



If it's your time to get into the food service business go with the fastest growing segment:

FAST CASUAL

Fast Casual: lives somewhere between QSR and casual dining, and is the fastest growing food service segment.

TWO ATTRIBUTES OF FAST CASUAL ARE:

CONVENIENCE & CUSTOMIZATION

JOIN THE PLAYERS THAT ARE GROWING IN THIS SEGMENT:

FIVE
GUYS

PANARA
BREAD

CHIPOTLE

MOE'S

?



CONVENIENT
the heart of your
convenience store

CUSTOMIZATION
every Shortstop Deli
Sandwich and Hot
Truck Sub is custom
made, one at a time,
with fresh ingredients
chosen by the
customers.

SHORTSTOP DELI

a 30 year track record as a
successful sandwich deli
inside of a convenience store.

Overall store gross margin in
excess of 50% with annual
sandwich sales topping
one million dollars!

This is not a guy trying to
duplicate his store
but a concept based on
30 years of experience.

It is our privilege to offer
TIP FREE SERVICE

← SHORTSTOP DELI

...we only do fresh

The way to build a 24 Hour Deli business is to bake bread 20 hours a day... **and that is what we do.**

Add the freshest ingredients and you can have the best hot and cold sandwiches in your market.



HOT TRUCK

Hot Trucks allows you to be in the pizza business without moving out of the sandwich business. No blurring of concept.

From 1960 until he retired in the year 2000, Bob Petrillose served the Cornell community with what has come to be known as "The Hot Truck" which began as Johnny's Pizza Truck. Bob's father, Johnny Petrillose, Sr., founder of Johnny's Big Red Grill, allowed Bob to begin operating in the Pizza Truck in March of 1960 in order to expand the restaurant's services.

Originally Bob's menu had hamburgers, hotdogs, soda pop and pizza by the slice. He soon realized that selling pizza by the slice often meant serving an inferior product, so he decided to put the pizza topping on butterflied lengths of French bread. It became a great success, so successful in fact; the idea was copied by Stouffer's Kitchen. Bob named this first hot sub a Poor Man's Pizza subsequently dubbed the PMP (and later trademarked). The most famous sub on the menu is the Suicide or Sui (pronounced "SOO-ee") for short. This sub is comparable to a pizza with everything on it —tomato sauce, cheese, sausage, mushrooms, pepperoni and garlic.

From 2000 the Shortstop Deli has owned and operated the **HOT TRUCK**, and made **HOT TRUCK SUBS** available at the Deli 24/7.