



# Waldo's Chicken & Beer

1120 S College St, Auburn, AL 36832 | 334-780-0706



## **Waldo's Chicken & Beer Auburn**

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### **About Waldo's Chicken & Beer**

In 2019, Mark Waldo opened his first Waldo's Chicken and Beer location in the Germantown neighborhood of Nashville, Tennessee. The concept was built from a "Two Birds" student dining experience in West Virginia, a trademark requiring a name change and a determined young leader with a passion for the food and beverage industry. Right after opening its doors for the first time, Waldo's would face a challenge in early 2020 that nobody could've predicted; a Pandemic and mandatory isolation. Despite the setback, the brand proved resilient and unwavering in its dedication to its community. Now, with 27 restaurants across nine different states, Mark Waldo's vision for a community focused establishment that serves fresh, southern food has come to fruition.

Waldo's Chicken & Beer is an establishment passionate about great food and good service. Each location is locally owned and operated to reach and pour into the communities where stores are placed. Everything is made from scratch, our produce is locally sourced and the food served at Waldo's is always fresh and never frozen. We aren't just another chicken joint, but a true family. All of our chicken is brined to make it as moist and flavorful as possible. We offer rotisserie and fried chicken along with scratch, in-house made sides. Our mission is to make dining at Waldo's more than just a meal but an experience. All of our locations have dog friendly, outdoor patios with a dozen TVs to give you and your crew the perfect spot to gather and watch a game. Made for groups of all sizes and ages, Waldo's really has something for everyone, all the time.

### **Our Auburn Location**

Our Auburn location is dedicated to serving the immediate community in the Auburn-Opelika area. From weekly trivia nights to engage college students as well as families to hosting our local high school football coaches every Wednesday, we are dedicated to engaging with the people in the community in which we are placed. We are proud to cater events, work with local organizations and give back to those in our neighborhood. Our biggest asset is our people.



## Our Leadership

### Mark Waldo: Founder



Mark started in the restaurant business at a young age washing dishes and bussing tables in Birmingham AL for a local BBQ restaurant. After graduating from the University of Alabama in 2008 with a degree in business management, Waldo stuck around Tuscaloosa to manage The Bear and Trap bar and restaurant. After that Waldo took himself to New Orleans where he joined the Hillstone Restaurant Group where he discovered that the restaurant industry could be his profession, not just a silly college side-hustle. Waldo left the industry to sell medical devices for a few years, but his hospitality gene ultimately brought him back to the industry. He found himself back in rural Alabama helping at a pork processing plant for a

company known as FatBack. Waldo helped build the employees at Fatback into a team. The company, with Waldo's help, was transformed from a struggling business to a well represented brand. This change in business quality paved the way for FatBack to make a deal with Fresh Hospitality, a well-established group within the southeast. When the fast-casual concept group decided to open a new location at West Virginia University, Waldo decided to follow them there. Two Birds opened in 2017 in the college food court where students used prepaid meal cards to purchase their rotisserie chicken. Two Birds was the building block, his first real pass at building his own brand. When a trademark conflict required a rebrand, Waldo lent his name, simultaneously launching his personal career. In 2019 the first Waldo's Chicken & Beer opened in Nashville TN. With support of his family and operating partners, Mark has been able to grow Waldo's to 26 stores in 6 years. His mission has been and always will be to provide scratch-made food with first-class customer service.



## David Gadilhe: Auburn Location, Owner



David Gadilhe is the Local Owner of the Waldo's Chicken and Beer located in Auburn, Alabama. David has spent a large majority of his life in the restaurant industry. He grew up helping his parents and grandparents with their family food and beverage businesses. At 15 he became a busboy at Jim 'N Nick's BBQ. After graduating from Pelham High School, David took his education to the University of Alabama at Birmingham where he was a pre-business major. After two years at UAB, David felt that the restaurant business and the mentorship through the industry taught him more than college could have. Leaving school behind, David was able to immerse himself in an industry that meant the

