



Theater Cup Program Checklist

Make your program best-in-class

“Back to the Seats” Beverage Program Details

- Theatre revenue growth objective
- Allow drinks inside your theatre for enhanced guest experience
- Increase frequency and speed of service
- Sponsorship opportunities

Industry best practices

Identify Opportunity

Theatres who previously did not allow drinks inside their theatres typically experienced a profit increase of 5-8 times from their previous sales.

Identify Beverage Category Opportunity

Which beverage category provides the greatest potential for growth, fountain, champagne, wine or show signature drinks?

Determine Program Objective

What is the desired outcome? Partner with your theatre board and your marketing team to align with everyone’s goals and objectives.

Select Product

What size, style and lid functionality works best for your guests, your bartenders speed of service and your theater to avoid spills?

Create Artwork

The right graphics and colors help brand your program and create excitement.

Add Fill Lines to Your Design

Fill lines help to increase bartender speed of service and customer satisfaction.

Finalize Offer Details

Retail and refill pricing and double pour strategies all help increase revenue.

Eliminate disposables

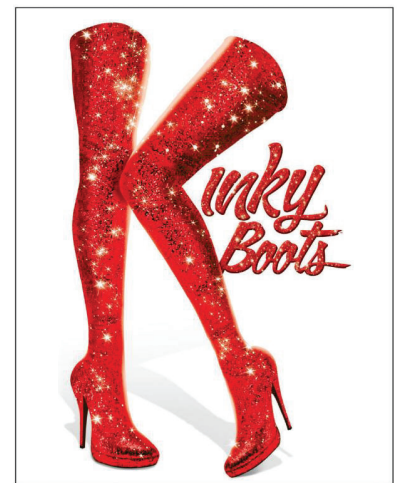
Have only one choice of drinkware. Increase your retail and your bartenders speed of service.

Communicate Program

Crew upsell: “Would you like a double pour?”
Clean, easy-to-read POS signage with drink icons to help consumers make quick decisions allowing more guests to be served per hour.

Sponsorship Opportunities

Consider sponsorship logos for second side of cups to help offset program cost



Learn more about **Back to the Seats Theatre Cup** programs:

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