



FOR IMMEDIATE RELEASE  
ATTN: EDITOR

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## JODY MARONI'S JOINS FORCES WITH TRIFECTA MANAGEMENT GROUP

### Veteran Firm to Aid Sausage King's Growth and Operations

VENICE, CA – Jody Maroni's Sausage Kingdom has enlisted Trifecta Management Group, Inc. of Agoura Hills, CA, to help with its growth and operations, especially as the sausage brand adds company stores outside of California.

Trifecta's first effort will be to oversee the construction and then manage the newest Jody Maroni's in the Gilroy Premium Outlet Mall in Northern California which is slated to open this Fall.

"We are very fortunate to be working Trifecta as we enter our newest phase of development," said Jordan Monkarsh, aka Jody Maroni, from his office perched above the Venice Beach Boardwalk. "We are looking to add a number of company stores over the next few years and feel that Trifecta can only aid us in our expansion." Jody Maroni's expects to open company-owned restaurants in Houston, Cincinnati, New Jersey and other parts of Northern California within the next year.

"The Jody Maroni's brand has been an institution here in Southern California over the last 25 years and is quickly becoming the most recognizable, premier sausage brand in all parts of the country", said Ron Lam, a managing partner of Trifecta. "We are

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excited about the opportunity to be a part of Jody's team and his aggressive expansion plans".

Trifecta was founded in 2005 by the former executive management team of GameWorks. The partners of TMG have over 70 years of combined experience operating restaurants and entertainment businesses domestically and internationally, with particular experience in multi-unit operations, strategic planning, concept development, marketing and training for a vast array of restaurants and entertainment destinations.

Currently, TMG's operations include Flannery's Irish Pub, Cowboy Food & Drink, the critically acclaimed The Corner Alley/4<sup>th</sup> Street Bar and Grill, and Zocalo Mexican Grill and Tequileria, celebrating the delicious regional flavors of Mexico. For more information on Trifecta, visit [www.trifecta-mg.com](http://www.trifecta-mg.com).

Jody Maroni's Sausage Kingdom is a vertical manufacturer and retailer of gourmet sausage. Maroni, who began his business on a barbecue in 1979, originally gained notice for his evangelical, street-hawking style, luring Venice Beach denizen to his grill with boastful claims of making the "world's greatest sausage sandwich." His unique sausage flavors – Yucatan Turkey & Chicken with Cilantro, Tequila Chicken with Jalapenos, Chicken Italian with Roasted Garlic and more than 24 other poultry, pork and lamb flavors – combined with his outrageous sales technique, led Jody Maroni's to become one of the most highly acclaimed sausagemakers in the country. Zagat's Restaurant Guide named Jody Maroni's one of the top five Hot Dog Stands in the U.S. in its most recent America's Best Meal Deals. In 1998, Rizzoli published The Jody Maroni's Sausage Kingdom Cookbook. There are 20 Jody Maroni restaurants in airports, casinos and malls in St. Louis, Las Vegas, Cleveland, Minneapolis, Indianapolis and Arizona. Locations also include Universal CityWalk, The Block at Orange, Ontario Mills, South Bay Galleria, Howard Hughes Parkway and Camarillo and Cabazon Premium Outlet Malls.

Franchise, Wholesale Foodservice and Mail Order customers can contact Jody Maroni's via [www.jodymaroni.com](http://www.jodymaroni.com) or by calling 1-800-HAUTDOG.

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