world to him. By 20 years old he was tasked with running the company's first prototype location. This training store put the company in a position to launch over 40 new restaurant locations. As the Director of Operations for the Pihakis Restaurant Group, David helped open five new restaurant concept locations within just three short years. Getting to travel while working in the food industry has been one of his biggest blessings. After his time at Jim 'N Nick's BBQ, David's journey with Waldo's Chicken and Beer began when he had one conversation with his friend Mark Waldo. Waldo's offered a place focused on scratch-made food, local ownership, and a fun, welcoming environment for the local community. David was immediately sold on the Waldo's brand as an individual who values community focused hospitality. During his time in the industry, David has won several awards including the Little Donkey "Best Fried Chicken in AL" award, Southern Foods "Best of Alabama Regional" Award, and the "7 Species Award" which is presented for cooking seven different animals. David's support system includes his wife, Trisha, and his son and two daughters. David believes Waldo's is a place that is built for gathering, sharing meals, and making memories.



## Waldo's Fact Sheet

### Our Mission

The chicken-verse is crowded, we get it. There are lots of options out there, but we feel pretty confident that your search for the perfect bird ends here at Waldo's. Part of the fun *is* the search, but there's nothing like finding your new go-to. Waldo's Chicken & Beer is all about great chicken, cooked two ways: Southern Fried and Rotisserie. Paired with a scratch-made menu of Southern sides, delicious sauces and more and you'll see why your search for great chicken led you to Waldo's. Our team starts every morning by prepping our entire menu from scratch. From our homemade sides to our sauces and dressings, everything we serve is made with our own signature recipes. Yep, everything. We're all about keeping things easy: delicious food, cold beer, good vibes. Our menu is straightforward: you can get chicken on the bone, on a bun, in a bowl or in a basket. Your pick (heads up: they're all good). The sides are made fresh every day from tried-and-true family recipes. And you better believe the beer is always ice cold.

[View our Menu here](#)

### Our Locations

- Tennessee
- Alabama
- Arkansas
- Colorado
- Florida
- Georgia
- Kentucky
- Maryland
- Oklahoma

### Local Events

- Iron Bowl Tailgate
- Final Four Watch Party
- Trivia Mondays
- Auburn Rodeo
- Kids Eat Free Thursdays
- Everyday Happy Hour
- High School Coaches Show
- Paws & Claws Spooktacular

### What Makes Waldo's Special?

Waldo's believes in community based service; each Waldo's location is locally owned and operated. We serve our chicken on the bun, in a bowl or a basket. Our scratch made sides are prepared daily, fresh and derived from family recipes. Our locations all have kid and pet friendly seating making Waldo's accessible for anyone and everyone!



## Media Pitch

### **Waldo's Auburn location prepares for first annual Iron Bowl tailgate**

Nov. 10, 2025

**Distinguished members of the media,**

My name is Colleen Weis, and I am the director of public relations and marketing for Waldo's Chicken and Beer in Auburn. This month, we will host an inaugural Iron Bowl tailgate. As a newer location, we hope this event will become a tradition that brings excitement for the Auburn community.

The tailgate will be a place for Alabama and Auburn fans alike to gather before the game, enjoy great food and celebrate another year of one of college football's greatest rivalries. Drink specials and complimentary snacks will be available for the first 100 guests.

This event will include a raffle for a national championship game ticket, a collectable koozie giveaway and "Mystery Shirt Mania." As usual, our dozen flat-screen TVs will be available for game viewing both inside our establishment and on our pet and kid-friendly outdoor patio.

The tailgate will be held on Saturday, Nov. 29, at Waldo's Chicken and Beer Auburn, located at 1120 S. College St. The event will begin at 1 p.m. and run until just before the Tigers' kickoff in Jordan-Hare Stadium at 6 p.m.

Auburn location owner David Gadilhe will be available to speak about this brand new initiative, which is unique to the Auburn location. Our founder, Mark Waldo, is also available to discuss the unique community-centered atmosphere that allows Waldo's to host location-specific events such as this.

Waldo's Chicken and Beer believes coverage of this event will encourage continued community engagement and excitement through its interactive tailgate.

Thank you for your consideration. I look forward to hearing from you soon.

