

SMK 1

January 11 - April 4th, 2021



SERVED UP WISCONSIN STYLE

Messaging Strategy

New & Current Product News. During SMK 1 our messaging will be focused on new and current products. We will highlight our products throughout our direct mail, website, and social media advertising. We will talk about our food with the same witty, bold brand voice that we've featured over the second half of 2020.

Where appropriate, we may feature a CPO video(s) or talk about Wisconsin Style Pizza to help speak to a specific product feature or service that we want to highlight, but we will likely not create new video content for the first part of 2020. Instead, we will conduct internal and external research to identify specific product attributes that differentiate us from our competition. We will then fine tune our brand positioning and overall campaign for Q2 and beyond using this research.

Pick 2 or More for \$9.99 each promotion. No product changes have been made to this offer and we will continue to call attention to the value with this promotion by referencing Large House Pizzas, Triple Topperstix, and 1 lb. Orders of Boneless Wings. This offer will support our primary brand messaging in many places. It will also be replaced with our Pick 2 or More for \$5.99 each offer or other deals when appropriate.

We have added additional disclaimers to this offer to help explain upcharges for certain toppings and premium house pizzas.

Pick 2 or More for \$5.99 each promotion. WI Beer Battered Cheese Curds have replaced TopperTots on our \$5.99 Pick 2 Value Menu.

These messages will be served to Customers in various media, including the website, banner ads, social, paid search, direct mail, phone messaging, text, email, instore, and local store marketing. A comprehensive touchpoint calendar will continue to be available for download on the Marketing Resource Center.

	Print	Digital	Website
Primary Message	<p>Two Main National Deals:</p> <p>Pick Two or more for \$9.99 Each:</p> <ul style="list-style-type: none"> Any Large House Pizza (or 3-Topping) Any Triple 'Stix Any 1 Lb. order of Boneless Wings <p>Two or more for \$5.99 Each:</p> <ul style="list-style-type: none"> Any Medium 2-Topping Pizzas Any Single Orders of <u>Topperstix</u> Any ½ lb. Boneless Wings Any Baked Mac 'N Cheese WI Beer Battered Cheese Curds Any Monkey Bread 	<p>New & Current Product News</p>	<p>Two Main National Deals:</p> <p>Pick Two or more for \$9.99 Each:</p> <ul style="list-style-type: none"> Any Large House Pizza (or 3-Topping) Any Triple 'Stix Any 1 Lb. order of Boneless Wings <p>Two or more for \$5.99 Each:</p> <ul style="list-style-type: none"> Any Medium 2-Topping Pizzas Any Single Orders of <u>Topperstix</u> Any ½ lb. Boneless Wings Any Baked Mac 'N Cheese WI Beer Battered Cheese Curds Any Monkey Bread
Secondary Message	<p>New & Current Product News</p>	<p>Two Main National Deals:</p> <p>Pick Two or more for \$9.99 Each:</p> <ul style="list-style-type: none"> Any Large House Pizza (or 3-Topping) Any Triple 'Stix Any 1 Lb. order of Boneless Wings <p>Two or more for \$5.99 Each:</p> <ul style="list-style-type: none"> Any Medium 2-Topping Pizzas Any Single Orders of <u>Topperstix</u> Any ½ lb. Boneless Wings Any Baked Mac 'N Cheese WI Beer Battered Cheese Curds Any Monkey Bread 	<p>New & Current Product News</p>

MENU UPDATES

NEW PRODUCTS

This SMK we will be featuring multiple new products and a deletion of a category. Here is the full list:

January 11th Launch (start of SMK – Indefinitely)

Topperstix:

- Veganstix – the best vegan cheesy breadstix you'll eat in your life. These cheesy, buttery, and garlicky Topperstix are made with dairy free mozzarella, our homemade vegan friendly garlic sauce, and served with your choice of dipping sauces. Try our dairy free ranch!
 - Price Recommendations:
 - » Single Order: \$2 more than original
 - » Triple Order: \$4 more than original

TopperTots:

- This category will be eliminated entirely due to low volume and improve operational efficiencies.

