Sliders In Space
America's First Fast Food Hamburger Chain

1921

White Castle slider called 'most influential'

Time magazine says White Castle's small, square "sliders" are "the most influential burger of all time."

The magazine notes the "new icon, square patty" that debuted in 1921 in Wichita, Kan., was the first burger to spawn a fast-food empire. White Castle has been in Columbus since 1924.

The story — [link](http://time.com/1616393) — puts the White Castle burger at the top of the list of the 17 most influential burgers of all time, beating out burgers from McDonald's and In-N-Out.
An Unexpected Partnership
Say What?!
WHAT THE WHAT?!?
GET OUT OF HERE!
THE IMPOSSIBLE® SLIDER

AMAZING TASTE.
PLANT BASED.

2018 White Castle Management Co. Limited offer. Only at participating locations. Impossible is a registered trademark of Impossible Foods Inc.
ARE YOU KIDDING ME?!?
NEW IMPOSSIBLE® SLIDER
AMAZING TASTE. PLANT BASED.
SHUT THE FRONT DOOR!

AMAZING TASTE. PLANT BASED. THE IMPOSSIBLE SLIDER

NO &%*#ING WAY!

AMAZING TASTE. PLANT BASED. THE IMPOSSIBLE SLIDER
Play Video “Bumper”
Customers Loved It!

Vegetarian City @VegetarianCity · Mar 1
The City Vegetarian goes to @whitecastle to try @ImpossibleFoods’s Impossible Slider! They were super good!

THE 3 1/2 HOUR TRIP WAS WORTH IT FOR THE IMPOSSIBLE SLIDER. — MAGGIE HORN

THE @IMPOSSIBLEFOODS SLIDERS ARE🔥🔥 — ALEXIS OHANIAN

AN UNEXPECTED #VEGAN EXPERIENCE AT @WHITECASTLE — @DYLANMAUSTIN

@WHITECASTLE THE REAL MVP WITH THESE IMPOSSIBLE SLIDERS — TACO CAT
THE IMPOSSIBLE SLIDER

White Castle

Video
Launch News Worthy Coast to Coast

San Diego

Buffalo

Twin Cities

Nashville

New York
Initial Publicity

- Thousands of news stories
- Millions in ad impressions and media value
Had a little launch party in Brooklyn
A QUICK ANECDOTE ABOUT GZA FROM THE WU TANG CLAN

When he was growing up, he loved White Castle. Then he became a vegetarian and he would order sliders just with cheese. As soon as the Impossible Slider came out, he was there!
GZA
The Genius
Wu Tang Clan
Known for
Wu Wisdom
Wu Tang in Space
Eating Sliders

Director’s Treatment | Sam Spiegel
Series of 4 Episodes
1. Converge the creative minds. Have (brand relevant) fun!

2. Leverage your partnership resources, their influencers & reach.

3. Lean heavily on digital and social media to launch new menu item.
Crave On!