



**Marketing in**  
**an ever-changing world**  
*a world we've never seen*

# hello!



**jamie**  
richardson  
VP, Marketing



**tiffany**  
stavrianos  
Director, Client  
Leadership

# FAMILY LEADERSHIP



in the **HERE & NOW**



**the heart of the Castle**

**FEED THE SOULS OF CRAVER  
GENERATIONS EVERYWHERE**



HALL OF FAME







9600

9600

Starbune



White Castle Sliders  
MICROWAVEABLE SLIDERS  
Cheese Sliders  
MEAT IS 100% BEEF

8 - 2 PACKS WRAPPED FOR RESALE  
White Castle

White Castle  
The Original Slider  
HAMBURGERS  
MEAT IS 100% BEEF

White Castle Sliders  
MEAT IS 100% BEEF

White Castle Sliders  
MEAT IS 100% BEEF

NO NO NO YES





**ALWAYS BE  
CRAVE READY**



**PUT A CRAVE-  
WORTHY TWIST  
ON TRADITION**



**NOURISH  
CRAVERS'  
SOULS**





**ALWAYS BE CRAVE READY**

# CONNECTING IN UNEXPECTED TIMES



## Netflix Party



### Chatroom

- I suppose it's possible
- White Castle  
LOL... maybe...??
- Bruce  
gasp
- White Castle  
First time watching this for everyone or how many times have you all seen this movie?
- all  
first time for me!
- Bruce  
NEVER seen it.
- Jill  
left
- evelave  
I've seen it once - I really liked it!
- Kral  
Holy shit, I've probably seen it 8 times
- White Castle  
Nice....it's pretty classic
- Kral  
I mean a stoner comedy with POC leads then???
- Bruce  
Haha

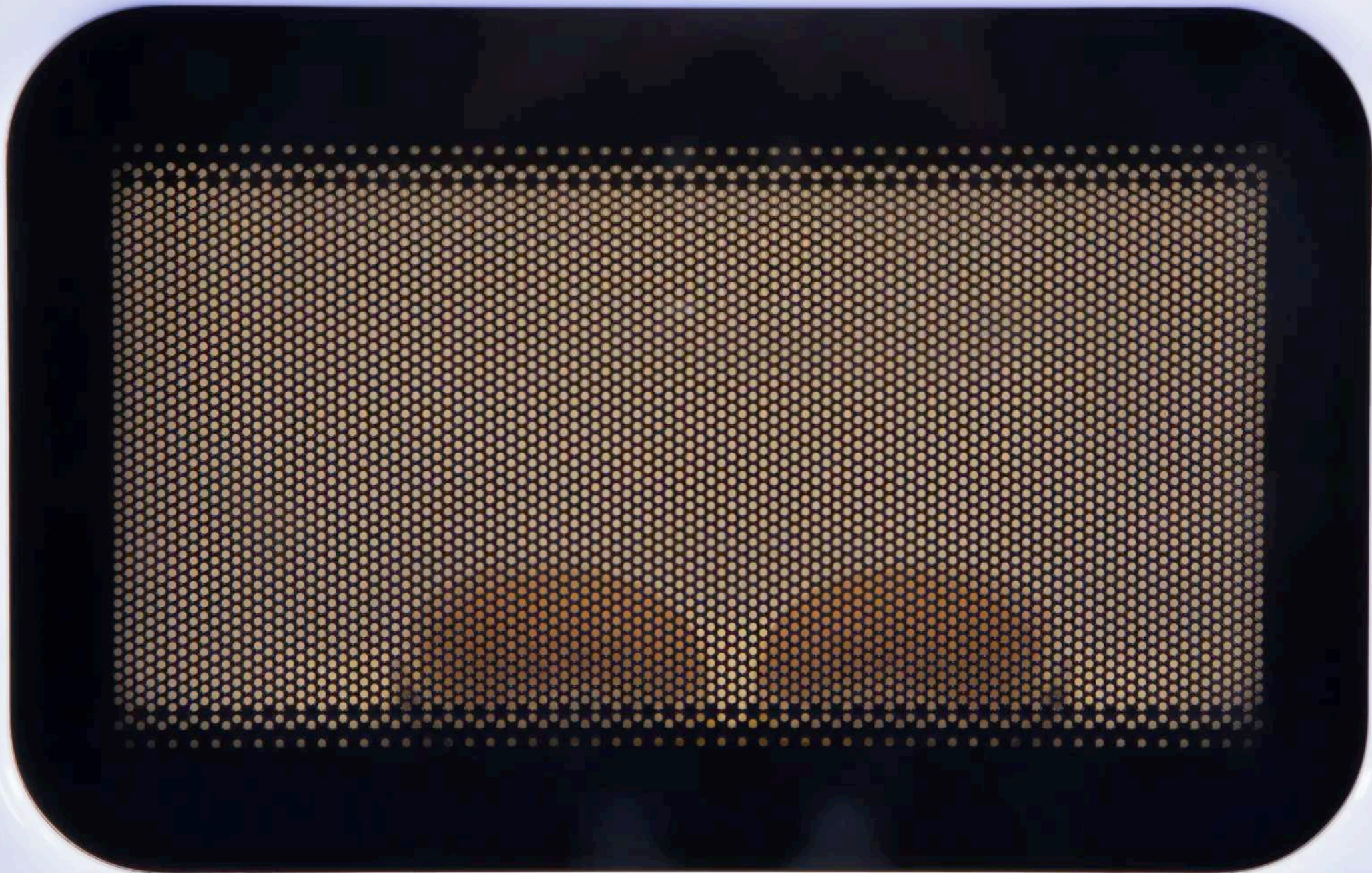
People are typing...