February 1st Launch (Mid-SMK – End of SMK April 4th)

Premium Topping:

- Sliced Prime Rib
 - Price Recommendations:
 - » Large: \$1.00 more than regular topping
 - » Medium: \$.75 more than regular topping
 - » Small: \$.50 more than regular topping

Premium Pizzas

- Wisconsin Cheesesteak – Philly made it famous, we made it Wisconsin. Our homemade garlic sauce, smothered in 100% Real Wisconsin Mozzarella, topped with sliced prime rib, onions, green peppers, mushrooms, and baked with a creamy cheese sauce.
- Steak 'N Taters – Steak and potatoes, but more fun. Our homemade garlic sauce, smothered in 100% Real Wisconsin Mozzarella, topped with sliced prime rib, tater tots, green onions, and baked with a creamy cheese sauce.
 - Price Recommendations:(both pizzas):
 - » Large: \$2.00 more than house pizzas
 - » Medium: \$1.50 more than house pizzas
 - » Small: \$1.00 more than house pizzas

Baked Mac 'N Cheese

- Prime Rib Mac 'N Cheese – our 3-Cheese Wisconsin Mac topped with sliced prime rib, mushrooms, and drizzled with parmesan garlic sauce. It's Mac 'N Cheese for when you're all grown up.
 - Price Recommendations:
 - » No upcharge, same price as current Baked Mac 'N Cheeses

New product postings reflecting all these additions will be available for order on the MRC.

PRICE & PROMOTION STRATEGY

Updated Disclaimers

We have added additional disclaimers to offers to help explain upcharges for certain toppings and premium house pizzas. Here are examples of these disclaimers:

PICK 2 OR MORE **\$9.99** STARTING AT EACH

Large House Pizzas, Triple Topperstix™ & 1 Pound of Boneless Wings

LA RGE HOUSE PIZZAS OR UP TO 3-TOPPING PIZZAS. A ADDITIONAL CHARGES APPLY FOR EXTRA TOPPING & PREMIUM TOPPING. LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.

PICK 2 OR MORE **\$5.99** EACH

Medium 2-Topping Pizzas
Single Orders of Topperstix™
1/2 lb Orders of Boneless Wings

NEW! WI Beer Battered Cheese Curds
Monkey Bread
Baked Mac 'N Cheese

LIMITED TIME OFFER.
TAX AND DELIVERY CHARGES APPLY.

<p>\$8.99 Pickup Only</p> <p>Large up to 2-topping pizza</p> <p>TOPPERS.COM <small>LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.</small></p>	<p>\$10.99 Pickup Only</p> <p>Any large house pizza or up to 3-topping pizza</p> <p>TOPPERS.COM <small>LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.</small></p>	<p>\$12.99 Each</p> <p>Pick 2 or more large vegan pizzas & triple order of Veganstix™</p> <p>TOPPERS.COM <small>LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.</small></p>
<p>\$14.99 Order Online</p> <p>Large 2-topping pizza & single order of original Topperstix™</p> <p>TOPPERS.COM <small>LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.</small></p>	<p>\$19.99</p> <p>Large 1-topping pizza, single order of original Topperstix™ & 1/2 lb of boneless wings</p> <p>TOPPERS.COM <small>LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.</small></p>	<p>\$24.99</p> <p>2 large 2-topping pizzas & single order of original Topperstix™</p> <p>TOPPERS.COM <small>LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.</small></p>

Additional charges apply for extra toppings & premium toppings.

PROMOTIONAL STRATEGY UPDATE

Toppers promotion strategy is to have a handful of system wide offers each SMK that are fixed across all markets and a series of optional local offers that can be altered or removed at the sole discretion of local owners.

PLEASE NOTE: Price points on system-wide fixed offers CANNOT be changed in your POS or online.

System-wide offers include:

- **PRIMARY MESSAGE: Pick Two or more for \$9.99 each:**
 - Any Large House Pizza (or 3-Topping)
 - Any Triple Topperstix
 - Any 1 Lb. order of Boneless Wings

- **SECONDARY MESSAGE: Pick Two or more for \$5.99 each:**
 - Any Medium up to 2-Topping Pizzas
 - Any Single Orders of Topperstix
 - Any ½ lb. Boneless Wings
 - Any Baked Mac 'N Cheese.
 - Any Monkey Bread
 - WI Beer Battered Cheese Curds

- **ADDITIONAL REQUIRED SYSTEM-WIDE ONLINE DEALS:**
 - \$8.99 Large 2-Topping Pizza carryout only
 - \$10.99 Any Large 3-Topping Pizza or House Pizza carryout only
 - ~~Wednesday Triple Fix: \$9.99 Any Triple Order~~
 - » We will be removing WTF as a promotion. This is due to low redemption across the system and the complicated programming requirements for this offer.

