

Matching the beverage offering to the event for sales optimization

Example: Rock Concert that appeals to a 50+ year old consumer, select items that fit that demographic. For wine, use a unique display or kiosk to attract attention. Offer a limited selection of items. Could be super premium wine offered in the traditional 750ml format but stylized to meet restrictions of the venue.

Specifics:

Offer Cakebread Chardonnay for \$110 bottle which well over the cost (and perceived quality) of any stadium wine program. Open the bottle and pour into a plastic carafe with premium plastic stemware. This is a barrel we did use at the United Center with Cakebread Cellars wine.



Grab and Go at a much higher level!