

# Ahead Of Masters, Adidas Golf Pairs With A Georgia Staple: Waffle House

The Waffle House-themed golf shoes from adidas, a cooperation connected into the business's house state ... [+] of Georgia — house of the yearly Masters Tournament.

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Adidas Golf has long been innovative with its limited-edition golf shoe tie-ins. And with the eyes of the golf world moving to Augusta, Georgia, this week for the yearly Masters Tournament, what much better time than to set with a Georgia essential: Waffle House.

There are practically 2,000 Waffle House dining establishments in the U.S., over 400 of which are in the business's house state of Georgia. Of those, 14 are in the town of Augusta, consisting of 2 on Washington Road, simply down from the entryway to Augusta National Golf Club.

"We love this time of year due to the fact that more than anything else it's an informal start to the golf season for everybody," stated Masun Denison, international shoes director, adidas Golf. "Waffle House is such a widely known dining establishment in Georgia and throughout the U.S., we understood it would be enjoyable to partner with their group on a style that brings a piece of the popular dining establishment to everybody, all in our flagship shape."

The TOUR360 22 x Waffle House edition has a waffle pattern and even what looks like put syrup in ... [+] the sole.

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The end outcome is the TOUR360 22 Waffle House edition, with an off-white "batter-like" colorway and an apparent waffle pattern — both on the leather water-resistant upper and on the brandname's signature 3 stripes on the side of the shoe. The transparent sole is created to appearance like it has a generous syrup put and, if that weren't enough, the familiar Waffle House logo design is popular on the heel.

The TOUR360 22 x Waffle House edition is the newest Masters-themed release for adidas, which in past ... [+] years has actually launched variations that consist of nods to the competition's pimento-cheese sandwich and Georgia Peach ice cream sandwich.

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Unlike the standard “scattered, smothered, covered, chunked” terminology at Waffle House, this is an extremely minimal menu product. The TOUR360 22 Waffle House edition goes on sale April 7 at adidas’s site, on the adidas app and at choose U.S. sellers, and will even be served up in a box developed to appearance like a Waffle House dining establishment.

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