- **Disrupter Deals**
 - There will be no system-wide disrupter deals during SMK 1.
 - » As we draw nearer to the start of the quarter, we may thoughtfully develop a non-discount centric “fun” promotion for Customers that would be required system-wide. If that happens, we will communicate the details via The Word.

COUPON PANEL + PROJECTED FOOD COSTS

It is strongly recommended that you research your local competition's base pricing, promotional pricing (i.e. local coupons), and delivery fees to make sure you are competitive in your local market. Use the template below as a guide for gathering pricing and use competitor online ordering websites to gather information. You can also find the template store on Toppers OS.

Base Pricing

Here is a guideline for performing base pricing research:

1. Go to the Domino's and Papa John's online ordering websites.
2. Use your store's address for delivery.
3. Fill your shopping cart with 1-Topping, 2-Topping, & 3-Topping pizzas across all sizes.
4. Fill your cart with their (poser) versions of cheesy breadstick.
5. Fill your cart with their small, medium, and large size wings.
6. NOTE: Pay close attention to how the prices between the topping levels of the pizzas change. Some Domino's locations will have Dynamic Pricing in place, which discounts items when multiple pizzas are added to a cart (to avoid this, add pizzas and refer to the shopping cart on an individual basis).
7. Once the template is filled in with each competitor, analyze the gap between the two the competitors.
 - a. Is it close? Then you may want to set your pricing at parity or within 5% of Papa Johns (who will most likely be on the higher end).
 - b. Is there a big difference (more than 10%)? Then you may want to consider being at parity or below Papa Johns (within 5%), particularly in a newer market.
 - c. Take into consideration who you believe is the main "player" in the market. If there is someone doing particularly higher volumes than the rest, you may want to specifically focus on them vs the others.
8. Finally, include Pizza Hut and other regional and local restaurants operating in your trade area for an even more well-rounded analysis.

Local Coupon Panel Offers

Follow the same strategy for promotions that you used for base pricing.

1. Fill out the template and compare the offers across chains.
 - a. Are they serving a particular day part or occasion that your offers are not?
 - b. Do they have more 1-2 person offers or large party offers than you do?
2. If so, include your own versions of these offers either on your menus / postcards OR just program them in your POS after the download and make sure they're synced to your online ordering so Customers can see them there.

Of course, whenever setting price and promotions for your location, you must always take into account local economic conditions (like wage regulations), your stores' individual fixed costs, and your own goals for your location (i.e. are you looking to aggressively steal market share? Are you attempting to drive down food cost? Or labor cost?).

If, after you've done this work, you're looking for more guidance, please do not hesitate to call a rep in the Toppers HQ Marketing Department or your fellow Franchisees. We're all in this together.

State - Location		Dominos	Pizza Hut	Papa Johns	Average	D & PJ Avg	Toppers
10" Pizza	1-Topping						
	Additional Top.						
	Specialty Meat						
12" Pizza	1-Topping						
	Additional Top.						
	Specialty Meat						
14" Pizza	1-Topping						
	Additional Top.						
	Specialty Meat						
Cheesey Bread Stix	1 Order						
	2 Orders						
Wings	Small Order						
	Medium Order						
	Large Order						
Sauce Cups							
Delivery Fee							

COMPETITOR		TOPPERS	
MAIN DEALS		MAIN DEALS	
Mix and Match Deal	\$5.99 Each		
2 Medium 1-Topping, Bread, Cinn Sticks, 2-Liter	\$19.99		
Large 3-Topping Carry-Out Only	\$7.99 Each		
LOCAL DEALS		LOCAL DEALS	
Medium 2-Topping	\$8.99		

Please reach out to your FBC or Colleen Glendinning, Director of Advertising and Media (cglendinning@toppers.com) as needed.

Example local coupon offers for some Pizza People, Inc. stores.

