

The Infusion of Food Beverage & Craveable Hospitality

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F&B Program Launch

F&B Program Initiatives and Focus

What Our GUESTS Want...

1. Convenience
2. Quality of Product/Hospitality
3. Experience Enhancing

Without numbers 2 and 3, we cannot grow our business!

Guest-Driven Initiatives:

- Build and operate locations that satisfy our guests' hunger and thirst as soon as it arrives
- Create experiences that entice our guests out of their sites and into our locations

What Our TEAMS Want...

1. Clarity of Role/Purpose
2. Speed of Execution
3. Quality of Product/Hospitality

Without numbers 1 and 2, we cannot have number 3!

Team-Driven Initiatives:

- Develop stronger pipeline for talent
- Understand where to best utilize that talent
- Support that talent with easy-to-execute and clear standards, expectations, and duties.

Turning Initiatives Into Action – For Our Guests *and* Our Teams....

Building Templates Across Our Portfolio

1

Future State Upgrades:
Construction Templates



2

Current State Upgrades:
Rapid Templates



3

Current State Enhancements:
Menu Reengineering Templates



Future State Upgrades: *Construction Templates*



QSR: 3-in-1
QSR: 2-in-1



Gathering Space



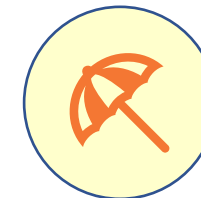
Indoor/Outdoor
Bar



Ice Cream Shop

Future State Upgrades: *Construction Templates*

- Creation, development, and execution of 8 Sun Outdoors F&B CONCEPT TEMPLATES:
- Permanent solutions tailored to meet the full range of guest F&B needs
- Templated menus, design, labor expectation, brand collateral and training materials – Creating the Franchise Model



Concessions



Event Spaces



Airstream/Ape'

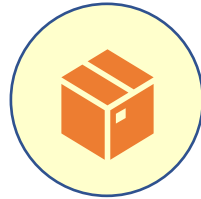


Experiential

Current State Upgrades: *Rapid Templates*



Food Ops
(Shipping Container)



Ice Cream Ops
(cube)



Airstream Bar

Current State Upgrades: *Rapid Templates*

- Creation, development, and execution of 5 Sun Outdoors RAPID STANDALONE TEMPLATES
- Mix of short term and permanent solutions that recognize property pain points while understanding construction timelines and challenges
- Able to be executed at existing properties, new acquisitions, or locations with substandard offerings
- Templated menus, design, labor expectation, brand collateral and training materials – Creating the Franchise Model



Ape' Food



Ape' Bar

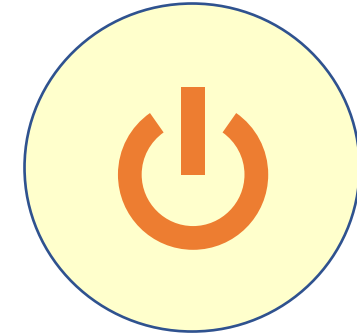
Current State Enhancements: *Menu Reengineering Templates*



Food - With Hood

Current State Enhancements: *Menu Reengineering*

- Creation, development and execution of 2 Sun Outdoors MENU ENHANCEMENT TEMPLATES:
- Deployed at locations that are not currently scheduled for either Construction or Rapid Template Program
- Templated menus, design, labor expectation, brand collateral and training materials – Creating the Franchise Model



Food – No Hood

Turning Initiatives Into Action – For Our Guests *and* Our Teams....

1

Future State Upgrades: *Construction Templates*

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2

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3

Current State Enhancements: *Menu Reengineering Templates*

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- Deployed at locations that are not currently scheduled for either Construction or Rapid Template Program
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