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LUCKY'S NOBLE BBQ CONCEPT

Everybody loves BBQ! The very BEST BBQ comes from the Noble Wagyu Beef with natural high omega marbling for unsurpassed rich, umami savory-sweet flavors and tender melt in your mouth texture. The BBQ flavors we love extend to Noble FinFish and Shellfish, Poultry & Heritage Vegetables through spices and creative culinary techniques. All complimented by creative cocktails, craft beers and rich varietal wine pairings. There is always room for nightcaps and desserts inspired by the classic flavors of the BBQ we love.

Applicable to Low Carb, High Protein, Paleo, Celiac & Diabetic Centric Diets
No Pork in kitchen ever, no resistance to consumption by all ethnic groups.

WHY WE ARE THE WORLD'S BEST?

NOBLE WAGYU-ANGUS BREED with parentage traced back 190 years

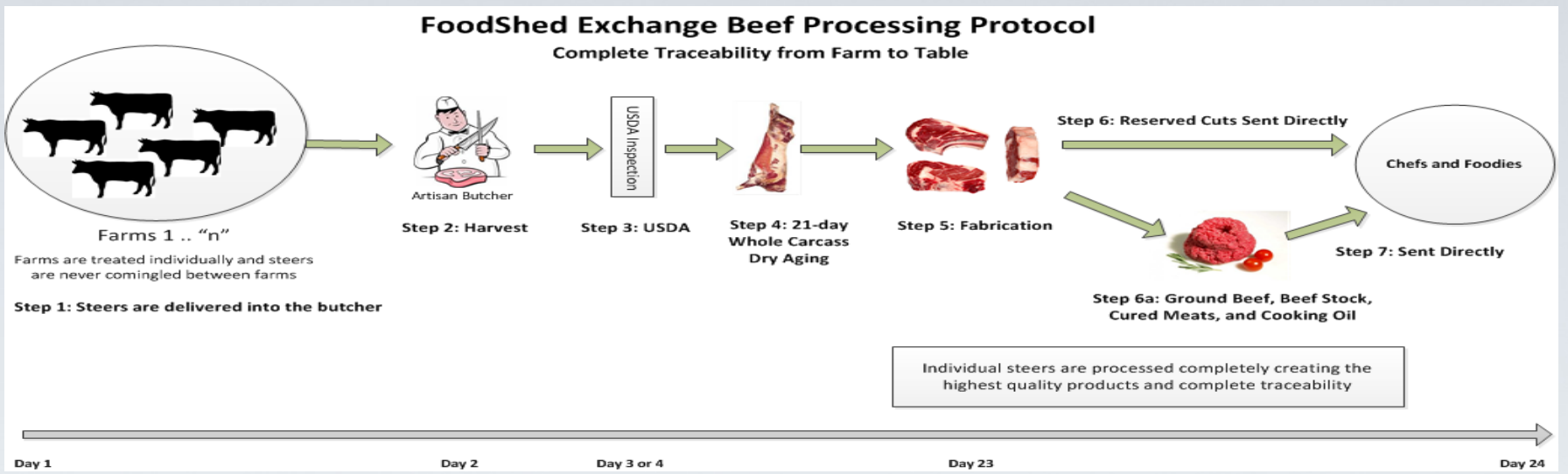
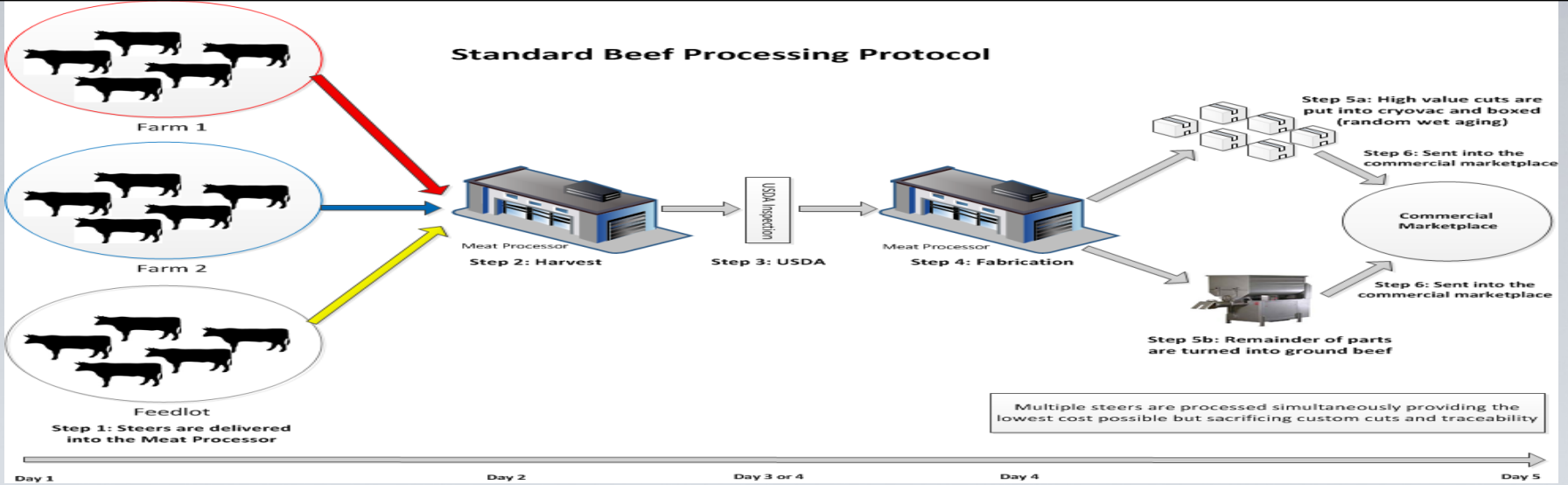
Born and Pasture Raised on AMERICAN CENTENNIAL FAMILY WAGYU FARMS

