



[JOINVDC.COM](http://JOINVDC.COM)





Virtual Dining Concepts is the leading provider of delivery-only, virtual restaurant brands that helps restaurants maximize their existing kitchen space to drive additional revenue.

VDC provides an all-in-one solution including technology, training, and marketing that allows for multi-unit and independent restaurant operators, as well as an operating kitchen (colleges, hotels and more) to add a virtual brand with minimal impact to current operations.

The menus for our celebrity and non-celebrity brands were created in line with cuisine that is in the top dining categories while accommodating a variety of kitchen equipment.

Menus are available via online ordering through their individual websites and most major third-party delivery services.





# WITH OVER 40 CONCEPTS VDC IS THE LEADER IN CELEBRITY RESTAURANT BRANDS!



Created by restaurant owners for restaurant owners. Virtual Dining Concepts offers traditional & enterprise restaurant owners a low risk, all in one solution to launch a profitable delivery-only restaurant concept in their existing kitchen operations, with zero upfront fees.

Proven branded concepts including MrBeast Burger, Pardon My Cheesesteak, NASCAR Refuel, Mariah's Cookies, Guy's Flavortown Kitchen, Buddy V's Cake Slice and more are available for customers to order online through the concept's website, along with the most popular food delivery platforms.

As seasoned restaurateurs with decades of experience running national chains, we provide the expertise to grow your business in an easy to implement and execute solution.

## THE LARGEST VIRTUAL DINING RESTAURANT GROUP IN THE WORLD!



### AWARD WINNING

the  
CREATORS

WINNER:  
MARKETING CREATOR  
VIRTUAL DINING  
CONCEPTS

Nation's Restaurant  
News announces  
winners of inaugural  
CREATORS Awards

NRN staff | Sep 16, 2021

# VISIONARY LEADERSHIP

70+ YEARS IN THE RESTAURANT INDUSTRY AND WE WANT TO SHARE IT WITH YOU.



## ROBERT EARL

VDC Co-Founder

Recognized as a leading figure in the hospitality, lodging, gaming and food & beverage industries, Robert Earl is the former CEO of Hard Rock Cafe and current founder/chairman of Planet Hollywood International, Inc. and Earl Enterprises, which specializes in restaurant and hospitality branding, marketing and operations with a vast collection of brick and mortar restaurants including Buca di Beppo®, Bertucci's®,

Earl of Sandwich®, Chicken Guy®, Seaside on the Pier™, Rock & Reilly's® and Warrior™.

In 2020, Earl acquired two additional brands specializing in Italian Cuisine, Brio® Italian Grille and Bravo!® Italian Kitchen. Now together with his son, Robbie Earl, they're leading the wave of the future of restaurants with virtual kitchens and delivery-only restaurant concepts.



## ROBBIE EARL

VDC President/Co-Founder

The second generation restaurateur inherited a passion for the restaurant business from his father and now oversees the new direction of restaurants capitalizing on the fast growing restaurant delivery trend. As head of talent partnerships, he's honed relationships with the biggest names in Hollywood, sports, music, YouTube and digital celebrities who become full collaborators in the development and marketing of their virtual restaurant concepts.

As a tech enthusiast, he's leveraged the company's buying power securing successful partnerships with the top delivery service platforms around the country.



## STEPHANIE SOLLERS

VDC CEO

Stephanie brings over a decade of experience in the food + technology space to VDC. Her most recent role was the Enterprise Partnerships Lead at DoorDash executing new verticals for delivery-only brands and ghost kitchens. Other previous roles include her work as an executive in the advertising and technology industry as Sollers led the go-to-market narratives across North America, Europe and Asia for the organization, as well as for new product launches.

Sollers' experience includes working with engineering teams to shape new technology solutions for Fortune 500 restaurant brands. As CEO of Virtual Dining Concepts, Sollers will drive and implement strategic and operational initiatives. She will lead VDC senior management team to ensure maximum expansion for virtual brands across the global marketplace with a particular focus in fundraising, investor relations and identifying emerging tech opportunities.



## TRISH GIORDANO

VDC Co-Founder

With over 30 years in the restaurant & hospitality industries, Trish Giordano has based her career on forward thinking and building organizations of innovation. She is responsible for co-developing the business model of Virtual Dining Concepts from its original inception and has been a key influencer in all the success the organization has achieved.

