

Stacked: Food Well Built

Although Stacked is a real restaurant, this letter was written solely for my own purpose. I wanted to write a sales letter showing how a persuasive, story telling style creates desire.

“What do you want for dinner?”

“I don’t know, you?”

“I don’t know...”

One is starving for a big juicy burger. The other, not so much... maybe a salad. Or pizza...

Do you find yourself in this loop too often? Nobody can decide on dinner? Choosing a restaurant can really be a hassle. And you sure don’t want to cook. But you want good food. How would you like to design your meal to your specific tastes and let someone else do the hard work of preparing it? You don’t have to do the dishes either!

Customizable Food? Yes!

Let me introduce you to your new favorite restaurant. ***Stacked: Food Well Built.***

You give the hostess your name and number, if there’s a wait for a table. (Don’t worry if there is, you can explore the mall or check out the full bar.) Soon you receive a text. Your table is ready. A friendly hostess escorts you to your table, supplies you with a menu to peruse and offers instruction for the iPad. ***Yes, an iPad.***

With the Stacked iPad, you begin to select the drinks and dishes you desire. With a tap your drink order is on its way.

You want a pizza? Great! Whatever you want on it, you’ve got it!

A burger? Dozens of variations are at your fingertip with patty choices of salmon, beef, chicken, turkey, or vegan. Even the buns come in several options.

Erin Jackson, Food critic at San Diego Magazine, says, *“Get ready to take your burger to previously unattained heights, both literally and metaphorically.”*

Salad? There’s no limit to what your imagination can create, with 8 lettuce options, 11 protein choices, 8 cheeses, over 20 vegetables, fruits, nuts, and more. There are 16 sauces to select from to dress your custom made salad or dip your crispy fries into. Regular or Sweet potato?

Craving Mac and Cheese? Add the roasted garlic, or blackened chicken, or maybe lobster is what you yearn for. Talk about gourmet mac! Be sure to add the parmesan bread crumbs on top.

At Stacked you design your meal just the way you want it. Not only do you get to eat what you love, you only **pay** for what you **order**! Each item is priced separately. Where else can you leave off the

tomatoes and get the price reduced? You shouldn't have to pay for food you don't want. You'll design your meal according to your taste preferences and your budget.

Dietary restrictions? No problem! It's easy to go gluten free, dairy free, or vegan. You'll always know what you're getting because it shows you on the screen.

At Stacked, your imagination is set free and you're the boss of your own meal.

As it says on the menu, *"Customization is at the heart of the Stacked concept ... At Stacked, our guests get exactly what they want, and pay for exactly what they get."*

Of course, if you have any questions or needs, your helpful server will be right there to assist you.

Once you've made your selections, tap "send order to kitchen." Enjoy your cocktails and do a little people watching while you wait. But you won't wait long!

Yelp reviewers are raving about **Stacked**.

"Great vibe..." J. C. Peters

"You build it and they sprinkle it with a healthy dose of awesome before they bring it to you." Marcie C.

"It's a 'Need to Experience' type of thing" Dave W.

"I loved this place! It was great! The food was great! The service was great!" Patti P.

I LOVE THIS!!

Wow, great job...you made me want to get in my car and go there NOW!

Bravo, Cindy.

Dennis Ricci — Author & Mentor

I know you'll *love* your meal, but **leave room for dessert!**

Design your own milkshake or sundae, or choose from a variety of cookies, ice cream, or both!

And no need to wait for the check. When you're ready to pay, just slide a credit card, add the tip, and sign the screen. Done!

There's no time like now to have a great meal, so grab a friend, and when you buy one meal, the second one is free! Yes, **free!**

Hurry - This one time offer is only good for the month of May!

[Click here] to receive a printable coupon to receive a free meal with the purchase of an equivalent priced meal. (Restrictions apply. See coupon for details)

Next time the question "**What's for dinner?**" comes up, you know the answer!