Field Diet Produces Higher Healthy Omega Fatty Acids & Rich in Micro Nutrients

Pasture Life equals Lower Stress makes Happier Cows

NO CHEMICALS * NO ANTIBIOTICS * NO HORMONES * NO PESTICIDES * EVER!






WE COOK
ALL DAY
TO BRING THESE
NATURAL RICH
FLAVORS FOR YOUR
ENJOYMENT



NOBLE WAGYU BEEF BRISKET



Lucky's BBQ has created a Magic Spice blend from a myriad of sea salts and heritage spices that accentuates the natural flavor of the Wagyu. We have developed an unique slow smoking technique that captures the incredible rich flavor and silky melt in your mouth texture. On the deeper flavor side we cure Wagyu beef bacon and brats with prebiotics, never nitrates for robust flavor aligned with great nutrition!

A large, dark, charred piece of Wagyu beef brisket with a thick, dark crust, resting on a metal tray. The meat is heavily seasoned and has a rich, dark brown color. The background is dark and appears to be a cooking surface.

BBQ NOBLE WAGYU BEEF BRISKET



BBQ WAGYU BEEF KALBI EYE
also known as PASTRAMI CUT



NOBLE WAGYU BACON SIRLOIN BURGER



WAGYU BEEF BACON

PLUS

DRY AGED WAGYU BEEF SIRLOIN



RESULT IS

THE WORLD'S BEST NOBLE WAGYU BACON SIRLOIN BURGER

Since its Wagyu Beef Bacon you can cook it to your preferred doneness(not like pork bacon which has to be cooked thoroughly to well done)



NOBLE WAGYU BEEF BACON ART



NOBLE WAGYU BEEF BRATS

SWEET CHILE * BACON * PASTRAMI * ROAST GARLIC

Lucky Love Brats are composed of ALL WAGYU BEEF, artisan condiments and rare seasonings cured with pre-biotics (no nitrates, nitrites, sugars and fillers). Kissed by the slow smokers to plump to perfection! You can't eat just one!