**Best Regards,**

**Colleen Weis**  
Director of Public Relations and Marketing  
Waldo's Chicken and Beer Auburn | 832-671-0193



## Relevant News Outlets

Waldo's Chicken and Beer Auburn is a locally run, community focused business that places emphasis on quality food and an engaging atmosphere. The target news outlets for a company such as this are outlets that promote local events to the community. These outlets would be a wonderful way for Waldo's to spread awareness and gain attraction from the local community as the Auburn location is under a year old.

### **The Auburn Plainsman**

The Auburn Plainsman is the award-winning news publication created and run entirely by students at Auburn University. The editorial and business staff consist of University students who produce content for their online publication, including articles, photographs, graphics and other multimedia content. Student editors determine the editorial content, coverage and policies without interference, censorship or advanced approval from faculty, staff or University administration.

The Auburn Plainsman would be a great news outlet to promote Waldo's Chicken and Beer because its target audience is students and faculty of Auburn University. Seeing that these are both of Waldo's intended audiences, promotion through this outlet would spark interest within the local community.

**Contact:** Amanda Machamer, Assistant News Editor | [amm0357@auburn.edu](mailto:amm0357@auburn.edu)

**Submission:** On the Auburn Plainsman website under the "Contact Us" tab there is a section that includes the Plainsman mailing address as well as contact information for all of their positional staff members. There is also a section that includes links to separate pages including letters to the editor, news tips, advertising and corrections. These include useful guidelines to ensure submissions are properly sorted through.

### **Auburn-Opelika News**

The O-A News is located in the Opelika-Auburn area, and proudly serves all of Lee County AL, and the surrounding areas, providing local news and information that is relevant to the local



community. They strive to be the primary source of all local news and information, and much of their content is available online or via mobile devices in addition to the printed newspaper.

This outlet would be a great source to promote Waldo's because of its proximity to the restaurant and pull within the Auburn-Opelika community. This would be another great local source to promote the establishment within the community.

**Contact:** Newsroom | Call: 804-775-2914

**Submission:** Under their "Contact Us" page there is a section that is labeled "Advertising" that has a link to information about how to submit a piece to be featured within the outlet. Further down there's a collection of numbers and emails, but no names of the people who can be contacted.

## Business Alabama Magazine

Business Alabama covers business, large and small, in all sectors of the Alabama economy. From emerging technologies to vital manufacturing clusters, Business Alabama has been tracking the growth of the Alabama economy for more than three decades.

The Business Alabama Magazine is a great outlet to cover Waldo's Chicken & Beer because it appeals to an audience different than the two local outlets. The publication pulls from a different, more growth focused group, pulling new customers in.

**Contact:** Erica West, Editor | [ewest@pmtpublishing.com](mailto:ewest@pmtpublishing.com) & 251-473-6269 ext. 123

**Submission:** Under the "Contact Us" tab on their website there is a physical address, mailing address, phone number and fax number. There is no other information available on submission.

## AL.com

AL.com is Alabama's largest news site, providing up-to-the minute coverage of the news from around the state. Their journalists cover breaking news as it happens and dig into the state's most pressing issues through award-winning investigative reporting and smart commentary. They



deliver up close analysis on college football, basketball and more and bring the state together with stories that highlight what we all love about Alabama.

AL.com is a great source for Waldo's because of its reputation around the state. This would be a great regional outlet to get the word out about events and special occasions to create traction and generate attendance at events.

**Contact:** Lifestyle & Entertainment | [life@al.com](mailto:life@al.com)

**Submission:** Under the "Contact Us" tab there's a page dedicated to submitting stories. There's a form for paid advertising marketing inquiries only. There's also a section with contact information for submitting news stories.

## Food & Beverage Magazine

The leading online magazine resource for the food and beverage industry with signature celebrity features and over 20 years of a valuable reputation. The Food & Beverage Magazine has the eyes of the industry's top professionals looking for the latest and greatest. The magazine is widely popular amongst the professionals that have flooded into the consumer and foodie market. Since transitioning from print to fully digital, they now have over 14 million monthly readers.

