



# The Flavor of Cincinnati™

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## **Gold Star Chili Rolls Out Upgraded Chilimobile**

*Mobile Food Service Vehicle Capitalizes Locally On National Trend With A "4-Way" Marketing Opportunity*

**CINCINNATI, OH— June 4, 2010—** As the first local restaurant to ride the current trend of mobile food vending trucks when it introduced **The Chilimobile** in December 2008, Gold Star Chili unveiled a new vehicle with a new look and completely refurbished food preparation and serving equipment. These improvements give the Chilimobile more versatility as both a marketing vehicle and a rolling restaurant.

"Mobile food vending trucks are becoming more and more popular in the Greater Cincinnati community and throughout the United States," says Gold Star Chili Marketing Director Charlie Howard. "As the original food truck in Cincinnati, we are excited to reintroduce our *The Chilimobile* as a fun, high-profile way to differentiate our brand of Cincinnati-style chili in a city that has more than 220 chili parlors. Our goal, literally and figuratively, is to take our product to the streets of Chilitown USA."

The new and improved Chilimobile is complete with the latest, top-notch food service equipment, including a steam table, grill, fryer, oven, stovetop and three refrigerators. Gold Star Chili will be deploying the new Chilimobile in a variety of ways, including:

**Event Marketing** – Gold Star Chili will sample and sell its famous Cheese Cones from The Chilimobile at high-profile community events throughout Greater Cincinnati. One example: The **"I Bleed For Chili Summer Tour,"** a blood drive in partnership with the University of Cincinnati's Hoxworth Blood Centers. Blood donors will be rewarded with Gold Star Chili's signature cheese cones, served from the Chilimobile at 15 locations throughout the summer, as well as with the official, "I Bleed For Chili Summer Tour" t-shirts.

**Philanthropic Endeavors** – The local chili chain will donate the Chilimobile as a silent auction bid item for local non-profit charitable, arts and cultural organizations as a way to raise additional funds. Winners will receive a "Cincinnati-Style Block Party" with the Chilimobile that will serve Cheese Cones and 3-Ways for up to 100 people.

**Mobile Lunch Route** – Throughout the summer, Gold Star Chili will launch "Lunch Runs" targeting areas throughout Greater Cincinnati with plenty of people but limited lunch options. Chili lovers can follow *The Chilimobile's* whereabouts weekdays from 11:00 a.m. through 1:00 p.m. by following Gold Star Chili on Twitter (@chilitownusa) and on Facebook.

**Catering** – Gold Star Chili will offer catering services from the Chilimobile for businesses, organizations and individuals to host a memorable Cincinnati-themed part or event. Chili lovers can book *The Chilimobile* for their next festival or celebration by calling the Gold Star Chili Event Team at 513.231.4541.

**ABOUT GOLD STAR CHILI**

Greater Cincinnati is Chilitown USA® and Gold Star Chili is The Flavor of Cincinnati. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Cincinnati/Northern Kentucky International Airport. To join the Gold Star Chili eClub or for more information, please visit [www.goldstarchili.com](http://www.goldstarchili.com).

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