

PLAYBILL

WHIRLEY-DRINKWORKS! PRESENTS

Back to the Seats



SHOW PROFITS WITH DRINKS
GUEST SATISFACTION

BACK TO THE SEATS PROGRAM



Why use a “Back to the Seats” beverage program?

- Increase Guest Satisfaction by providing a complete beverage experience including a collectible take-home souvenir cup and value-added offers.
- Impact revenue growth by up to 30% from additional sales promoting refills and upsell strategies.
- Enhance theatre experience by minimizing disposable waste and clean up with noiseless and leak resistant lids on reusable cups.

ADULT BEVERAGE

ACT I

Increase profits by designing a souvenir cup program that showcases your events.



PY-16



PN-16



PY-10



PN-10

LID COLORS



Black



Electron Burgundy



Electron Purple



Pearl Brown



Dark Blue



Electron Jade



Pearl Blue



Red

ACT II

CATERING & SIGNATURE DRINKS

These upscale products are the perfect fit for your special events!



WCP-36



PILS-02
(lids not available)



TG-16
(lids not available)

PILS-02 BASE COLORS



Deep Black



Clear



Signal Green



Magenta



Hot Pink



Sapphire



Caribbean
Blue



Blaze Orange



Red



Deep Purple

Create a successful food and beverage program to keep your guests happy while watching the show.



CS-32
see lid colors
on page 2



B-643



SC-122X

Double pours improve value and guest satisfaction!



PN-16

Fill lines guarantee accurate pours for every order, increasing speed of service and guest satisfaction.

Triple Threat: Double Pour Strategy

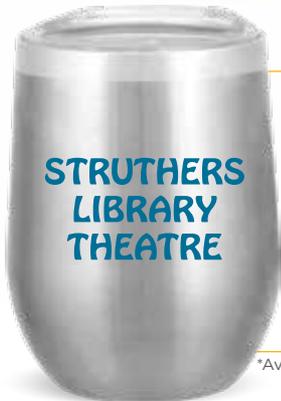
Maximize beverage sales before performances and during intermission by upselling double pours!

1. Improve guest satisfaction with value-added portions
2. Increase revenue with higher check averages
3. Reduce wait time in line for refills



PN-10

PROP HOUSE



SHT-9 / SHT-12

Encore! Benefactor's Program: The Limited Run

Thank your loyal donors with a premium product coupled with a ticket for 2 free drinks at your concession stand.

*Available in 9 or 12 ounce sizes.

Supporting Characters

Begin a sponsorship program with an in-trade agreement like The Historic Cocoa Village Playhouse did with iHeart Media in return for broadcasted advertisements for upcoming performances!



PY-16



PN-16

Visual Cue

Create a unique design to show pride in your theatre's architecture and motifs.

FINAL BOWS

Don't forget to merchandise your offer with a custom range of POS examples.

Did you know we offer stock products for last minute or emergency restock orders? The stock program includes the choice of a blank PY-10 or PY-16 with a black swivel lid.



- Whirley-DrinkWorks! is committed to helping reduce disposable waste in the environment by providing safe, quality reusable products.
- Our drinkware product line has the option of Drink-Thru lids and reusable straws.



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