**WORLD'S ULTIMATE WAGYU GOLDEN OIL
FRENCH FRIES**

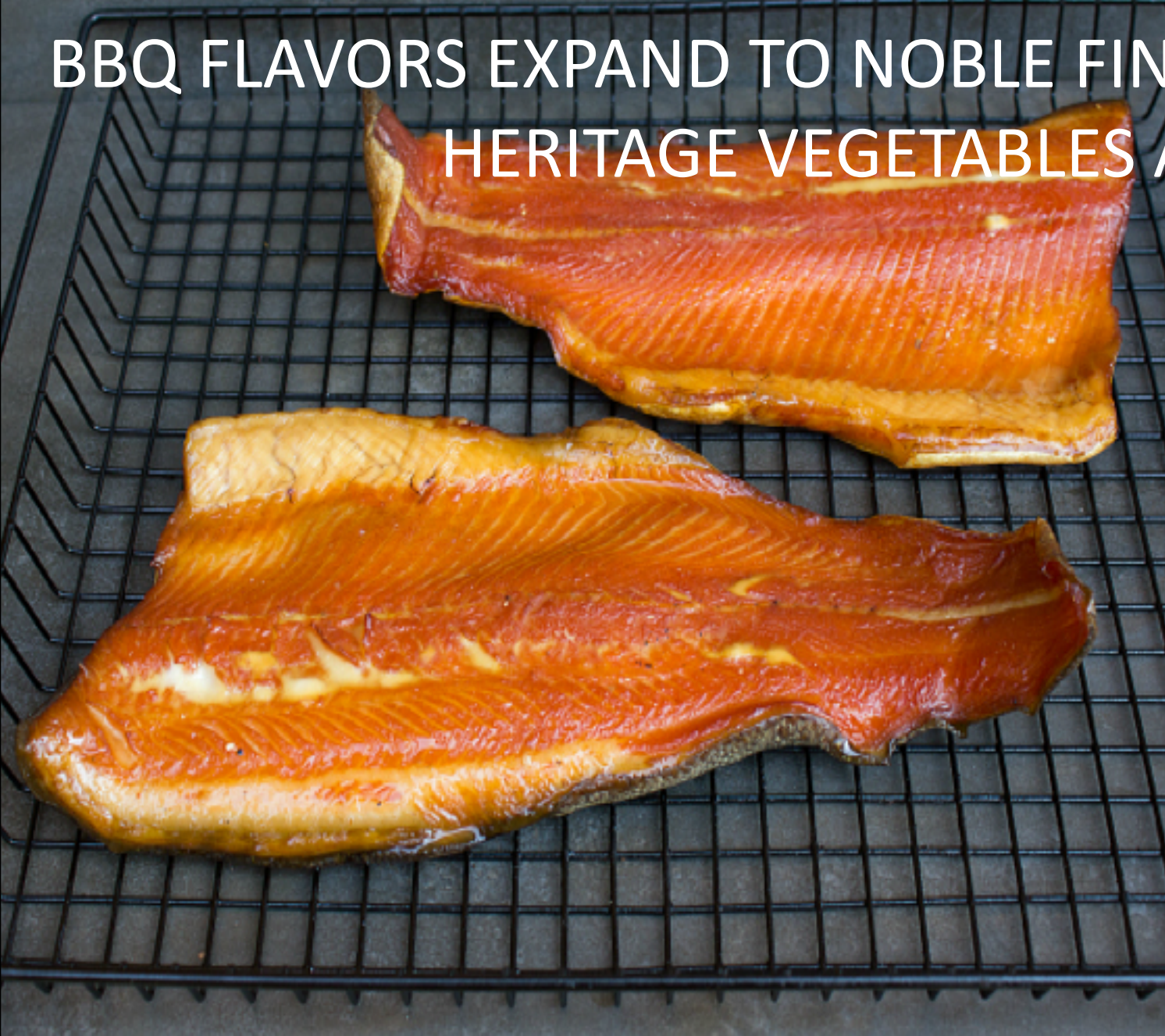
**Fried Crisp in Amazing Pure Wagyu
Golden Oil with 91% Healthy Omegas**



**SEASONED WITH
LUCKY'S MAGIC BBQ
SALT**

SLOW COOKING & SMOKE LOVE

BBQ FLAVORS EXPAND TO NOBLE FIN FISH, SHELLFISH, POULTRY
HERITAGE VEGETABLES AT LUCKY'S TOO!



