

Souvenir Cup Success in 2023

“REAL BIG” FAIR BRINGS REAL BIG CONCESSIONS SUCCESS

HOW IT WORKS

- Bottles sell for \$8 each with \$4 refills all season
- Refill program was advertised throughout the fairgrounds with 40 vertical 36" by 18" signs

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
- 2023 Attendance: 1,427,234 (about 83,955 daily average)
- Daily attendance records were broken 5 times throughout the season

PROGRAM RESULTS

- Bottles Sold in 2023: 36,000
- Average Refills per Bottle: 2.2

THE BIG E



“Nothing compares to the food at the fair!”

Contact your Sales Representative for more information.