Letter to the Community from The Goal Line Pizzeria and Sports Bar

State of The Goal Line | Year Two

Two years ago, on November 3, 2024, we opened our doors at 9700 Franklin Avenue with a simple dream: to build a place where our neighbors could gather, cheer on their teams, and enjoy great food and drinks with the people they love. As we celebrate our second anniversary, our hearts are full. To every guest who has joined us for family night, ordered a pizza for the big game, or stayed for "just one more quarter" and another round, thank you. You have made The Goal Line what it is today.

Looking Back on Year Two

This past year was one of real growth. We launched **FREE delivery** when you order directly from The Goal Line, bringing our food to your door without the extra cost. We expanded our menu to reflect what you told us you wanted, adding new entrées and more of our signature smash burgers. And we grew our team, so we can continue to be the best place to eat and drink in our area.

Last year we made you some promises, and we want to update you on where they stand. Our craft beer selection has grown into a rotating craft beer menu, and our cocktail list is larger than ever, alongside mocktails that hold their own. Expanding our gluten-free, vegetarian, and vegan options is still a work in progress, and it remains a priority for our kitchen this year.

Our "We Got Your Back" program was one of the most meaningful initiatives we have ever undertaken. Together, we handed out more than 300 boxes of food and essential supplies to members of our community who needed them most. We are humbled by every family we were able to help, and by every neighbor who helped us do it.

The Team Behind It All

Our greatest achievement remains the people who make The Goal Line run every day. Crystal, our General Manager, continues to grow our team and shape the vision for The Goal Line in Franklin Park. Fernando, our Kitchen Manager, keeps raising the bar in our kitchen, creating new sauces and recipes while making sure quality remains our top priority. Melissa makes sure The Goal Line shows up for this community, taking part in as many local events as possible and creating events of our own, so that we are never just another place to eat and drink. And Jazmine, who joined us in May of this year, has taken our marketing to a whole new level, from our brand identity to social media, helping The Goal Line brand grow tremendously. And to every member of our team: thank you. From the bottom of our hearts, we could not do this without you.

Speaking of Fernando: this **Tuesday, November 3, Election Day** and our anniversary, we are asking you to cast one more vote and help us name our newest wing and tender sauce.

Big News: The Goal Line Is Coming to Highland Park

Today we are proud to announce that **The Goal Line will open its second location in early 2027 at 1855 Deerfield Road in Highland Park's Garrity Square.** We have always wanted to grow our company, and we knew that one day we would share our food and drinks with more communities than our very own. We believe the Highland Park and Deerfield area is the perfect home for the next Goal Line, and that our blend of go-to sports bar, family restaurant, and fast-casual option will complement the area very well.

We want to be clear about one thing: nothing changes in Franklin Park. Franklin Park is our home, and our team here will always be the backbone of our company. To keep growing, we have to prove that our concept is strong

and can be replicated successfully, and every step we take makes The Goal Line stronger, here and everywhere. We will build a great team in Highland Park with the help of our Franklin Park family. We will be hiring soon, and more information will be available shortly. To our future neighbors in Highland Park and Deerfield: we cannot wait to meet you.

Year Three in Franklin Park

Our goals for the year ahead remain as ambitious as ever. In the kitchen, we will keep growing our menu with more entrées and new pasta dishes, along with our continued push for gluten-free, vegetarian, and vegan options. We are also building out our catering options, with bagged lunches, corporate events (we bring the kitchen to you), and private parties, and we will be working with local gathering places like community centers and ice rinks to bring pizza by the slice and other Goal Line favorites to wherever you are. Finally, as we keep developing new events and entertainment, we want to hear from you. If there is something you would love to see at The Goal Line, please reach out.

Giving Back

Being part of this community extends far beyond our four walls. This year we are proud to introduce **Desserts for Dollars**, a fundraising program for local schools, teams, and organizations. Our team creates a custom dessert for your group, you are assigned a fundraiser week, and a portion of every featured dessert sold is donated back to your organization to help keep great programs alive in our community. To get started, email **events@goallinebar.com**.

We are also proud to share that **“We Got Your Back” will return** this year. Rather than a weekly campaign, we will distribute boxes over the weekend before Thanksgiving, filled with Thanksgiving staples so more families can enjoy the holiday together. Details, and possibly a partner or two, will be announced soon. If you would like to contribute or partner with us, please reach out to us directly.

As we close this letter, we want to say thank you: to our customers for your loyal support, to our team for your hard work, and to everyone we are about to meet as we grow. We are a family business, owned and operated by our family, and we are honored to share it with you. For the latest updates, please visit www.goallinebar.com. Here’s to year three.

Sincerely,
The Rafidia Family and Our Goal Line Team
Nasser, Stephanie, Benjamin, Jeffrey, and George