



VALUE PROPOSITION

FOUNDATION GREAT BEEF - <http://luckysnoblebbq.com/lucky-noble-cuts>

Lucky's is founded on the Noble Wagyu-Angus Breed with parentage traced back over 200 years with MISHIMA & IMPERIAL Wagyu. Born and Pasture raised on American Centennial Family Wagyu Farms with a field diet that produces higher healthy Omega Fatty Acids & Rich in Micro Nutrients.

PASTURE RAISED = HAPPY COWS * NO Antibiotics & NO Hormones EVER!

RANCH & FARM DIRECT - No Middle Agents - Complete Chain of Custody

SUPERIOR OMEGA RICH NOBLE WAGYU BEEF BREEDS ONLY

CURE & SMOKE = HOLY TRANSFORMATION - <http://luckysnoblebbq.com/holy-transformation>

DB LARDER, Mike Kosch, backed by his family's seven decades of Artisan Charcuterie, cure then smoke to captures the beauty of every Wagyu Cut. Their artistry is also expressed in their amazing Lucky Craft Angus & Wagyu Brats with flavors to follow the seasons from the famous heritage.

CURED & SMOKED LIKE BACON THEN SPICE RUBBED - ALL BEEF ONLY

READY TO SLOW COOK IN THEIR OWN CRYOVAC TO UMAMI RICH FLAVOR & FORK TENDERNESS

* Low & Slow temperature cooking eliminates kitchen hood systems & high cost kitchen labor
EXTENDED PRODUCT SHELF LIFE DUE TO CURING AND SMOKING - HIGH PRODUCT YIELD (LOW OR NO LOSS)
LUCKY'S NOBLE BBQ CAPTURES THE FLAVORS YOU LOVE OF BACON, SMOKE & BBQ

LUCKY'S NOBLE BBQ CONCEPT - BBQ RE-IMAGINED - <http://Luckysnoblebbq.com>

Best BBQ Flavor captured across the menu from Wagyu Beef to Fish-Shellfish to Vegetables

Superior Nutritional Values of Higher Protein, Lower Carbs, Good Omega Rich Fats WITHOUT Wheat, Gluten-Lectins, Soy & Pork....anywhere on the entire menu

<http://luckysnoblebbq.com/gluten-lectins>

* **Restaurant Complete Concept Licensing Available with Seasonal Cravables & Market Specials**

LUCKY'S NOBLE WAGYU BBQ - READY TO SLOW COOK MEATS (also ready to serve available on request)

* **Complete BBQ Wagyu Beef Product Line ready to slow cook & serve**

* **Lucky's Special Sauces & Condiments Available for ready to serve**

* **Lucky's Secret BBQ Spice Line for kitchen production & retail line**

Learn more <http://luckysnoblebbq.com/contact-us> & <http://jimmyschmidt.com>

