

How We Drive Sales with Minimal Capex for a Premier Tennis Stadium



ABOUT THE STADIUM

- Home to one of the largest tennis tournaments in the world, with 400K+ attendees
- One of the world's largest permanent tennis stadiums, with 29 courts and seating for 24K spectators

ABOUT THE F&B OPERATOR

- Services F&B for venues and events in ~500 sites, ranging from stadiums, arenas, convention centers, zoos, museums, and more
- Portfolio includes prestigious international sporting events and exceptional large-format venues that welcome millions of visitors per year

SEGMENTS



Stadiums



F&B Operators

PROBLEMS & PAIN POINTS

- ⚠ Prior to the F&B operator's partnership with the tournament, there were no food options available on-site for attendees
- ⚠ The stadium needed a high-quality offering to power its foodservice for the elite tournament



WONDER'S SOLUTION

- 💡 Implemented our flagship pizza program in 2 concession stands
- 💡 Launched our turnkey solution quickly ahead of the event

KEY RESULTS



Employed staff with no prior culinary experience to prepare food for a high volume of customers



Achieved high throughput with operational ease



Enabled fast service times for customers via short cooking cycles



BONUS! Executive Chef reported "amazing" food sales during the event, as well as repeat customers and positive feedback from a discerning clientele