<p>PICKUP ONLY! \$8.99 Large 2-Topping Pizza <i>Est. Ideal FC: 29.3%</i></p>	<p>PICKUP ONLY! \$10.99 Any Large 3-Topping or House Pizza <i>Est. Ideal FC: 29.4%</i></p>	<p>\$12.99 Each Pick 2 or More Large Vegan Pizzas OR Triple Orders of Veganstix <i>Est. Ideal FC: 32.1%</i></p>
<p>ORDER ONLINE! \$14.99 Large 2-Topping Pizza & Single Order of Original Topperstix <i>Est. Ideal FC: 26.0%</i></p>	<p>\$19.99 Large 1-Topping Pizza, Single Order of Original Topperstix, & ½ lb. Boneless Wings <i>Est. Ideal FC: 27.4%</i></p>	<p>\$24.99 2 Large 2-Topping Pizzas, & Single Order of Original Topperstix <i>Est. Ideal FC: 26.1%</i></p>

Note: The “order online” plug listed on some offers is only meant to be a suggestion and reminder of online ordering to our Customers. Ordering online will not be required for these offers.

The Pick 2 or More for \$12.99 each Large Vegan Pizzas or Triple Orders of Veganstix is a mix n match deal with just vegan products. This is a way to feature these new products. No other house pizzas or stix will be listed in this offer, but we may add them as options for \$12.99 each if we receive Customer feedback asking for them.

Once again, although some offers are listed with a label of “Order Online!”, we are not requiring them to be ordered online. The only promotions that will be required to be ordered online are our Toppers Disrupter Deals.

We’ve updated “Carryout Only!” to say “Pickup Only!” to highlight our pickup services in this pandemic environment.

Creative

MENU

This SMK we have created a new section for "premium house pizzas". This is to allow for more flexibility when charging for these pizzas. We have also changed base pricing to say "starting at" in many places to create support this pricing flexibility.



PICK 2 OR MORE \$5.99 EACH

Medium 2-Topping Pizzas
Single Orders of Topperstix™
1/2 lb Orders of Boneless Wings

NEW! WI Beer Battered Cheese Curds
Monday through
Saturday Mac 'N Cheese

LIMITED TIME OFFER
TAG AND DELIVERY CHARGES APPLY

\$8.99 <small>PRIME TIME</small>	\$10.99 <small>PRIME TIME</small>	\$12.99 Each
Large up to 2-Topping pizza	Large House pizza or up to 3-Topping pizza	Pick 2 or more large pizza pizzas & triple order of Topperstix™
\$14.99 <small>Order Online</small>	\$19.99	\$24.99
Large 2-Topping pizza & single order of original Topperstix™	Large 3-Topping pizza, single order of original Topperstix™ & 1/2 lb of Boneless Wings	Large 3-Topping pizza & single order of original Topperstix™

additional charge apply for extra toppings & premium toppings.

NO CONTACT DELIVERY
LATER THAN LATE
CUMBERSOME



4128 E. Washburn Ave.
Address Line 2
Madison, WI 53704
Phone: 608-344-0066

DELIVERY & CARRYOUT
10:30 AM - 3 AM Daily
10:30 AM - 3 AM Weekend &
Holidays
MADISON, WI 53704
MADISON, WI 53704

AUTO-RECHARGE DGT 0303
1234 CREAM LAKE, SUITE 508
MADISON, WI 53705-1234

4128 E. Washburn Ave.
Address Line 2
Madison, WI 53704
Phone: 608-344-0066

SHIPPED UP WISCONSIN STYLE



THIS DEAL IS THE BIGGEST THING SINCE SLICED PIZZA.

SHOW IT OFF. BOO

PICK 2 OR MORE **\$9.99 EACH** STARTING AT

Large House Pizzas, Triple Topperstix™ & 1 Pound of Boneless Wings

HOUSE PIZZAS

They're like children. We have a favorite.

TOPPERS CLASSIC™
(900-480 cal/whole)
pepperoni, hand-pressed Italian sausage, onions, sliced mushrooms, mushrooms over homemade pizza sauce, sprinkled in mozzarella

PEPPERONI JALAPEÑO POPPER™
(1000-470 cal/whole)
classic cheese sauce topped with mild and hot pepperoni, fire-roasted jalapeños, cheddar and mozzarella

MEAT TOPPER™
(1200-500 cal/whole)
pepperoni, Canadian bacon, hand-pressed Italian sausage and pepperoni stacked from one topperstix pizza sauce, sprinkled in mozzarella

LOADED TOT-LEA™
(1050-600 cal/whole)
fresh mozzarella, pepperoni slices, ham, extra pepperoni, pepperoni slices, green onions, and drizzled with ranch dressing

SMOKY BBQ CHICKEN™
(1200-600 cal/whole)
chicken, onions, pepperoni stacked from one topperstix pizza sauce, topped with pepper jack, mushrooms, and drizzled with smoky BBQ sauce

VEGgie CLASSIC™
(1000-380 cal/whole)
fresh green pepper, mushrooms, sliced onions, tomatoes, and pepper over our homemade pizza sauce, sprinkled in mozzarella

More at TOPPERS.COM

9" Small \$9.99 | 12" Medium \$13.99 | 14" Large \$18.99

TOP YOUR OWN PIZZA

You can't go wrong. We've tried.

