

How We Enhance Concession Offerings & Alleviate Labor Challenges in a Major Convention Center



ABOUT THE JAVITS CENTER



- Premier U.S. convention center with ~3 million square feet of event space
- Hosts 170+ events per year, welcoming ~2 million visitors annually
- Generates \$1.8 billion in annual economic activity

ABOUT JAVITS' F&B OPERATOR

- Services F&B for nearly 200 sports and entertainment venues nationwide, ranging from arenas, to stadiums, to conference and event centers, and more
- A subsidiary of the country's largest conglomerate of foodservice companies

SEGMENTS



Convention Centers



F&B Operators

PROBLEMS & PAIN POINTS

- ⚠ Existing pizza program was extremely labor-intensive, and the product quality was sub-par
- ⚠ Hiring and training skilled workers was burdensome to the facility's overall food operations



KEY RESULTS



Reduced customer-facing staffing by 50%



Eliminated the need for prep and procurement resources



BONUS! Decreased food waste by 10%

WONDER'S SOLUTION

- 💡 Implement our flagship pizza program to power 2 on-site concession stations, trimming labor costs and hiring needs across prep, procurement, and service roles
- 💡 Leveraged the *Di Fara* chef-branded pizza option to tie in the facility's New York City location with the brand's Brooklyn roots, boosting the value proposition for consumers with an exceptional product