She has applied her leadership and industry experience to build the team accountable for all restaurant sales, operations, digital marketing, customer engagement and third-party delivery technology & integration, in addition to fully overseeing the sales & marketing efforts for all Earl Enterprise brands.



## KELLY GROGAN

VDC VP of National Sales

Kelly has been a successful business-to-business sales leader in the hospitality industry for the past 9 years. With a customer first attitude, she identifies and anticipates VDC client's needs proactively.

She's responsible for developing our high-performing team of salespeople, driving the sales strategy and delivering results for our restaurant partners.



## ERIC GREENSPAN

VDC Culinary Director

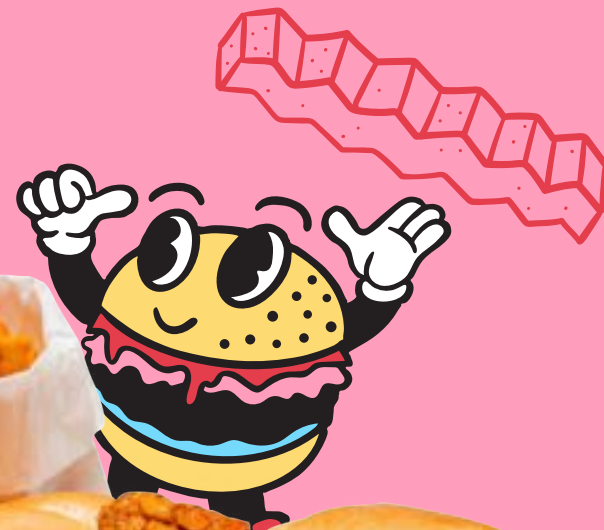
The acclaimed chef, popular Food Network personality, Iron Chef Winner and cookbook author, leads the VDC culinary team responsible for creating crave worthy menus suited for delivery. With 20+ years of experience operating fine dining, quick service and virtual brands, Greenspan is considered the pioneer in the virtual food movement and "King of Comfort Food."

He operated several delivery-only brands under a "virtual food court" dubbed Alt/Grub/Faction in Los Angeles and wrote The Great Grilled Cheese Book: Grown-Up Recipes for a Childhood Classic (published by Ten Speed Press) and Cook Up Comfort with Eric Greenspan (published in partnership with WW).





THE BIGGER  
THE BETTER,  
MRBEAST STYLE!



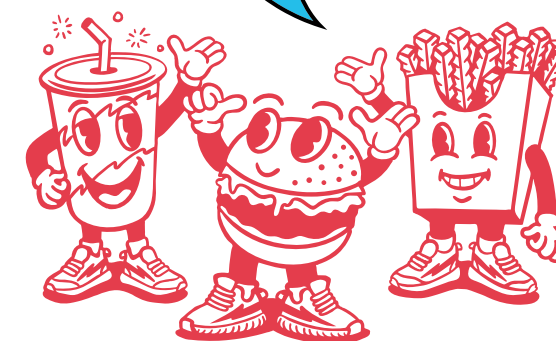
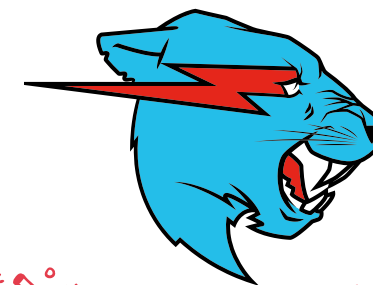
Smashed burgers, crispy chicken sandwiches, outrageous gooey grilled cheese, seasoned crinkle fries, and so much more, all packed with flavor!



After driving 3,000 miles to find the best-tasting burger, "YouTube's biggest philanthropist" set out to create his own brand – MrBeast Burger! Demonstrating his ability to connect with his followers, MrBeast Burger quickly became a sensation.

The pop culture phenomenon, and lover of all things food and giveaways, started the process of developing his menu with a personalized version of a no-nonsense classic American smashed burger, created to satisfy the hunger of his millions of fans.

The MrBeast Burger menu features burgers made with choice of beef or Impossible patties, along with sandwiches named after his close friends and collaborators; the simple Chandler Style, the loaded Chris Style, Karl's Grilled Cheese, Karl's Deluxe, a Nashville hot chicken tender and classic fried chicken sandwiches with seasoned crinkle fries plus limited-time-only specials that reflect the interests and passions of MrBeast.



