

How We Enhance Concession Operations in a Resource-Constrained Environment

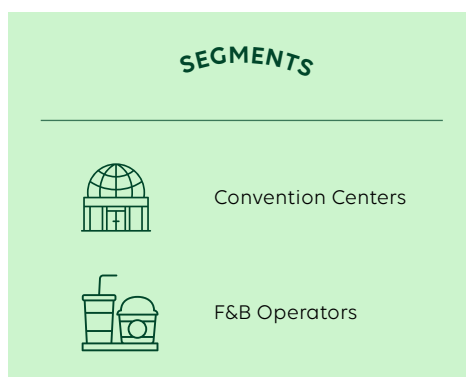


ABOUT THE COMPANY

- One of the top 10 U.S. convention centers
- Over ~2.5M square feet of event space
- Hosts 50+ large-scale events per year, welcoming nearly 2M annual visitors
- A leading F&B operator powers a diverse range of F&B offerings in various outlets within the center, in addition to event catering

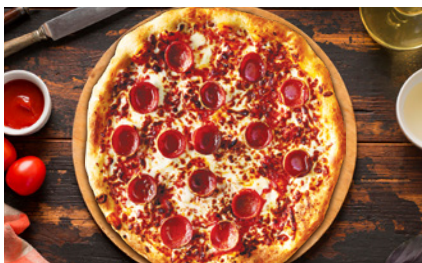
ABOUT THE F&B OPERATOR

- Services F&B for venues and events ranging from stadiums, arenas, convention centers, zoos, museums, and more
- Serving guests 10M+ guests annually in 6 out of the top 10 U.S. convention centers



PROBLEMS & PAIN POINTS

- ⚠ The convention center's F&B operator aimed to enhance their existing offering with a higher-quality product
- ⚠ Needed to streamline back-of-house operations and reduce kitchen labor needs wherever possible



WONDER'S SOLUTION

- 💡 Replaced an existing Asian concept concession stand with our flagship pizza program, which received unsolicited compliments on the product quality



KEY RESULTS



Reduced labor costs by eliminating the need for specialized culinary staff



Increased the throughput velocity of their kitchen lines



Increased pizza sales to become the largest segment of the total F&B revenue mix



BONUS! Helped boost sales for complementary items such as alcoholic beverages and other concessions