

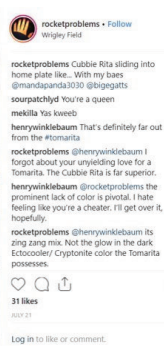
Signature Souvenir Drink, Food & Dessert Program Ideas



Signature Drinks

Madison Mule - 14oz Custom Arena/Stadium Embossed Cup

- Retail: \$14
- Sold as a drink with a complimentary cup
- Embossed texturing to replicate actual arena



“Cubbie Rita” on the rocks - 20oz Mason Jar Tumbler

- Retail: \$15 (MLB games) and \$16 (concerts)
- Marketing \$ provided by Beam Suntory (liquor dist.); partnered on product selection & art; product used only with their liquor
- Fits in Stadium Cupholders

Signature Food



“Teamwork Nachos” - 70oz Football Shaped Bowl

- Retail: \$17 (NFL games) and \$20 (concerts)
- Sold at one general seating and three club level locations
- Shown on social media and on scoreboard during games
- Embossed football texturing and raised, painted laces



Signature Desserts

Ice Cream - 10oz Flat Brim Cap

- Retail: \$8.50
- Chocolate, vanilla or swirl soft serve
- Promoted on social media to create fan interest and intent to buy on game day



Pittsburgh Penguins, Celina Pompeani, PensGear and 6 others

For more information or to get started on building a program at your stadium contact your Regional Sales Manager. Visit: www.whirleydrinkworks.com / Call: 800-825-5575