

4-9-2015

Food and Beverage Trends in Sports and Entertainment

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Recommended Citation

"Food and Beverage Trends in Sports and Entertainment" (2015). *Stander Symposium Posters*. 555.
https://ecommons.udayton.edu/stander_posters/555

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State of the Industry

League	% Outsourced
MLB	97%
NFL	94%
NBA	87%
NHL	83%

(Lee, 2011)

- Main vendors for F&B service



- Centerplate and San Francisco 49ers signed a \$6.8 m contract (San Francisco Business Times, 2012)
- 2014 Culinary Forecast: gluten-free, vegetarian appetizers, local and sustainable seafood, and culinary cocktails (National Restaurant Association, 2013)
- Interest in "authentic" regional specialties (Thorn, 2012, p. 19)
- SBJ/Turnkey Poll: 34% of sport venue consumers prefer craft beer over domestic (Bilbao, 2014)

Methods

- 11 Interviewees
- Average of 10.45 yrs experience
- 11 questions on venue's F&B
- Conducted May to August 2013
- 15 to 25 minutes in length

Results



Traditional Foods

- Hotdogs, chicken, popcorn
- Coffee → single serving
- Sponsors dictate brands
- Decreasing market share

Future Innovations

- Tablets for ordering
- Effects of social media
 - Negatives and positives
- Placement of kitchens
- Increase in portable stations



Rising Demands

- Local brands – craft beers
- All-inclusive pricing
- Professional chefs
- Freshness and presentation
 - Action stations
 - Small plates
- Special diet items
 - Offered, not ordered



Conclusions

- Professionals must be aware of the connections between their sales staff, F&B vendor, and guests
- F&B should enhance the guest experience
- Dynamic menus can increase sales
- F&B must find a balance between premium items and traditional favorites
- Changes should improve service and increase profit margins
- Contact guests to get feedback and learn current demands

Industry Takeaway

Professionals should look to understand practices outside of their venue and trends emerging outside of the sport and entertainment field to improve reactions and predictions of consumer demands.

Future Research

- Including MLS venues
- More non-sport venues
- Chef perspectives
- Opinions from Consumers
- Global practices