VICTORY TRIMMERS
5.3% ABV 1.99 / 6.99 / 5.00

L. YALM AMBER
1.99 / 6.99 / 5.00

18. BALLAST POINT SCULPIN
7% ABV 14.99 / 7.99 / 7.00

STAMINET
STAMINET

Franziskaner
Weissbier

SAMUEL
ADAMS
BOSTON LAGER
LAGER

krampus

BOULEVARD
BOULEVARD

2X RYE

BOULEVARD

PALE

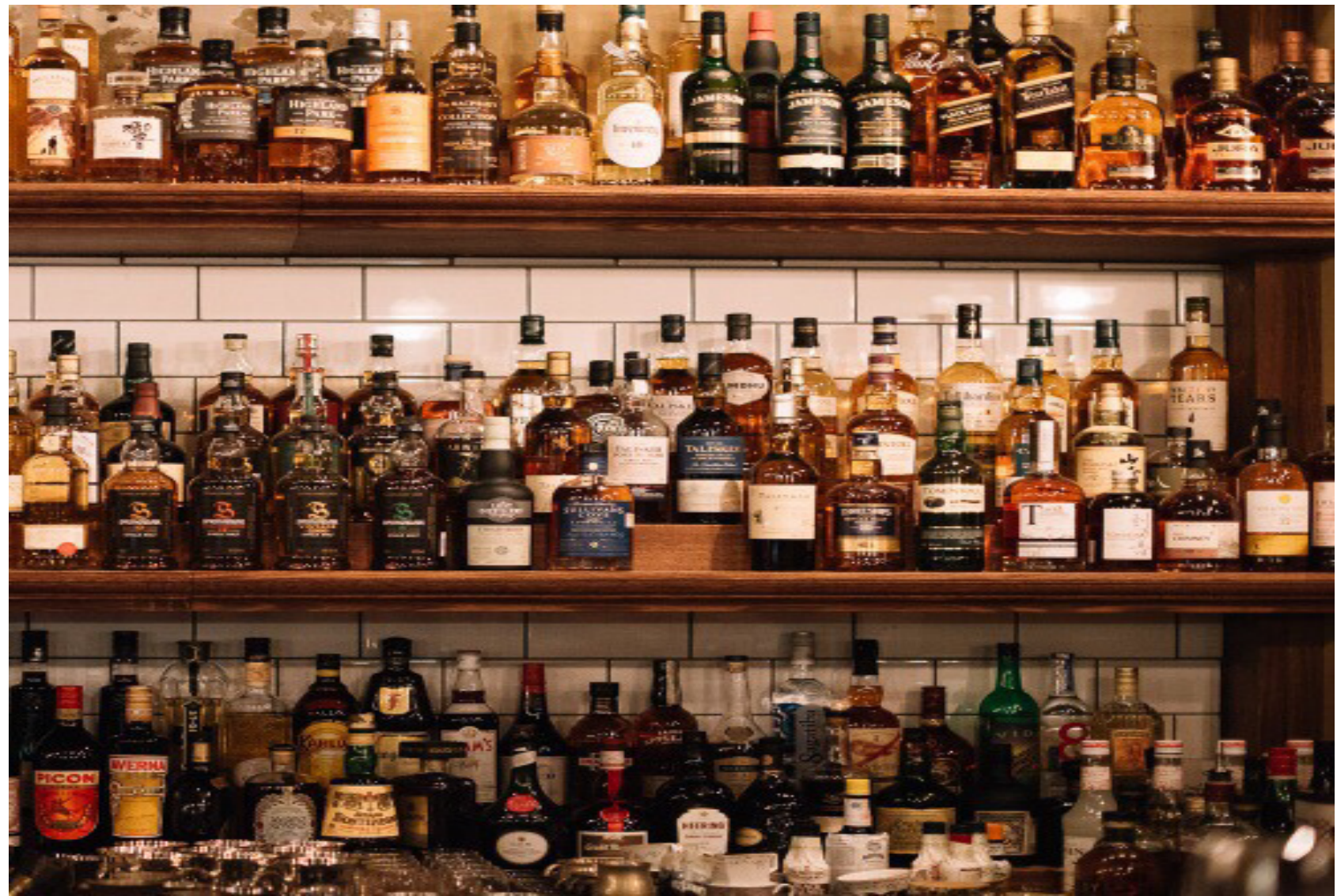
SWEET

BOULEVARD
BOULEVARD

SCULPIN

The Lucky's Libation menu reflects the best seasonal ingredients in Craft Cocktails, as well as captured in their fermentations and distillations. Only small batch artisanal and craft beverages will be harmonically featured to match the menus. Real drinks for Real people.

The Lucky's Bar Libation and Nourishments as well as the Lucky's Dining Room menus will be delivered on supporting I Pads that allow ordering and even payment for interactive speed of service, if the guest so chooses.



CARRYOUT & DELIVERY

Our Slow Cooked Food connects at the speed of modern life through our mobile app to skip the line and save the time. Order from your phone or your computer for Rapid Pick Up and have more time for lunch in the park. Eating in?..order on line and stay focused on work on your favorite show. Grab a quick order on your way to your car and home.



FOOD & DRINK OASIS IN THE PARK

When the sun and stars shine, Lucky's Bar goes mobile with Oasis of our famous fast grilled Brats, Dogs & Savory Treats. Quench your thirst with Sport Drinks, Craft Sodas & Beer. Too hot still, frozen crazy fruit popsicles will chill you down. Oasis should reflect the architectural design and "green" elements.

Communal-gathering-meeting tables invite professionals to interact over seasonal tasting menus. Whether the table is used by one large party or seated with singles, deuces, fours....it does not matter as all combinations create an interesting synergy.

