapping your noodles for tots. Trust us, it's science.

Date- Thursday, January 21st, 2021

Header- Move Over Meatloaf!

Body- Mac & Cheese is the *main character* here. With 10 protein choices, and endless veggie combinations, you'll never have to push your peas around the plate again. #BuildYourHappy

Date- Wednesday, January 27th, 2021

Header- Psssst, Hey You...

Body- Yeah, you. There's an old wives' tale that eating cheese before bed leads to weird dreams. We're hoping you can help us figure it out. Order now for cheesy dreams! Zzzzzz

Date- Friday, January 29th, 2021

Header- Vegan and Gluten Free Options?

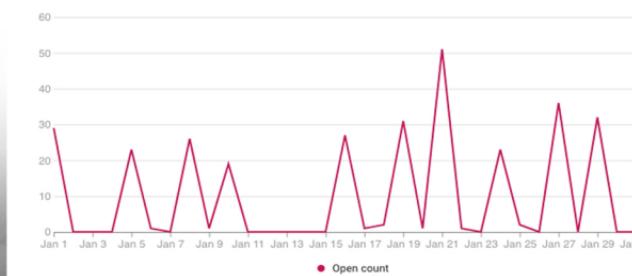
Body- Yes, you read that right. I Heart Mac & Cheese offers both gluten-free and vegan options so no matter what, you have the opportunity to #BuildYourHappy 😊

31 average opens
per notification

10 notifications
sent in
January



Open count analytics



CREATIVE ASSETS REPORT CARD

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Graphic Designs

build your own tray

12 Pack Serve 6-8 People

build your signature tray

12 Pack Serve 6-8 People
Signature Trays are built on Any Base

classic mac

- classic veggie mac & cheese \$27
- shells & cheese \$20
- mac & cheese \$18
- cheesy baked beans, bacon, rice, cheese, corn, onions \$26
- chicken Alfredo \$26
- chicken pasta \$26
- cheese & meat \$26
- cheeseburger \$26
- lobster mac & cheese, lobster, cream, butter, cheese \$26
- the rubs

 - classic \$20
 - bbq \$20
 - garlic butter \$20
 - lemon herb \$20
 - mesquite rub \$20
 - the rubs

- market price
- the rubs

 - classic \$20
 - bbq \$20
 - garlic butter \$20
 - lemon herb \$20
 - mesquite rub \$20
 - the rubs

- classic favorites get a twist!**
- I **heart** Mac & Cheese from the super indulgent to the super healthy our chef inspired menu delivers exactly what you are craving!

stay connected! #buildyourcheese

● ● ● ● ● #buildyourcheese

I Heart Mac & Cheese Catering Menu



I Heart Mac & Cheese E-blast

CREATIVE ASSETS REPORT CARD

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Animated Designs

