

MIAMI-DADE COUNTY FAIR SOUVENIR REFILL BOTTLE SUCCESS

70th ANNIVERSARY CELEBRATION SETS RECORD REVENUE

HOW IT WORKS

- The fair requires concessionaires to participate in the souvenir bottle program and includes a pre-order form for bottle commitment as a part of their contract.
- The fair adds 10% to the total concessionaire commitment to determine the number of bottles that will be ordered. Retail pricing of bottles is determined by the fair.
- Bottles sold for \$7 each and come with \$4 refills
- New and old souvenir cups are allowed for discounted soft drink refills
- All 32 oz. drinks must be sold in their annual collectible souvenir bottle
- Window signs are available; each concessionaire receives two for each location.

FAIR DETAILS

- Also known as The Youth Fair; runs from March to April for 21 days
- More than 150 food & beverage stands with new, featured concessions each year. Pickle lemonade will debut in 2023!
- Social media plays an active role in converting people into fairgoers

PROGRAM RESULTS

- 2022 Results: 500K attendance and 150K bottles sold = 30% participation rate
- Participation averaged at 2.2 refills per bottle
- Fair revenue was at an all-time high, and spending increased over previous years

“While attendance was down from 2021, spending far outpaced attendance. Spending was through the roof.”

- Eduardo Cora
President, Miami-Dade County Fair
Source: *Carnival Warehouse.com*



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