

PLAYBILL

WHIRLEY-DRINKWORKS! PRESENTS

Back to the Seats



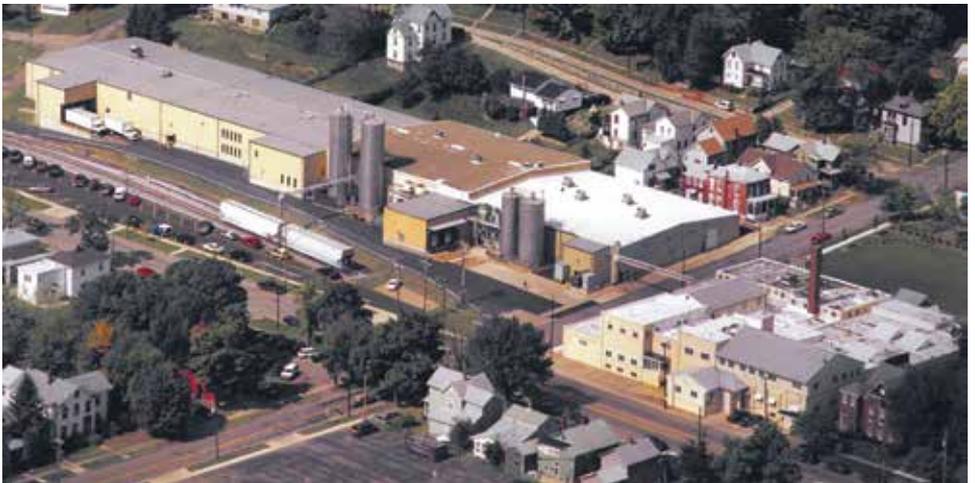
BACK TO THE SEATS PROGRAM

Back to the Seats Theater Cup Program!

Looking to drive show profits at your theater while increasing guest satisfaction? Whirley-DrinkWorks! can help you create and implement a theater cup program that gives your guests the satisfaction of taking their cups back to their seats while enjoying the show. The upscale look and feel of our products creates the perfect souvenir for your theater events.

CONTACT US TO LEARN MORE ABOUT PROFITABLE THEATER CUP PROGRAMS!

SETTING: Whirley-DrinkWorks! is a 56-year old family owned and operated manufacturer in Warren, PA. We design and manufacture custom products and programs for the food and beverage industry, including profitable refill programs for performance, dinner, Broadway and concert theaters.



ACT ONE

PERFORMANCE & BROADWAY

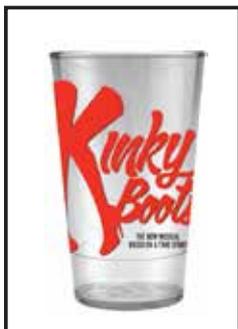
Increase your profits like these Broadway theaters by creating a souvenir cup program that showcases your events.



16oz. Pint Cup



10oz. Rock Tumbler



16oz. Pint Cup



16oz. Pint Cup



10oz. Rock Tumbler



16oz. Pint Cup



10oz. Rock Tumbler



16oz. Pint Cup

ACT TWO

DINNER THEATER

Use these unique products to create successful food and beverage programs that keep your guests happy while watching the show.



64oz. Bucket



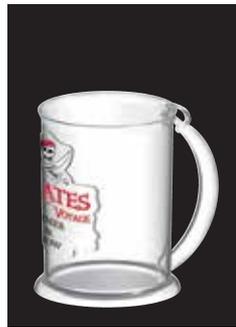
32oz. Car Sport Cup



32oz. Car Sport Cup



16oz. Typhoon Cup



16oz. Sword Mug



32oz. Car Sport Cup



32oz. Car Sport Cup



32oz. Car Sport Cup

ACT THREE

CONCERT THEATER

Create an upscale beverage program for your premium guests that frequent your concert theater events.



20oz. Pilsner



16oz. Pint Cup

*Looking for the perfect cup for your
adult beverages?*

We've got what you need.

Our upscale products are the perfect fit for
your signature drinks at your theater.

Contact Whirley-DrinkWorks! to learn more!

WHO'S WHO

CAST SUCCESS STORIES



BACK TO THE SEATS AWARD Broadway Previously drinks were not allowed back to the seats on Broadway. Whirley-DrinkWorks! presents the Back to the Seats Award given to the Broadway theaters who helped create this "Award Winning" Profitable program for Theaters. Congratulations!



ENHANCED GUEST SATISFACTION AWARD & MENU AWARD ***Dolly Parton's Dixie Stampede*** "Dixie Stampede's patrons with Premium typhoon cups" creates an upscale experience at the show and great souvenirs for guests. Typhoon glasses retail for \$7 helping to increase profits.



UPSCALE AWARD & CUSTOM CUP AWARD ***Pirate's Voyage Dinner and Show*** Souvenir popcorn castle buckets allow children to take their buckets home and remember their experience at Pirate's Voyage. "Sword-handled mugs slay patrons," making the souvenir cup a special memory for guests.

WHO'S WHO CAST SUCCESS STORIES



CONCERT CUP GUEST SATISFACTION AWARD, MENU AWARD, & REVENUE AWARD
Luther Burbank Center for the Arts "Patrons can't stop smiling now that they allow drinks back to the seats" Patrons can take drinks to their seats and bring the cup back for refills at future performances. 4 oz. Champagne or 6 oz. of wine served in the 10 oz. cup for \$11. 12 oz. Beer served for \$11 and double-pour of wine for \$19 both served in the 16 oz. cup. Revenue increased by over 33%.



GUEST EXPERIENCE AWARD, ART AWARD, NOISE AWARD, & MENU AWARD
Chanhassen Dinner Theater "Chanhassen's Theater cup program is an integral part of the guest experience...". Chanhassen's creates two pieces of art for vibrant show labels and back-up art for additional cup runs. Use of straws, drink-through lids and translucent color cups helps avoid noise and allows servers to see when Patrons need refills. 32 oz. cups retail for \$8 and refills are free during the show.

Thank you for attending Whirley-DrinkWorks!
production of ***Back to the Seats.***



For more information on our Theater Cup Programs, please contact us at 1-800-825-5575 or find your local sales representative on our website at www.whirleydrinkworks.com.

