

Five Guys Introduces Patty Melt

First New Menu Item in 10 Years

FIVE GUYS®
BURGERS and FRIES



Customer demand and social media buzz prompted Five Guys to launch its first new menu item in ten years, a Patty Melt. Life's Food, a Five Guys franchisee with locations throughout the Carolinas tapped PIVOT PR to drive awareness and traffic to its select locations where the Patty Melt was being test-marketed.

Media Relations

The team at PIVOT conducted media outreach and successfully launched the new menu item in Hickory, North Carolina. We invited a journalist at the top daily newspaper, *Hickory Daily Record*, to visit the restaurant and gather customer feedback. His article was published on the front page of the print edition. It was also shared online, re-circulated in a weekend edition of recent content and posted on social media. *The News Herald* in Morganton, a nearby city, published the article too.



64.2K
Unique Monthly Visitors

9.4K
Print Circulation

50K
Facebook Followers



Five Guys rolls out patty melt in Hickory

The patty melt, a familiar staple of diners, is being tested at Five Guys in Hickory. Hickory was one of almost 200 markets chosen to try the sandwich. Five Guys said the patty melt is the first new menu item in 10 years. Josh Bixby, who works near the restaurant off U.S. Highway 70, said he had not been to Five Guys in a long time, but saw a social media post advertising the sandwich. "It's pretty good," Bixby said. "I got mine with bacon, barbeque sauce and grilled onions." Asked what he would rate it, Bixby said, "I'd give it a 7 or 8 out of 10." Bixby said he was a little surprised at the price of the patty melt. Without fries or a drink, the sandwich costs about \$9 after tax at the Hickory Five Guys.

The patty melt features two slices of cheese and beef in between two slices of buttery sourdough bread. Any of the restaurant's 15 toppings can be added to the patty melt.

Please see **PATTY MELT**, Page A4

Scan the codes and enjoy our content at
HICKORYRECORD.COM

WHO
Brookford police chief says he aims to solve case of 12-year-old found dead in river in 1992.

TEST MARKET
Five Guys rolls out patty melt in Hickory. For details, scan the code and tap the link.

WANT MORE COMEST
Scan the code and tap the link.



The patty melt, a familiar staple of diners, is being tested at Five Guys in Hickory. Hickory was one of almost 200 markets chosen to try the sandwich. Five Guys said the patty melt is the first new menu item in 10 years.

