

Souvenir Cup Success in 2023

New 32 oz Tumbler Introduced for
"World of Fun" Theme

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 \$8 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 debuted in 2023!

PROGRAM RESULTS

- 2023 Results: 160,000 cups sold with 500,000 guests in attendance
- Participation averaged at 2.2 refills per bottle
- Fair revenue was at an all-time high, and spending increased over previous years



Contact your Sales Representative for more information.