

How We Enhance the Fan Experience at an MLB Ballpark



ABOUT THE STADIUM

- Home to a Tier 1 city's baseball team and football club, with seating capacity for 45,000+
- Occasionally hosts college football games, concerts, and other athletic and entertainment events
- The stadium boasts 4,000+ club seats, 60+ luxury suites, 20+ fixed concessions stands, and 100+ movable ones

ABOUT THE F&B OPERATOR

- Food, beverage, merchandise, retail, and stadium operations corporation serving entertainment venues and companies
- Portfolio includes notable venues spanning cultural attractions, sports facilities, convention centers, and more across the globe

SEGMENTS



Stadiums

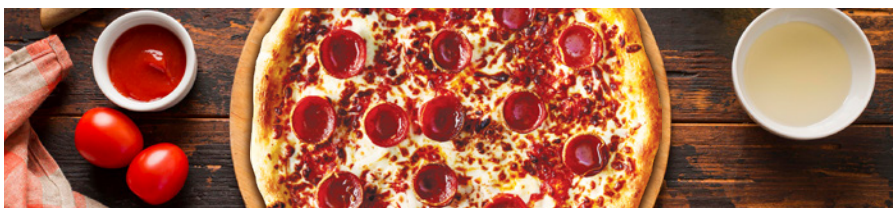


F&B Operators

PROBLEMS & PAIN POINTS

- ⚠ Suffered from historically low purchase volume in one of the stadium's premium suites
- ⚠ Constrained by a lack of kitchen infrastructure and ventilation capabilities in the space
- ⚠ Wanted to offer more menu variety and higher quality items for fans in a premium seating section

WONDER FOR BUSINESS'S SOLUTION



- 💡 Introduced 7 unique SKUs to expand the menu selection within the suite
- 💡 Implemented a single piece of ventless equipment to cook all new menu items, with no additional staffing required

KEY RESULTS



Able to distribute volume throughout the club to alleviate service pressure



Received positive feedback from guests on menu items



Reported increase in suite concession sales and reduced labor needs over the course of just 12 games