	9" Small 4.50oz	12" Medium 6.50oz	14" Large 8.50oz
Cheese	\$7.99	\$10.99	\$13.99
Topperstix starting at	\$1.00	\$1.50	\$2.00

40+ Toppings
see 'em all at Toppers.com

TOPPERSTIX™

Ridiculously dipable, awesomely shareable Topperstix™ slathered in hedonistic amounts of Wisconsin mozzarella cheese. A Wisconsin original. Triple up.

Single 8.5oz. 1 Topperstix™ sauce Starting at \$7.49 Adult Sausage 7.99	Triple 24.5oz. 3 Topperstix™ sauces Starting at \$12.99	ORIGINAL TOPPERSTIX™ (130-170 cal/piece) CHINAMONSTIX™ (110-140 cal/piece) VEGANSTIX™ (120-160 cal/piece) JALAPEÑO POPPERSTIX™ (170-220 cal/piece) 3-CHEESE GARLICSTIX™ (140-180 cal/piece) PEPPERONSTIX™ (160-200 cal/piece) SAUSAGESTIX™ (190-200 cal/piece) MACHOSTIX™ (160-220 cal/piece)
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Many more at Toppers.com

WINGS

They weren't using them.

OVEN-ROASTED (40-90 cal/wing)	BONE-IN
MILD BUFFALO (49-90 cal/wing)	7 wings \$9.99
HOT BUFFALO (40-90 cal/wing)	14 wings \$12.99
SHOKY BBQ (60-70 cal/wing)	21 wings \$19.99
SHOKY BBQ (60-70 cal/wing)	BONELESS
KOREAN BBQ (60-70 cal/wing)	1/2 lb 9-12 pc \$9.99
BOOM BOOM SAUCE (60-80 cal/wing)	1 lb 16-20 pc \$12.99
PARMESAN GARLIC (80-100 cal/wing)	1 1/2 lb 21-27 pc \$19.99

WI BEER BATTERED CHEESE CURDS \$6.49
Definitely-not-Vegan.
(800 cal/dish)
A generous 1/2 lb portion of locally fresh white cheddar curds lightly dipped in a golden LeVeckinger™ beer batter and baked to perfection. Try them with ranch dipping sauce!

BAKED MAC 'N CHEESE \$6.49
As if this menu needed more cheese.
Routinely smothered in Toppers Pizza's signature hand-pressed cheese sauce, topped or with the brand's blend of 100 percent REAL Wisconsin mozzarella and cheddar cheese

JALAPEÑO POPPER MAC (900 cal/dish)
3-CHEESE WISCONSIN MAC (770 cal/dish)
BUFFALO CHICKEN MAC (950 cal/dish)
LOADED TATER MAC (910 cal/dish)
BBQ MAC (900 cal/dish)

MONKEY BREAD \$8.99
Now monkeyless.
16th-sized pieces of freshly made dough, sprinkled with cinnamon and sugar, then baked and drizzled in cream cheese icing

CINNAMON SWIRL (260 cal/dish)
CHOCOLATE AND CREAM (240 cal/dish)
RASPBERRY CHEESECAKE (750 cal/dish)

Don't forget to order leftovers.
TOPPERS.COM

Vegetarian Spicy Vegan Low Carb

PROUDLY SERVING THE BEST
CRAFT BEER DRINKS

1200 SOUTH GARDEN STREET, MADISON, WI 53704 | 608-344-0066 | 10:30 AM - 3 AM DAILY | 10:30 AM - 3 AM WEEKEND & HOLIDAYS

EDDM MAILER



PICK 2 OR MORE \$5.99 EACH

Medium 2-Topping Pizzas
Single Orders of Topperstix™
1/2 lb Orders of Boneless Wings

NW1 WI Beer Buttered Cheddar Curds
Monkey Bread
Faked Mac 'N Cheese

LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.

