

Collector's Series

San Jose Sharks Success Story



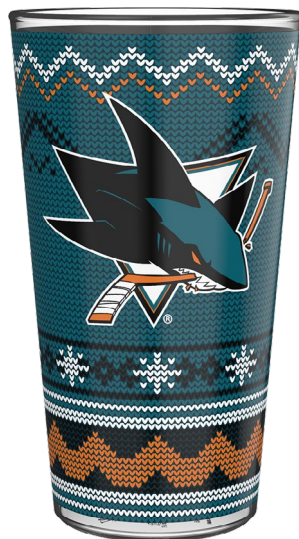
Driving an Increase in Large Souvenir Beer Sales

Program Details:

- Nine total designs created for 2019-2020 season
- Matched designs to theme nights & giveaways
- Designs & signage at every draft location
- Increased 24oz souvenir beer retail by \$0.75 over prior year

Program Results:

- **103% Increase in sales from previous season**



“Creating a rotating series of souvenir cups has proven to be very beneficial to San Jose Sharks fans. We partnered with the Sharks Marketing Team to create designs that mirrored theme nights and giveaways adding another layer of fan engagement.”

Brian Tuscano - Aramark GM, SAP Center, San Jose Sharks

Contact your Sales Representative for more information.

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