

Justin A. McCoy – Vice President of Marketing



- 18+ years with the brand, VP since 2013
- Founded the Make It Better Foundation, raised \$1.2M+
- Led 117% growth in system average unit volume, spearheaded comprehensive rebrand and new loyalty program
- Major partnerships with Packers, Bucks, Summerfest and Wisconsin Athletics
- Board member for Vince Lombardi Cancer Foundation and Starr Children's Fund
- BA in Communications from Cardinal Stritch University

About Cousins Subs

- Founded in 1972 in Milwaukee, Wis. by cousins Bill Specht and Jim Sheppard from Atlantic City, New Jersey
- Headquartered in Menomonee Falls, Wis.
- Began franchising in the 90's
- Nearly 100 sandwich shops in Wisconsin and Indiana, including a traveling sub shop



About Cousins Subs (cont.)

- Our Vision: We are a highly successful company that makes a difference in the lives of our stakeholders and in the communities we serve.
- Our Mission: We Believe in Better through the continual improvement in everything we do.
- Our Values: Grounded, Optimistic, Passionate and Purposeful



About Cousins Subs (cont.)

- Better Bread. Better Subs.
- Offers quality deli-fresh and grilled to order subs with a robust lineup of signature sides
- Use only Wisconsin cheese and dairy
- We're special for our:
 - Cuisine Philosophy
 - History
 - Community Involvement



About Cousins Subs (cont.)

- Current chicken offerings
 - Chicken Cheddar Deluxe – featuring an oil browned sliced deli chicken
 - Cheese Steak lineup – featuring an all-white meat raw chicken product grilled to order
 - Chicken Cheese Steak
 - Chicken Bacon Cheddar
 - Chicken Philly
 - Double Chicken Cheese Steak
 - Two locations with only a microwave
 - Serving a pre-cooked chicken product

Chicken
CHEESE STEAKS

