

THE 50 MILE CONTENT FORMULA

*The simple system I used to grow
a local brand into a movement.*

SMALL-TOWN HUSTLE MEETS REAL-WORLD RESULTS

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WHY TAKE MARKETING ADVICE FROM A "SAUCE GUY"?

Because I'm not a "Marketing Guru." I'm a restaurant owner—just like you. I know exactly what your Friday night looks like.

I know the fryer is down, a server just called off, and the last thing you have time to do is "create content" for Facebook. For years, I listened to experts tell me I needed to go "viral" and get millions of views. But here is the truth: A million views in California doesn't sell a single chicken chunk in Tiffin, Ohio.

So, I stopped chasing the world and started chasing my neighbors. I developed "The 50 Mile Mindset."

I built a system to target the hungry people who live within a 20-minute drive of my front door. The result? We built a brand that people don't just eat; they wear the merchandise.

This booklet contains that exact system. It's not theory. It's the playbook I use every day to sell wings, move product, and pack the house.

It's yours now. Let's get to work.

— Chris Chase

RULE #1: THE 50-MILE FILTER

Stop wasting money on eyes that can't buy.

Before you post anything, you must ask one question: "Does this matter to a neighbor?" Most businesses post generic content ("Happy Monday!"). That gets scrolled past. To win the local game, you have to be Hyper-Local.

THE 3 COMMANDMENTS:

1. Name Drop the Town:

Facebook's algorithm loves local keywords. Don't just say "Good Morning." Say, "Good Morning, Tiffin!" Don't just say "Pizza." Say, "The Best Pizza in [County Name]."

2. The "Who" Rule:

Always mention exactly who the food is for.

Bad: "We have wings."

- Good: "The perfect dinner for exhausted Moms who don't want to cook tonight."

3. The Tagging Rule:

You are not alone. When you use MST Sauce, you have a partner.

Always Tag: @MSTPubTiffin

- Why? When you tag us, we share your post to our loyal audience. We become your megaphone.

Location Targeting ?



Location: Tiffin, OH
+25 mi radius



THE ONLY 3 POSTS YOU NEED

You don't need to be creative. You just need to rotate these three "flavors" of content.

1. THE "FOOD PORN" (Visual)

The Goal: Trigger the "Hunger Response."

The Shot: Extreme close-up. Sauce dripping. Cheese pulling.

The Caption: Keep it short. Focus on the flavor profile (Sweet, Spicy, Sticky).
Example: "Kitchen Sink. Fire. The only three words you need to know tonight."

2. THE "INSIDE SECRET" (Exclusivity)

The Goal: Make the customer feel smart.

The Shot: A "Off-Menu" combo or a staff favorite hack.

The Caption: Tell them to ask for it by a special name.
Example: "It's not on the menu, but if you ask for the 'Chase Special,' we'll toss your chunks in Bourbon Glaze and finish them on the grill."

3. THE "HOMETOWN HERO" (Community)

The Goal: Remind them you are neighbors, not a chain.

The Shot: Your staff smiling, a local high school jersey, or a community event.

The Caption: Celebrate the town.

Example: "Fueling up the Tornados before the big game tonight! Good luck boys!"

MAKE IT
POP



THE 15-MINUTE MARKETING MANAGER

Don't have a writer? You don't need one. Download the free ChatGPT app and type these exact commands.

COMMAND #1: THE "SLOW TUESDAY" POST” Use this when the dining room is empty.

TYPE THIS: "Write a short, funny Facebook post for a Pizza Shop in [Your Town]. Goal: Convince tired parents not to cook dinner tonight. Mention our '[Pizza Name]' and fresh Chicken Chunks with MST Sauce. Tone: Helpful neighbor."

COMMAND #2: THE "FRIDAY RUSH" POST” Use this at 3:00 PM on Friday.

