

Dreamland Makeover Success Update

Dreamland Holding Co. LLC continues to expand its revenues and operations as part of the strategic plan created during the 2009 Business Makeover Birmingham®.

The company recently announced it has contracted to sell its famous Dreamland Bar-B-Q specialties in two additional football stadiums. Betsy McAtee Dreamland's CEO stated, "Now football fans will be able to enjoy Dreamland products during Auburn and Troy football games, and Alabama and Mississippi State football, basketball, softball and baseball games. It was the guidance from the Project Partners of Business Makeover Birmingham that encouraged our management team to identify viable sporting venues to continue building our revenue in the sporting arenas and concessions."



Dreamland also has concessions at three baseball stadiums located in Hoover, Montgomery and Mobile.

Another aspect of the Makeover was to lay the foundation for the company to have more franchise opportunities. As part of its expansion plans, Dreamland has opened a new USDA processing facility in Homewood, three times as large as its former plant. With eight restaurants in the chain, Dreamland is seeking additional restaurant franchise opportunities and sports concession opportunities to help fill the capacity of the new USDA processing facility.



McAtee is hoping the seasonal football stadium outlets will generate enough interest and demand to support free-standing Dreamland restaurants in Auburn and Troy, AL, and Starkville, MS. The company already has six restaurants in Alabama (Tuscaloosa, Birmingham, Huntsville, Montgomery, Mobile, and Northport) and two in Georgia (Peachtree Corners and Roswell).

Internet and catering sales are humming with the kick-off of football season. McAtee said, "With the help of the Project

Partners of Business Makeover Birmingham, we were able to focus and leverage our online sales opportunities. Football season is an especially popular time for our online sales because University of Alabama football fans that are unable to travel to the games are still able to experience the great taste of Dreamland delivered to their door. We ship our product to all 50 states and alumni gather to watch the games and enjoy a tailgate package which reminds them of their game day experience in Tuscaloosa.

As Dreamland continues to expand with its stadium concessions they are seeing fans from Auburn, Mississippi State and Troy utilize their online store for their tailgate celebrations as well.

“The consultation we received from the Business Makeover Birmingham® Project Partners has been invaluable in fulfilling our desire for measured, healthy growth,” McAtee says. “We’re thrilled that new customers and longtime fans will be able to enjoy our products in the new venues.”

As the inaugural winner of Business Makeover Birmingham®, Dreamland received more than \$30,000 in free business consultation from the Project Partners. During the six-month makeover from September to February 2009, the company was given advice on how to generate additional revenue sources, open new channels of distribution, lay the foundation for solid franchising, reduce expenses, increase productivity, enhance community profile via public relations, and generate additional profits.

Since completing the Makeover in February 2009, McAtee has continued to meet with the Project Partners on a quarterly basis to stay on top of the strategic plan that resulted from their efforts.

“McAtee and the leadership team at Dreamland continue to make us proud with their continued success and focus on their strategic planning. Dreamland’s experience demonstrates the value of a multi-specialty review of a business and setting a course with a solid strategic plan,” says Project Partner Chris Harmon, shareholder and corporate attorney with Maynard Cooper & Gale PC.

Other Business Makeover Birmingham® Project Partners include Dent Baker & Co. LLP, Cobbs Allen & Hall Inc., Corsini Consulting Group, LLC, Marketing 24/7 Inc., Samford University’s Brock School of Business and ServisFirst Bank.

All seven Business Makeover Birmingham® Project Partners are leaders in their field and are committed to helping local businesses. The annual project allows them to demonstrate how their expertise can enable businesses to grow stronger and more profitable.

For more information on Business Makeover Birmingham®, visit www.bhambizmakeover.com or contact Ruwena Healy, President, Marketing 24/7, Inc. at rhealy@marketing247.net.