

WISCONSIN STATE FAIR NEW SOUVENIR CUP SUCCESS

NEW 32 OZ CUP PAIRS WELL WITH FANTASTIC FAIR FOOD

HOW IT WORKS

- Souvenir cups are valid all days of the fair (must be empty when entering gates)
- A new style of cup was released for 2022 and received with great success
- Releasing new designs each year encourages guests to keep collecting
- New and old souvenir cups may be used for discounted refills
- Cup sold for \$7 each and come with \$3 refills (will be raised to \$4 in 2023)
- Refills can be obtained at one of the almost 100 “Official Refill Stations”
- Program is presented to concessionaires through an online portal to place pre-orders
- The fair garners strong concessionaire support for the program by selling the cups to concessionaires at less than cost
- Substantial profit is still made because the fair receives a 25% payment for all food & beverage sales

FAIR DETAILS

- Over 200 food & beverage concessionaires
- Runs for 11 days in August with typically up to 2 million attendees in recent years
- 2022 Attendance: 1,003,450 fairgoers (about 91,200 daily average); a 19% increase from 2021

PROGRAM RESULTS

- 2022 Results: 61K cups sold with a 6% participation rate and 2.2 average refills per cup
- Cup was so successful it sold out before the end of the fair
- New cup style was well-liked. Consumers missed the old carry-handle, but it was not detrimental to their overall enjoyment of the design and graphics
- The switch to a single-wall cup was made due to great digital-print graphic capabilities, price, and consumer benefits such as being dishwasher-safe
- Fair is excited to reorder in 2023 due to program success



NEW 32 oz Single-Wall Cup with photo-realistic Vivid Digital Printing



Contact your Sales Representative for more information.
Visit: www.whirleydrinkworks.com Call: 800-825-5575