It's a message



# it's *Slider* Season







# **PUT A CRAVE-WORTHY TWIST ON TRADITION**



Food

# Thanksgiving stuffing (or dressing) is the dish that best reflects America's diversity

## The power of nostalgia at Thanksgiving

By Jacque Wilson, CNN  
Updated 7:08 AM ET, Wed November 23, 2011



FOR FOODIES

## Don't Mess With My Stuffing: Thanksgiving's Most Hotly Debated Dish

November 22, 2015  
Heard on Weekend Update

### To stuff or not to stuff: That's the Thanksgiving turkey question

Beth Waltrovich, Michigan State University Extension - October 28, 2016

As you plan for your Thanksgiving dinner, make your decision on whether to stuff or not.

### Why Stuffing Needs to Be a Year-Round Food

You know what? We should be making savory sage-bread pudding every day.

### Stuffing/dressing

Save the arguments about dressing vs. stuffing; it's all great, whether you bake it inside your turkey or out. The most popular recipe currently on AllRecipes is a "stuffing of champions" calling for celery and onions. You can make it with cornbread or in a Crock-Pot or even with tamales.

## This Twitter Thread On Weird Thanksgiving Side Dishes Does Not Disappoint

Writer Maya Kosoff tweeted out a request for "weird inexplicable retro family recipes," and the results are eye-opening.

By Jamie Feldman  
October 27, 2018

### The 12 most popular Thanksgiving side dishes, ranked

#### 2. Stuffing



We could eat stuffing all year long, honestly. Brent Hofacker/Shutterstock

Stuffing is a Thanksgiving essential — no ifs, ands, or buts about it. We surveyed 1,000 people and got the following results:

### These are America's favorite Thanksgiving side dishes

1. Mashed Potatoes
2. Stuffing
3. Gravy
4. Bread
5. Macaroni and cheese
6. Green bean casserole



# stuffing dig sites



Own the emotion that surrounds Thanksgiving



Own the fervor around the Thanksgiving season and how the debate will, thankfully, be about food

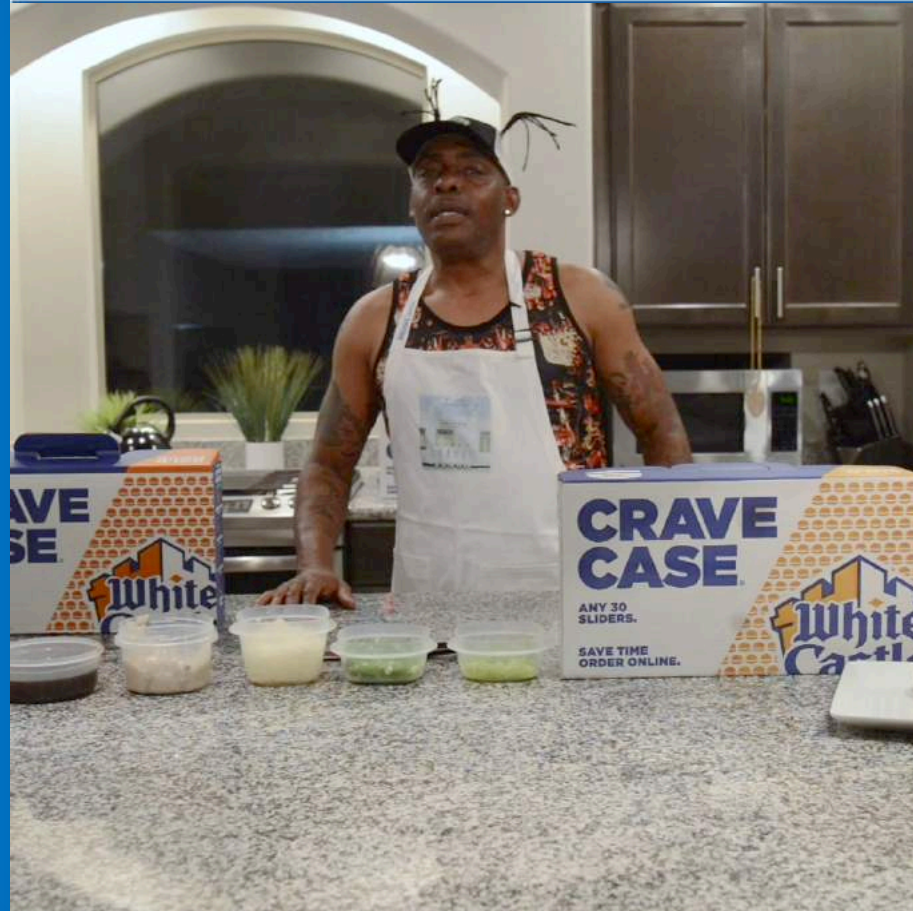


Own the battle to be the ultimate side dish in a time when sides get the spotlight

