



Trifecta Management Group Introduces Cowboy Dips & Chips, a Tasty New Concept

Concept will donate a portion of all sales to local charities

LOS ANGELES (July 15, 2020) – Trifecta Management Group, the premier entertainment and restaurant concept development and management firm, is launching a national quick-service food concept built around large, juicy dip sandwiches and fresh, homemade chips – *Cowboy Dips & Chips*.

As part of the concept's mission, a portion of all sales from *Cowboy Dips & Chips* will be donated to non-profit organizations, starting with those supporting COVID-19 relief in the initial launch in Bainbridge, Ohio.

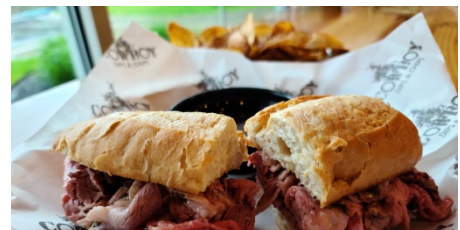
Cowboy Dips & Chips features four types of uniquely crafted, mouth-watering dips and three flavors of crispy, homemade chips. All dips are served on fresh, butter-toasted buns and accompanied with au jus. Make sure you order it "Cowboy Jimmy's Way" for a real treat!

Delicious dips

- Prime Rib
- Pastrami
- Pork Belly
- Chicken

Crispy chips

- Salted
- BBQ
- Salt & Vinegar



Courtesy photo

Trifecta Management Group has launched new national food concept *Cowboy Dips & Chips*.



Courtesy photo

Cowboy Dips & Chips features a striking, yet focused menu and requires only a small footprint, making it an easy concept to grow. It can be placed in entertainment centers, food halls, small shopping centers and even food trucks. TMG hopes to roll out more than half a dozen locations by early 2022.

While many restaurants may shy away from launching a new concept during challenging economic times, Ron Lam, managing partner of TMG, said the timing for this concept seems right.

"These dips represent hearty, tasty comfort food people crave and are served in a welcoming environment or enjoyed at home," said Lam. "This concept has been in development for over a year, as we strived to create the best dips and chips around, and I think we've accomplished that. These

delicious dips are prepared the old-fashion way with fresh ingredients and large portions, paired perfectly with a side of fresh, homemade chips!”

Cowboy Dips & Chips was first rolled out at *Cowboy Food & Drink* in the Cleveland area, which served as the inspiration for this tasty concept. It will be debuting at *plank*® in Oakland, Calif. in July.

To learn more about *Cowboy Dips & Chips*, click [here](#).

About Trifecta Management Group

Trifecta Management Group provides comprehensive management, consulting, marketing and training services for entertainment centers, restaurants and retail locations around the world. Trifecta’s expertise in concept development, project management and culinary services has led to the development of numerous custom concepts. TMG, founded in 2005, has concepts ranging from 1,000 square foot restaurants to 100,000 square feet entertainment destinations. Trifecta has won numerous “best of” awards with recognition for custom concepts that include *plank*®, *Uptown Alley*®, *The Corner Alley*®, *Ten Pin Fun Center*, *The BLVD* and *Coyote Entertainment Center*. The company’s newest division, Trifecta Marketing Services, creates solutions for businesses of all industries and sizes. For more information on Trifecta Management Group, visit: <https://www.trifecta-mg.com/>.

About *Cowboy Dips & Chips*

Cowboy Dips & Chips is a national quick-service concept made up of hearty, juicy dip sandwiches and homemade chips. The brand features four types of uniquely-crafted dips (Prime Rib, Pastrami, Pork Belly and Chicken) and three flavors of crispy chips (Salted, BBQ and Salt & Vinegar). The concept was inspired by *Cowboy Food & Drink* restaurant and was first launched at its Cleveland area location. A portion of all sales from *Cowboy Dips & Chips* is donated to local non-profit organizations. To learn more about *Cowboy Dips & Chips*, visit <https://www.cowboyfoodanddrink.com/dips-and-chips>.

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