NASHVILLE  
HOT CHICKEN







# *Mariah's*<sup>™</sup> COOKIES

Need a delectable treat created by  
a legendary musical icon?

*You've come to the  
right place.*



Mariah Carey set out to create a virtual brand that delivers sweet holiday magic all year round. Her delectable cookies are available to order now, delivered directly to your door.

This global superstar is not only a majestic entertainer, but she's also a baker!

Mariah's specialty is cookies - delicious, decadent cookies with just enough extra oomph to make them worthy of the legendary icon who lends her name to this virtual brand.

Choose from flavors such as Chocolate Chunk, Triple Chocolate Chunk, Heath Bar, Lemon Cooler & more!







1968\*

# WELCOME TO FLAVORTOWN!

What do you get when you combine the most exciting flavors from Guy's super popular restaurants into one virtual brand - you get Guy's Flavortown Kitchen! Chef Guy Fieri has selected his favorite items from his red-hot restaurants and created an incredible menu hitting all his high points.



With Guy's Flavortown Kitchen, you have a complete, curated menu starting with Guy Fieri's top-selling appetizers, iconic burgers and sandwiches, outrageous entrées, dinner-sized salads, and add-ons, including Guy's signature fries generously seasoned with his proprietary spice mix and decadent crave-worthy mac and cheese.



Honored by QSR magazine as the runner up for our Guy Fieri's Flavortown Kitchen packaging.





# Buddy V's CAKE SLICE™



Chef Buddy Valastro burst onto the scene in 2009 with the debut of his hit reality TV show *Cake Boss* but he has been in the baking business for his entire life, working alongside his father in the

family business, Carlos Bakery, starting at age 11. With his charisma and talent, he has taken the baking world by storm—and we are offering you the incredible opportunity to join Buddy Valastro on an all-new virtual brand, Buddy V's Cake Slice.

Buddy V's cakes are baked for you by Buddy in his Jersey City bakery, and they are shipping fresh-frozen. He even prepares them for delivery—pre-sliced, pre-packaged, and each individual slice is already labeled when it arrives at your location. A case of 24 slices of each of the 8 flavors gets you open for business right away. You just put the slices straight into your freezer

and then transfer them, based on demand, into the refrigerator. When orders come through, the slices go immediately from the cooler into the delivery bag, so there is very little work for you to do. So you can see, Buddy V's Cake Slice is easy to facilitate while running your core brand in the kitchen.



CONFETTI, VANILLA RAINBOW, CHOCOLATE FUDGE, RED VELVET, BLACK & WHITE FUDGE



**SATURDAYS**  
**ARE FOR**  
**CHEESESTEAKS**



• PARDON MY •

**CHEESE**  
**STEAK**



Pardon My Take is a comedic sports podcast released multiple times a week by the country's most influential sports-centric network, Barstool Sports.

It tops the charts with over 1.5 million listeners per episode & their popularity within the college space paired with a wildly trendy menu category are setting Pardon My Cheesesteak to be a huge opportunity to easily drive revenue within your restaurant.



# FAZE SUBS

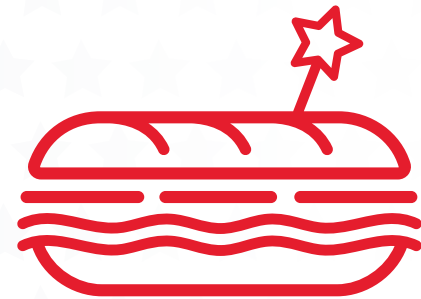
BY FAZE CLAN®



FaZe Clan members worked with celebrity chef and TV personality, VDC Culinary Director, Chef Eric Greenspan, to drop a full line up of killer sub sandwiches. Our sandwich menu features an epic take on the classic sub sandwich and chips combo by layering your favorite chips in the sub. Mess-free packaging and convenient sub delivery lets gamers and fans stay in the game. Follow on social @FaZeSubs #FazeUp







# ROBERT IRVINE'S AMERICAN HEROES™



Robert Irvine is a British Royal Navy veteran, philanthropist, world-class chef, and host of Food Network's hit show, Restaurant: Impossible.

Robert's decades of culinary experience and highly trained palate guides everything his team does. He works by a simple motto: Only the best, Period.



