

Souvenir Cup Success in 2023

Color Change Cup is a Magical Hit!

HOW IT WORKS

- Souvenir cups are valid all days of the fair (must be empty when entering gates)
- New color change cup was released in 2023 to much 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 \$8 each and come with \$4 refills
- Refills can be obtained at one of the “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, with 100 new foods making their debut
- Runs for 11 days in August with typically up to 2 million attendees in recent years
- 2023 Attendance: 1,043,350 (about 94,850 daily average), a 4% increase from 2022

PROGRAM RESULTS

- 2023 Results: 63,960 cups sold
- Guests continue to prefer the 32 oz tumbler style thanks to the excellent design capabilities and other benefits, such as being dishwasher-safe
- Already committed to ordering for 2024 season

WISCONSIN STATE FAIR

32 oz Single-Wall Color Change Cup
Vivid Digital Printing



Contact your Sales Representative for more information.