Food & Beverage Magazine would be a great choice for Waldo's because of its prominence in the industry and narrow scope of being in the food and drink industry. Although this isn't a local source, it's industry focused and would be a great way to get publicity for Waldo's.

**Contact:** Stephanie Blitz, Contributing Editor | [assets@fbmagazine.com](mailto:assets@fbmagazine.com)

**Submission:** On their website under the "Contact Us" tab, there is a submission portal that includes all major employees names and contact information as well as their beats. There is a form at the bottom of the page that calls for name, email address, phone number and message. Their media kit is also available on the same page with a message that states "To advertise with Food & Beverage Magazine, view our media kit for a complete list of opportunities."



## Social Media

### Three Social Media Posts

#### **Iron Bowl Tailgate in Two Weeks**

This post will go on Instagram and Facebook and it will be the first post regarding this event.

**Caption:** "We are excited to announce that we will be hosting our first ever annual Iron Bowl tailgate at Waldo's on Saturday, Nov. 29. Come join us from 1 p.m. to 6 p.m. to enjoy great food, good tailgating and that Auburn community we love so much! The event will include a raffle for a national championship game ticket, a collectable koozie giveaway and "Mystery Shirt Mania." The first 100 guests will get complementary snacks and specialty drinks. We cannot wait to enjoy some great food with our Auburn family as we prepare for the best game of the year! War Eagle and come see us at Waldo's Chicken & Beer!"

Our location: 1120 S. College St."

#### **Iron Bowl Tailgate in One Week**

This post will also go on Instagram and Facebook. A promotional video will also be filmed of David Gadhile showing off the merch that will be available as well as where to park and the best route to arrive without hitting that gameday traffic.

**Caption:** "Rivalry Week is fast approaching! We can't wait to see you all in ONE WEEK here at Waldo's Chicken & Beer to celebrate the best game on plains! As a reminder we will be hosting our first annual Iron Bowl Tailgate on Saturday, Nov. 29. The tailgate will be held from 1 p.m. to 6 p.m. and the first 100 guests will get complimentary snacks and specialty drinks. There will also be a raffle for a national championship game ticket as well as other fun prizes and merch opportunities. War Eagle and we look forward to seeing everyone soon!"

Find us at our location on 1120 S. College St."

#### **Iron Bowl Tailgate Tomorrow**

This final post will go up on Instagram, Facebook, and will be made into another promotional video to be posted on Tik Tok.



**Caption:** "Tomorrow is the day! Come join the Waldo's family at our first ever annual Iron Bowl tailgate. We will be serving delicious food and raffling off amazing prizes at our Auburn location as we wait for kickoff in Jordan-Hare. From 1 p.m. to 6 p.m. we will be gathering with members of our community. The first 100 guests will be given speciality drinks as well as complimentary snacks. We are excited to begin this new tradition and hope to see you all there! War Eagle!"

Find us at our location on 1120 S. College St."

### **Three Week Social Media Strategy**

The idea behind this social media schedule is to promote consistent, permanent weekly events while also introducing employees in order to be more personable. Community is important to the Waldo's brand, and by emphasizing the stationary, weekly events they are able to continue to grow their community. Also, introducing the founder, owner and manager allows for the staff to feel more personable.. Each week will also include a customized post for the first annual Iron Bowl Tailgate to promote it as much as possible.

#### **Week One**

- Monday: "Join us for Trivia Monday" Post
- Tuesday: "Kids Eat Free on Tuesdays" Post
- Thursday: "Meet our Owner, David Gadhile" Post
- Saturday: "Iron Bowl Tailgate in Two Weeks" Post

#### **Week Two**

- Monday: "Join us for Trivia Monday" Post
- Tuesday: "Kids Eat Free on Tuesdays" Post
- Thursday: "Meet our Founder, Mark Waldo" Post
- Saturday: "Iron Bowl Tailgate in One Week" Post

#### **Week Three**

- Monday: "Join us for Trivia Monday" Post
- Tuesday: "Kids Eat Free on Tuesdays" Post
- Thursday: "Meet our Manager, Moises Pratt" Post
- Friday: "Iron Bowl Tailgate Tomorrow" Post