\$8.99 <small>Pick 2 Only</small>	\$10.99 <small>Pick 2 Only</small>	\$12.99 Each
Large up to 2-topping pizza	Any large house pizza or up to 3-topping pizza	Pick 2 or more large veggie pizza & triple order of Topperstix™
\$14.99 <small>Pick 2 Only</small>	\$19.99 <small>Pick 2 Only</small>	\$24.99 <small>Pick 2 Only</small>
Large 2-topping pizza & single order of original Topperstix™	Large 3-topping pizza, single order of original Topperstix™ & 1/2 lb of boneless wings	2 large 2-topping pizzas & single order of original Topperstix™

Additional charges apply for extra toppings & premium toppings.

4028 E. Washington Ave.
Madison, WI 53711
Phone: 608-246-0064
DELIVERY & CARRYOUT
10:30 AM-3 AM Daily
10:30 AM-3 AM Weekends

4028 E. Washington Ave.
Madison, WI 53711
Phone: 608-246-0064
DELIVERY & CARRYOUT
10:30 AM-3 AM Daily
10:30 AM-3 AM Weekends

*****ALTO***** 5-DIGIT 55703
PIZZA LOVER AT
1234 DREAMLAKE SUITE 506
MADISON, WI 53703-1234-5



TOPPERS PIZZA

SERVED UP WISCONSIN STYLE

THIS DEAL IS THE BIGGEST THING SINCE SLICED PIZZA.

PICK 2 OR MORE \$9.99 EACH

Large House Pizzas, Triple Topperstix™ & 1 Pound of Boneless Wings

STARTING AT

\$9.99 EACH

SHOW IT OFF BRO

TOPPERS PIZZA

5* INCLUDE PICK UP OF 1 2-TOPPING PIZZA & ADDITIONAL CHARGES APPLY FOR EXTRA TOPPING & PREMIUM TOPPING. LIMITED TIME OFFER. TAX AND DELIVERY CHARGES APPLY.

PICK ANY 2 OR MORE. STARTING AT \$9.99 EACH

PREMIUM PIZZAS

LARGE HOUSE OR 3-TOPPING PIZZAS

TRIPLE TOPPERSTIX™

1 LB OF BONELESS WINGS

Don't forget to order leftovers.

TOPPERS.COM

VEGETARIAN VEGAN SPICY LOW CARB

CALL US TODAY TO ORDER ONLINE! WE DELIVER TO YOUR HOME! WE DELIVER TO YOUR HOME! WE DELIVER TO YOUR HOME!

MENU BOARDS

This SMK we have created a new section for "premium house pizzas". This is to allow for more flexibility when charging for these pizzas. We have also changed base pricing to say "starting at" in many places to create support this pricing flexibility.

HOUSE PIZZAS

They're like children. We have a favorite.

9" Small \$8.99 **12" Medium \$13.99** **14" Large \$18.99**

LOADED TOT-IT-A™ (200-250 cal/wing)
 nacho sauce, mozzarella cheese, extra hot, applewood smoked chicken, green onions, and dilled with ranch sauce

BUFFALO CHICKEN TOPPER™ (200-250 cal/wing)
 applewood smoked chicken, applewood smoked chicken, dilled buffalo chicken, topped with 4 slices of melted buffalo ranch sauce

BUFFALO CHICKEN MAC 'N CHEESE™ (200-250 cal/wing)
 applewood smoked chicken, applewood smoked chicken, dilled buffalo chicken, topped with 4 slices of melted buffalo ranch sauce

VEGgie CLASSIC™ (200-250 cal/wing)
 fresh green peppers, mushrooms, onions, and tomatoes, topped with our homemade pizza sauce, mozzarella, and oregano

MAC 'N CHEESE™ (200-250 cal/wing)
 fresh cheddar cheese sauce and seasonal vegetables, topped with cheddar, mozzarella, buffalo chicken and applewood smoked chicken, and dilled with melted buffalo ranch sauce

MAUI TOPPER™ (200-250 cal/wing)
 Canadian bacon, pineapple, applewood smoked chicken, mushrooms, onions, and tomatoes, topped with our homemade pizza sauce, mozzarella, and oregano

PEPPERONI JALAPENO POPPER™ (200-250 cal/wing)
 pepperoni, jalapeno, and mozzarella

