

EASTERN STATES EXPOSITION SOUVENIR CUP SUCCESS

“REAL BIG” FAIR BRINGS REAL BIG
CONCESSIONS SUCCESS

HOW IT WORKS

- Bottles sell for \$8 each with \$3 refills all season
- Refill program was advertised throughout the fairgrounds with 30 signs and 2 vinyl banners, all included in the fair’s cost of the bottles

FAIR DETAILS

- Runs from September to October for 17 days
- Concessions feature a wide variety of cuisines, including the popular landmark, The Big E Bakery
- Most talked-about beverages are beer and cocktails
- 2022 Attendance: 1,603,354 (about 94,300 daily average)
- All-time single day record attendance set in 2022 with 177,789 fairgoers in one day

PROGRAM RESULTS

- Bottles Sold in 2022: 30K
- Average Refills per Bottle: 2.2

*“Nothing compares
to the food at the
fair!”*

THE BIG E

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

