



## SPORTS CONCESSIONS



## SIGNATURE COCKTAIL PROGRAM IDEAS

### Driving Increased Per Caps with Souvenir Double Cocktails

#### Program Details:

- Cocktail offering branded D.C. Cocktail Co.
- Double cocktail sold only in 16oz. souvenir cup
- 30 total in-arena locations (19 mobile carts, 7 permanent stands and 4 club locations)
- Souvenir Double Cocktail sold for \$26 (Regular single cocktail in disposable cup sold for \$14)



G-16

#### Program Results:

- \$400,000 in additional sales
- Per cap increase of \$3-4
- Decreased operational complexity with having logos for both teams on the same cup



*"We love the souvenir double cocktail cup program. The cups are great operationally and the fans love the quality of the cups. Our per caps increased by \$3-4. Planning to increase our retails by \$1 for the Single and \$2 for the Double."*

Michael Bamford - Aramark | Director | Capital One Arena

### Upselling Souvenir Beverages

#### Program Details:

- Offered a souvenir double cocktail pint as an upsell (\$21.00) to a regular cocktail in a disposable cup (\$10.50)
- Mobile bar carts placed around the stadium for easy fan access
- Changed designs halfway through the season to keep program fresh and sales momentum going



16oz

PN-16



**SOUVENIR COCKTAIL PINT \$21.00**



#### Program Results:

- Sold an average of 6,000 souvenir cocktails per game during the season

# More Signature Cocktail Examples



30% bump in sales immediately following every time the Mason Jar was shown on the Jumbotron

SOUVENIR COCKTAIL	17.15	140-250 cal.
COCKTAIL	12.25	140-250 cal.
CLASSIC CAN BEER	13.69	130-200 cal.
PREMIUM CAN BEER	14.69	198-400 cal.
WINE	9.45	150-160 cal.
BOTTLED SODA 	6.19	0-240 cal.
1L SMART WATER 	7.95	0 cal.
PEANUTS	6.65	810 cal.

Applicable taxes will be added to each posted price.



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