MEAT TOPPER™ (200-250 cal/wing)
 pepperoni, Canadian bacon, hand-picked Italian sausage, and applewood smoked chicken, topped with our homemade pizza sauce, mozzarella, and oregano

KOREAN BBQ CHICKEN TOPPER™ (200-250 cal/wing)
 pepperoni, Korean BBQ sauce, jalapeno, and mozzarella

PEPPERONI A LA MODE™ (200-250 cal/wing)
 pepperoni, jalapeno, and mozzarella

TOPPERSTIX™

Deliciously drizzable, irresistibly shareable Topperstix™ delivered in bedazzled amounts of Wisconsin mozzarella cheese. A Wisconsin Original. Triple up.

Single (8 "Stix") \$3.99
 Pick One Dipper Sauce

Triple (24 "Stix") \$11.99
 Pick Three Dipper Sauces

ORIGINAL TOPPERSTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

CINNAMONSTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

Single (8 "Stix") \$7.99
 Pick One Dipper Sauce

Triple (24 "Stix") \$22.99
 Pick Three Dipper Sauces

JALAPENO POPPERSTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

3-CHEESE GARLICSTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

PEPPERONISTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

BACONSTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

NACHOSTIX™ (200-250 cal/wing)
 Pick One Dipper Sauce

Single (8 "Stix") \$9.99
 Pick One Dipper Sauce

Triple (24 "Stix") \$26.99
 Pick Three Dipper Sauces

VEGANSTIX™ (170-220 cal/wing)
 Pick One Dipper Sauce

DIPPIN' SAUCES

Hot Sauce (100 cal)

Ranch (100 cal)

Smoky Cheese (100 cal)

Garlic Sauce (100 cal)

Chipsotle Ranch (100 cal)

Panoramic Curls (100 cal)

Blue Cheese (100 cal)

Smoky BBQ (100 cal)

Hot Buffalo (100 cal)

Chocolate Fudge (100 cal)

Cheddar Cheese Fudge (100 cal)

Beacon Bacon Sauce (100 cal)

Smoky BBQ (100 cal)

Dairy-Free Ranch (100 cal)

Add'l Sauces 79¢

PREMIUM PIZZAS

9" Small Starting at \$13.99 **12" Medium Starting at \$17.99** **14" Large Starting at \$22.99**

WISCONSIN CURDS 'N BACON (200-250 cal/wing)
 hand-topped with curd-walla cheese, Leaning Tower of Bread™, Canadian bacon, green onions, and dilled with ranch sauce

VEGAN BUFFALO CHICKEN LESS TOPPER™ (200-250 cal/wing)
 mild buffalo sauce, dairy-free mozzarella, plant-based crispy chicken, green onions and dilled with ranch sauce

VEGAN KOREAN BBQ CHICKEN LESS TOPPER™ (200-250 cal/wing)
 Korean BBQ sauce, dairy-free mozzarella, plant-based crispy chicken, green onions and green peppers

VEGAN TUSCANO TOPPER™ (200-250 cal/wing)
 tomato, mushrooms, green olives and spinach

TOP YOUR OWN PIZZA

You can't go wrong. We've tried.

1 CRUST

CRISPY THEN (140-160 cal/wing)
 (90-240 cal/wing)

HAND-TOSSED (90-240 cal/wing)

TALL BOY™ (340-390 cal/wing)

GLUTEN-FREE (160 cal/wing) (see table for)

2 SAUCE

HOMEMADE PIZZA SAUCE (sauce 10 cal/wing)

CREAMY RANCH (sauce 20-25 cal/wing)

NACHO CHEESE (sauce 30-40 cal/wing)

GARLIC SAUCE (sauce 10-20 cal/wing)

DAIRY-FREE RANCH (sauce 45-60 cal/wing)

3 CHEESE

EXTRA MOZZARELLA (sauce 30-40 cal/wing)

CHEDDAR (sauce 30-40 cal/wing)

ASIAGO (sauce 30-40 cal/wing)

PEPPER JACK (sauce 30-40 cal/wing)

FETA (sauce 35-40 cal/wing)

PREMIUM DAIRY-FREE MOZZARELLA (sauce 50-70 cal/wing)