LUCKY'S follows the seasons with Food Festivals Prefix with featured seasonal ingredients exploring their incredible flavors through slow and smoke cooking. Core menu favorites are influenced by these seasonal ingredients with the most craved salads, pastas, meats, poultry and fish. Portions are sized to encourage exploration with substance to satisfy your nutritional needs. Desserts reflect a reward in your meal, again with amazing flavors with nutritional sensibility.

The service is welcoming with modern professional efficiency to deliver your time appropriate needs(not formal). Our focus is "customers for life", developing a connection during the time they share with us.



LUCKY'S NOBLE BBQ UNIQUE VALUE PROPOSITION

- * Unique Slow Cooking of Noble Wagyu Beef to Umami Rich Flavors
BBQ Flavors expanded to the Nobel ingredients you love**
- * Direct connection to artisan sources with complete transparency
Fresher, Superior Taste, Better Nutrition & Best Value**
- * Slow & Smoke Cooking with Food Festival Seasonal Menus
Fresh, Educational, Involving & Always Evolving**
- * Craft Beverages
Innovative, Inspiring and Exploratory**
- * Professional Service integrated with Cutting Edge Technology
Empowering, Equality, Guests for Life**
- * Balanced Life with Living Wages
Sustained Employment produces Professional Team & Personal
Growth, Nourishes the Cycle of Superior Service**

THE TEAM

Our Team is the core of our mutual success. We are on a journey of constant and never ending growth through food and beverage knowledge, sharing with each other and our guests. We nurture and support each other daily, to the benefit of our guests.

KEY MANAGEMENT

Our key team management has been working together for the last 20 years on various projects in Detroit and on the west coast.