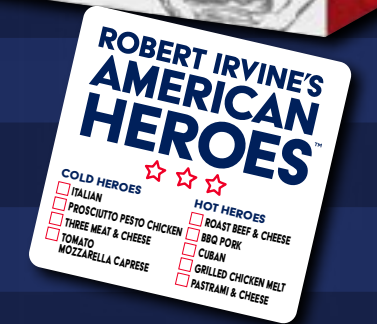
This dedication to quality is reflected in the menu for Robert Irvine's American Heroes—a menu with wide appeal that uses top-quality ingredients and flavor profiles that will keep customers ordering again and again.

Working side by side with the Virtual Dining Concepts team, the menu, packaging, training, marketing and technology support are all taken care of for market partners.

Giving back to our nation's defenders is Robert's top priority. Since 2014, the Robert Irvine Foundation has raised money to support veterans and active-duty military with a wide range of services.

Robert plans to direct proceeds from Robert Irvine's American Heroes to his foundation to continue his mission to support active-duty military and veterans in need.

The menu consists of Cold Heroes such as Italian, Prosciutto Pesto Chicken, Three Meat & Cheese and Tomato Mozzarella Caprese as well as Hot Heroes like Roast Beef & Cheese, BBQ Pork, Cuban, Grilled Chicken Melt and Pastrami & Cheese. Make it a full meal with a side of chips, Double Fudge Brownie or Toffee Crunch Blondie.







NASCAR Refuel gives your restaurant the thrills of race day through an easy to execute & profitable menu while capturing orders from the millions of dedicated fans in your area. These crave-worthy wings give fans the ability to make it race day every day – not to mention, they are the most dedicated fan base in the sports world. Bring the roaring excitement of NASCAR to your restaurant & take home these winning profits!





bravo

# the Real HouseBowls

We've teamed up with BRAVO to create the Real HouseBowls, a virtual restaurant that delivers curated meals for hungry fans to enjoy while catching up with all their favorite Real Housewives franchises on BRAVO. Superfans and foodies will adore the chef created menu that is a perfect balance of light and decadent.



**Bowls**  
WITH GOOD  
**TASTE**

**ALWAYS**  
**DRESSED**

Much like The Real Housewives casts, the menu features a wide range of offerings, ensuring that there is something that will appeal to the discerning tastes of the passionate audience. The beauty of working with The Real Housewives is that there are new seasons for each franchise running on Bravo Network and online throughout the year. That, along with other shows that discuss the drama and excitement of each episode, keep fans of The Real Housewives engaged year-round. And, of course, The Real HouseBowls will take the whole experience to the next level!

**BE**  
**TASTY**



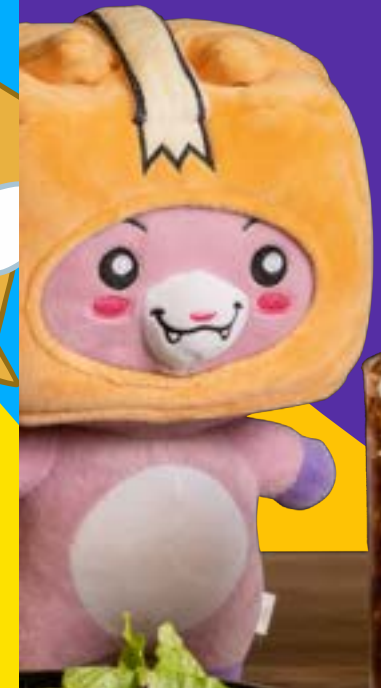




# LANKYBOX KITCHEN



In collaboration with Chuck E. Cheese, America's largest family entertainment center and restaurant brand, and LankyBox, one of the world's most popular YouTube entertainment brands, led by creators Justin and Adam, LankyBox Kitchen is serving a curated menu of great tasting dishes, inspired by LankyBox characters, available for delivery only. The menu featuring pizza, wings, and mac and cheese dishes was developed with families in mind, providing custom packaging featuring LankyBox's fan favorites, Foxy and Boxy. The box includes exclusive LankyBox content accessed through a special QR code that links to a secret LankyBox video delivering a fun experience with every order.





**VIRTUAL DINING CONCEPTS  
LEADS THE WAY WITH EXCITING  
AND PROFITABLE DELIVERY-ONLY  
RESTAURANT BRANDS.**

