



*Example 1*

# The Million Dollar Breakfast Sandwich

Breakfast chain First Watch featured Mike's Hot Honey on their Q4 '21 LTO

- **The build:** bacon, sausage patty, egg, smoked gouda and Mike's Hot Honey on an English muffin
- **Distribution:** 400+ First Watch locations in 28 states



# Bringing The Collab to Life

First Watch showcased their high quality ingredients while sharing the story (and people) behind the food



## The People

Chef Shane Schaibly, Corporate Chef at First Watch and Mike Kurtz, founder of Mike's Hot Honey spent a day chatting, eating and cooking in NYC and NJ.

First Watch's marketing team captured high quality video and still content that created a dynamic storytelling experience for First Watch followers on social media.



## Brand & Ingredient

First Watch dug into the story of Mike's Hot Honey, from Mike's discovery of the concept in Brazil to his first menu item at Paulie Gee's that launched the company by popular demand.

They highlighted the product's high quality with 2 simple ingredients, honey and chili peppers, which aligns with First Watch's food ethos to only source exceptional ingredients.



## Customer Engagement

Mike's Hot Honey supported a Giveaway through First Watch's social channels including product and swag for 10 First Watch followers with over 1100 entries.

Mike's Hot Honey reciprocated by featuring the First Watch collab on social media, its website, consumer eblasts and trade advertorial content.

\*Check out the content: A recap of the First Watch Mike's Hot Honey collab can be viewed on their [IG Highlights](#)



## Example 2

# The Mike's Hot Honey Chicken Sandwich

Burger chain Fatburger launched their first fried chicken sandwich as an LTO in June '22

- **The build:** hand-breaded crispy chicken breast with pickles, bacon and a drizzle of Mike's Hot Honey
- **Distribution:** 100+ Fatburger locations mostly in CA



# Bringing The Collab to Life

Fatburger and Mike's Hot Honey appealed to their young, urban following by hosting a launch party with swag and giveaways



## In-store Signage

Fatburger created numerous POS items including window clings, table tents, bag stuffers and more.

To showcase the ingredient partner, each piece of collateral included the Mike's Hot Honey retail bottle, its most recognizable asset.



## Event & Social Content

A launch event was executed at a Fatburger location in Ladera Heights, CA, Founder, Mike Kurtz and other Mike's Hot Honey team members worked together with the Fatburger team to give out free product, swag and engage with customers.

Social content was shared by both teams, as well as customers tagging the brands in their posts.



## Limited-time Swag

Mike's Hot Honey and Fatburger collaborated on limited edition swag to promote the LTO. It included Fatburger's iconic illustration style with the Mike's Hot Honey bottle.

T-Shirts, fanny packs, bucket hats and enamel pins were given out at the event and to influencers.

\*Check out the content: A recap of the Fatburger collab can be viewed on their [IG Highlights](#)