Jimmy Schmidt is a three time James Beard Foundation awarded chef studied in Electrical Engineering, Culinary Arts & Business at Harvard. He has been honored by the prestigious 5 Star Diamond Award for Rattlesnake Club, the Ivy Award, NRNews Dining Hall of Fame & many more. Schmidt has authored 4 cookbooks and 20+ years of food articles. Jimmy is the founder of Food Shed Exchange the pioneering connector of artisan foragers, fishers and farmers to sustaining Top Chefs.



Additional Informational Links

Morgan's in the Desert James Beard Foundation Celebrity Chefs

http://www.foodshedexchange.com/jbf_dinner_morgans/

Morgan's Dinner Under the Stars JBF

<http://www.foodshedexchange.com/james-beard-dinner-stars/>

FoodShed Exchange Video

<http://www.foodshedexchange.com/about-us/>

FoodShed Exchange Story

<http://howtofeedaloon.com/foodshed-exchange-mission-thats-clear/>

FoodShed Exchange Home Page

<http://www.foodshedexchange.com/>

FSX Proprietary Beef Aging Protocol

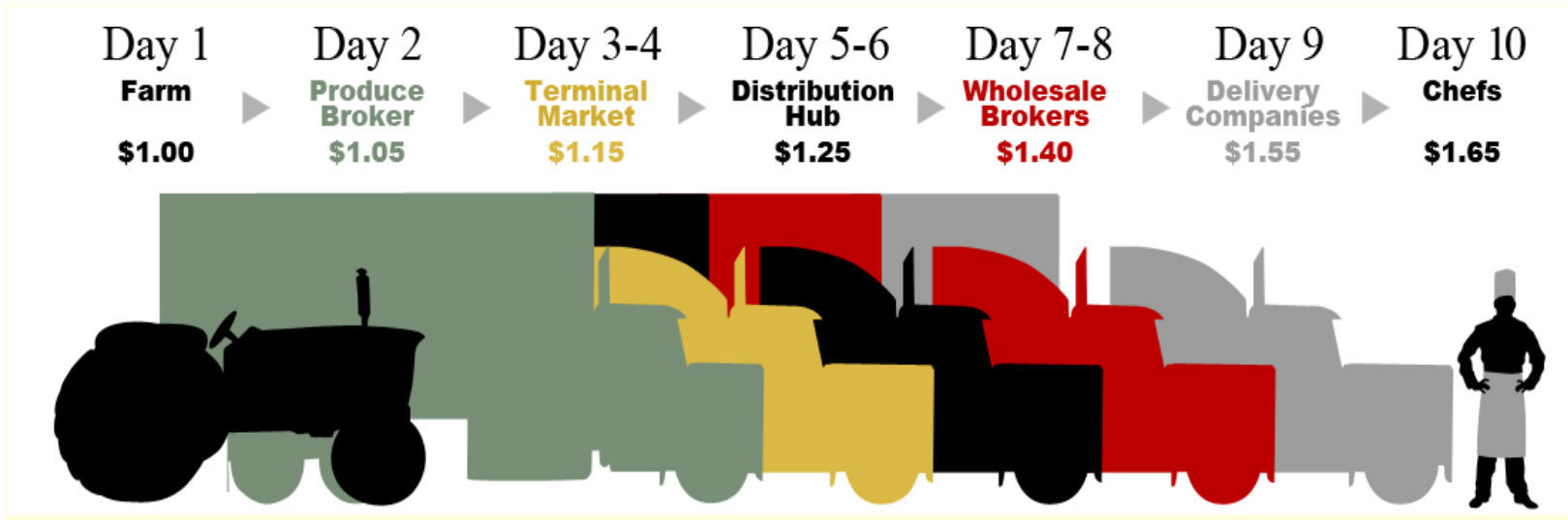
<http://www.foodshedexchange.com/wiki/beef-dry-aging/>

FSX Washington State Native Halibut

<http://www.foodshedexchange.com/first-halibut-season-starts-march-19th/>



CONVENTIONAL DISTRIBUTION



FOOD SHED EXCHANGE DIRECT MODEL