TYPE THIS: "Write a high-energy social media caption. Announce that we are stocked up on fresh dough and wings for the weekend. Create urgency. Tell them to order the '[Special]' before the 6pm rush hits. Use fire emojis."

COMMAND #3: THE "FLAVOR" POST” Use this when posting a video of the sauce.

TYPE THIS: "Write a caption for a video of wings dripping in sauce. The sauce is MST [Flavor Name]. Describe the flavor as [Sweet/Spicy/Tangy]. Ask a question at the end to get comments, like 'Ranch or Blue Cheese?'"

THE GOLDEN RULE: Read the result out loud. If it sounds like a robot, fix it. Make it sound like YOU.



Post This



Witness the power of MST Griff. We took the heat of Buffalo and cooled it down with the smooth taste of Ranch for the ultimate flavor combo.

Let's settle this once and for all in the comments: Ranch or Blue Cheese? Let us know where you stand! 🥤 vs 🧀

STOP POSTING DARK PHOTOS

You don't need a \$2,000 camera. You have a \$1,000 camera in your pocket (your phone).
You just need to know how to use it.

RULE #1: FIND THE WINDOW Never take a photo in the kitchen under yellow fluorescent lights. It makes the chicken look green.

- The Fix: Walk the plate to the nearest window. Natural daylight makes food look delicious. Every time.

RULE #2: THE "WET" RULE Dry food looks old. Fresh sauce shines.

- The Fix: If the wings have been sitting for 2 minutes, toss them again before you snap the pic. If it doesn't shine, it doesn't sell.

RULE #3: THE "BITE" RULE A perfect pizza looks fake. A pizza with one slice missing looks irresistible.

- The Fix: Take a slice out. Leave a few crumbs. It implies someone couldn't wait to eat it.



YOUR 1-MONTH LAUNCH PLAN

We've stocked the sauce. Now let's fill the seats. Here is your checklist for the next 4 weeks.

WEEK 1: THE ANNOUNCEMENT

Action: Post a photo of the MST Bottle sitting next to your pizza.

- Caption: "Big news. We've officially partnered with Tiffin's own MST Sauce Co. Come taste the upgrade."

WEEK 2: THE VIDEO

Action: Post a "Slow Motion Drip" video.

- Caption: "Wait for the drip... #RespectTheChunk"

WEEK 3: THE UPSELL

Action: Offer a "Flight."

- Caption: "Can't decide? Try a Sauce Flight. 3 Flavors. 1 Pound of Chunks. \$12.99."

WEEK 4: THE REVIEW

Action: Screenshot a positive comment from a customer about the new sauce.

- Caption: "The reviews are in. Tiffin loves the new heat. Have you tried it yet?"



WANT US TO DO IT FOR YOU?

EXCLUSIVE ACCESS FOR TPC CUSTOMERS.

We know running a kitchen is hard work. You know you need video to grow, but you don't have time to be a content creator.

That is why we built the MST Remote Media Team. We don't sell this to the general public. This service is exclusively reserved for TPC customers who want to dominate their local market.

OPTION 1: THE EDITOR

(For owners who write their own posts)

\$347 / MONTH

- ✓ 4 Viral-Style Video Edits
- ✓ Professional Color & Audio
- ✓ Weekly Delivery
- ✗ You Write Captions
- ✗ You Research Hashtags
- ✗ You Plan the Text



OPTION 2: THE PARTNER (BEST VALUE

(For owners who want it done for them)

\$497 / MONTH

- ✓ 4 Viral-Style Video Edits
- ✓ Professional Color & Audio
- ✓ Weekly Delivery
- ✓ WE WRITE THE CAPTIONS
- ✓ WE PICK THE HASHTAGS
- ✓ "READY TO POST" TEXT



HOW TO JOIN:

- Must be a TPC Customer (or sign up today).
- Scan the QR Code above to lock in your Beta Pricing.

Need a Full Production Crew? We offer On-Site Production Days where we bring cinema cameras to your kitchen. (Ask for details).