

Souvenir Double Cocktails

Capital One Arena Success Story



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)



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

D.C. COCKTAIL CO	
SOUVENIR DOUBLE COCKTAIL \$26.00 64-880 Cal	PREMIUM COCKTAIL \$14.00 64-880 Cal
WHISKEY & COLA • RUM & DIET • VODKA CRANBERRY • GIN & TONIC • WHISKEY & GINGER	
LARGE PREMIUM BEER \$14.75 190-300 Cal	
LARGE DOMESTIC BEER \$12.25 190-300 Cal	
REGULAR PREMIUM BEER \$11.25 190-300 Cal	
WINE \$11.00 64-125 Cal	
BOTTLE WATER \$5.00 0 Cal	
ADDITIONAL NUTRITION INFORMATION AVAILABLE UPON REQUEST. 2000 CALORIES A DAY IS USED FOR GENERAL NUTRITION ADVICE, BUT CALORIE NEED VARY.	

“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

Contact your Sales Representative for more information.

Visit: www.whirleydrinkworks.com / Call: 800-825-5575