

SOUVENIR DOUBLE COCKTAILS

Capital One Arena Success Story



SOUVENIR COCKTAILS

Cleveland Browns Idea Generator



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



"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

Program Details:

- Offered a souvenir double cocktail pint as an upsell (\$21.00) to a regular cocktail in a disposable cup (\$10.50)
- Mobile bar carts placed around the stadium for easy fan access
- Changed designs halfway through the season to keep program fresh and sales momentum going



16oz PN-16





Upselling Souvenir Beverages



Program Results:

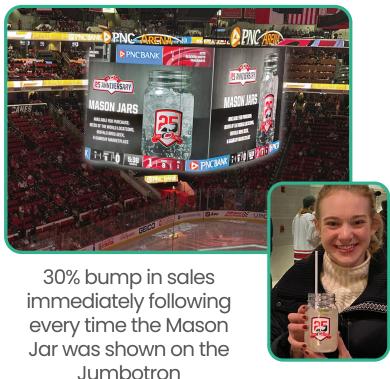
 Sold an average of 6,000 souvenir cocktails per game during the season

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More Signature Cocktail Examples







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