Instagram



whitecastle • Following



Liked by lagunajoy and others

7 DAYS AGO



# COOKIN' WITH COOLIO

PRESENTED BY

White Castle



# the cravey boat



NBC 4  
TODAY

nbc4i.com

S. EXCEPTIONS LISTED ONLINE AT NBC4I.COM

FRANKLIN COUNT

NBC 4  
6:25 | 33°

CORONAVIRUS  
LATEST

For Internal Use Only



# **NOURISHING CRAVERS' SOULS**

**transformational**  
not **transactional**

**long term relationship**  
over **short term sales**





**CONSUMERS**

**friendship**



**CUSTOMERS**

**secure a  
bond**



**PARTNERS**

**get there  
together**

**White Castle** July 9 · 🌐

No matter what life throws at him, Calvin Small keeps rolling. As a roller-skating instructor + co-inventor of the [#JamesBrown](#)-style of skating, Calvin has kept the community moving and grooving despite COVID-related roller rink closures. Rather than putting his lessons on hold, Calvin took them outside, teaching the steps he's mastered from a safe distance as classes roll through parks or do laps on tennis courts. You've done your community (and J.B.) proud, Calvin. We salute you! [#CraveTheGood](#)




172 19 Comments 39 Shares

Like Comment Share

**White Castle** July 30 · 🌐

Today, we're privileged to send four—count 'em, FOUR—[#CraveTheGood](#) salutes. When summer camps began getting cancelled around them, this group of friends leapt into action. Dreama, LoLo, Paulette and Darche wanted to help local girls however they could, so they started their own camp to teach the game they grew up playing. Introducing the Jumping Juniors Double Dutch Camp, where girls will be mentored and empowered as they learn the fine art of double Dutch. Thank you for stepping up, ladies, and here's to many more summers together!



129 5 Comments 20 Shares

Like Comment Share

**White Castle** July 16 · 🌐

It's time for a little [#CraveTheGood](#) inspo. Today, we send salutes to a dynamic duo helping their community through tough times. Charles and Mercedes Pickett, the brother & sister team behind the nonprofit [Earth's Remedies](#), recently used their fundraising superpowers to give back to Chicago's West Side. To date, they've raised over \$43,000 and provided financial relief to 26 local businesses. Oh, and they're still going. Give them a follow to learn more about their efforts!

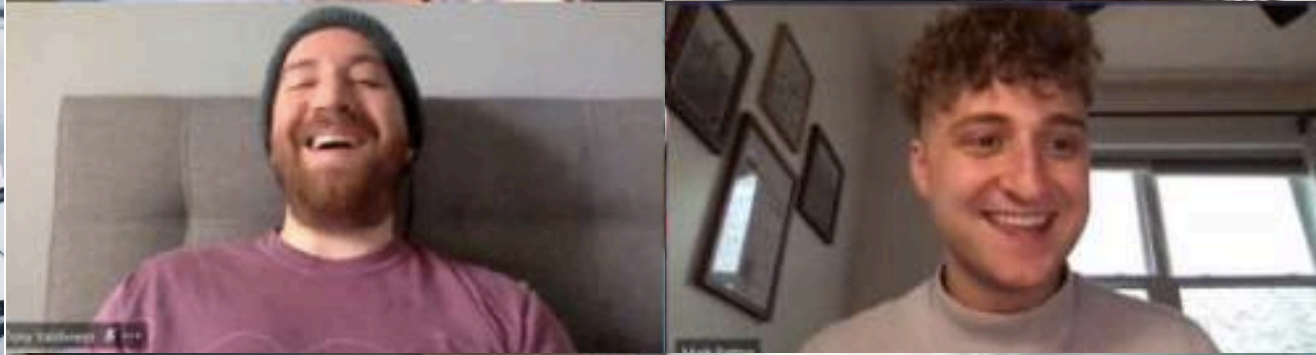


92 12 Comments 20 Shares

Like Comment Share

open 24/7





# IN THE FACE OF UNPRECEDENTED CHANGE:

Be flexible.

Feed each other's souls.

It takes a village to create an idea.

Creativity is the great equalizer.



# thank you



**jamie**



**tiffany**



**THANK  
YOU!**