

**ORDER UP! LIMITED-EDITION TOUR360 22 WITH WAFFLE HOUSE**

With Georgia on everyone’s mind this week, we wanted to cook up something special. So, we got on the phone with our friends in Georgia who know how to cook up good food better than anyone else: Waffle House.

Before too long, our teams were already in the design kitchen combining ingredients from the iconic restaurant with one of the most iconic shoes in golf. The end result was the **TOUR360 22 x Waffle House** – truly a creation unlike any other.

Eating at Waffle House is an experience and we wanted to capture that in the creation of this shoe. The upper of this unique [TOUR360 22](https://news.adidas.com/golf/fit-for-all---tour360-22-introduces-new-era-of-fit-and-traction/s/b93368e8-28c6-48ec-a63a-77d64ac217a8) is an off-white “batter-like” colorway, similar to the batter that is constantly filling waffle irons at more than 1,900 Waffle House locations across the U.S. The familiar square shapes inside the waffles, normally the recipients of tasty toppings, are represented and embossed across the premium full-grain leather waterproof upper (one-year warranty) to give it an eye-catching design. Across our signature 3-Stripes, we included a checkered waffle pattern in dark brown as a nod to the legendary waffles being cooked *just right*. The instantly recognizable yellow sign of Waffle House is also featured on the heel.

“We love this time of year because more than anything else it’s an unofficial start to the golf season for everyone,” said Masun Denison, global footwear director, adidas Golf. “Waffle House is such a well-known restaurant in Georgia and throughout the U.S., we knew it would be fun to partner with their team on a design that brings a piece of the famous restaurant to everyone, all in our flagship silhouette.”

Beyond the upper, the shoe features special yellow sockliners with both the adidas and Waffle House logos. We also made a transparent outsole that captures that friendly – and sometimes generous – pour of maple syrup underneath our new SPIKEMORE traction system. We’re proud to offer this limited-edition in both men’s and women’s sizing as well.

“We couldn’t have asked for a better marriage between our signature waffles, the adidas TOUR360 22 golf shoe and our signature restaurants,” said Walt Ehmer, Waffle House president and CEO. “Who knew our famous, sweet cream waffles could also be so much fun to wear?”

Since we teamed up with such a cultural icon, we couldn’t stop at just the shoes. The box that houses each pair is also specially designed to look like the unmistakable restaurant that provides the friendliest service in town.

Although it’s a limited menu item, we’ll start taking orders on the TOUR360 22 x Waffle House beginning this Thursday, April 7, on [adidas.com](http://www.adidas.com/us/tour360), the adidas app and at select retailers in the U.S.