4 TOPPINGS

MEATS Pepperoni (sauce 20-40 cal/wing) Hand-Picked Italian Sausage (sauce 40-50 cal/wing) Sautéed Chicken (sauce 30-40 cal/wing) Applewood Smoked Bacon (sauce 20 cal/wing) Ground Beef (sauce 20-25 cal/wing)	UNMEATS Old School Pepperoni (sauce 20-40 cal/wing) Canadian Bacon (sauce 10-20 cal/wing) Grilled Chicken (sauce 10-20 cal/wing) Ground Pepperoni (sauce 40-50 cal/wing) Ground Beef (sauce 20-25 cal/wing)	Mushroom (sauce 0 cal/wing) Green Peppers (sauce 0 cal/wing) Tater Tots (sauce 10-20 cal/wing) Smashed Garlic (sauce 10 cal/wing) Garlic-Infused Tomatoes (sauce 10 cal/wing)	Onions (sauce 0 cal/wing) Tomatoes (sauce 0 cal/wing) Pineapple (sauce 5 cal/wing) Maple Onions (sauce 10 cal/wing) Green Onions (sauce 0 cal/wing)	Banana Peppers (sauce 0 cal/wing) Green Onions (sauce 10 cal/wing) Jalapeno (sauce 5 cal/wing) Spinach (sauce 10 cal/wing) Pine-Infused Jalapenos (sauce 0 cal/wing)
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PREMIUM Plant-Based Crispy Chicken (sauce 20-25 cal/wing)

PREMIUM Hand-Tossed Cheese Curds (sauce 60-90 cal/wing)

	9" Small 4 slices	12" Medium 6 slices	14" Large 8 slices
Cheese Pizza	\$ 7.99	\$ 10.99	\$ 13.99
Toppings starting at \$ 1.00 \$ 1.50 \$ 2.00			

Additional charge for Premium Sauce apply.

WINGS

They aren't eating them.

OVEN-ROASTED (40-50 cal/wing)

MILD BUFFALO (40-50 cal/wing)

HOT BUFFALO (40-50 cal/wing)

SMOKY BBQ (40-50 cal/wing)

KOREAN BBQ (40-50 cal/wing)

BOOM BOOM SAUCE (40-50 cal/wing)

PARMESAN GARLIC (40-100 cal/wing)

BONE-IN

7 wings \$7.99

14 wings \$13.99

21 wings \$19.99

BONELESS

1/2 lb (3-6 per) \$7.99

1 lb (6-12 per) \$13.99

1 1/2 lb (9-17 per) \$19.99

BAKED MAC 'N CHEESE
 As if this crust needed more cheese.

JALAPENO POPPER MAC (400 cal/wing)

3-CHEESE WISCONSIN MAC (770 cal/wing)

BUFFALO CHICKEN MAC (850 cal/wing)

LOADED TATER MAC (1040 cal/wing)

CBR MAC (900 cal/wing)

VEGETARIAN SPICY LOW CARB VEGAN

WI BEER BATTERED CHEESE CURDS

Irresistibly soft centers.

\$5.49 (200 cal/wing)

MONKEY BREAD
 More bread, more fun.

\$5.99 (240 cal/wing)

CHOCOLATE AND CREAM (240 cal/wing)

RASPBERRY CHEESECAKE (240 cal/wing)

CINNAMON SWIRL (240 cal/wing)

BEVERAGES

20-OZ. \$1.99

Coke® (240 cal)

diet Coke® (20 cal)

Cherry Coke® (260 cal)

Sprite® (200 cal)

Malt® (290 cal)

Beer's Best Beer® (270 cal)

Wheat® (270 cal)

Bevita® (240 cal)

2-LITER \$3.99

Coke® (140 cal/verning)

diet Coke® (2 cal/verning)

Cherry Coke® (160 cal/verning)

Sprite® (140 cal/verning)

Beer's Best Beer® (160 cal/verning)

Wheat® (170 cal/verning)

Bevita® (170 cal/verning)

1.25L BOTTLES

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PROMO BOARD & WINDOW CLING

There will be a Prime Rib recipes promo board available for purchase. This board will arrive with all other materials, but should not be put up until those recipes launch on Monday February 1st. In the meantime, you can continue to use your current promo board.



REGISTER BOARDS



OPTIONAL BOX TOPS

Box tops will continue to be optional. There will be no box tops created for SMK 1. If you want a specific box top offer, please contact marketing@toppers.com and you will be provided creative and a quote to print with our vendor Suttle Straus. You can also print locally.