

SAVOR...

Retail Food Services

SAVOR... offers retail food and concession services to more than 65 locations throughout the United States, Canada, Mexico and Europe. Our retail strategy is based on location, type of venue, and competitive price evaluations.



BUILT-IN CONCESSION STANDS IN STADIUMS AND ARENAS

SAVOR... has made a science of understanding the food and beverage buying habits and preferences of stadium and arena crowds. This research has resulted in a program designed to give





The spectacular setting of the Arena Sports Bar in the Van Andel Arena at Grand Rapids makes an immediate connection with visitors to sporting or entertainment events. The menu spans everything from accessible, casual bar food to prime grade steaks rivaling those at any of the area's fine dining restaurants.

fans exactly what they want while at the same time maximizing sales for the facility.

- Quality in Every Bite**
 SAVOR... wants clients to consider food as an amenity offered to guests of the facility, not just a necessary part of doing business. We start with quality meats and the freshest locally available ingredients

to offer foods that are simple, wholesome and delicious. Whether it is grilled hot dogs or nachos topped with refried beans and chilies, the flavors are authentic and done to perfection.

- Regional Favorites**
 Pulled Pork Sliders, pirogies, boiled peanuts, salsa and chips, warm pretzels and mustard - whatever people in the region favor will be included as a menu selection.
- Local Partnerships**
 SAVOR... personalizes the program for every location by working with partners renowned in the community for a particular specialty and inviting them to become part of the creative food offerings at the facility.

- National Names**
 We work with each facility to identify and attract national brands that offer the greatest revenue potential.
- Kiosk Placement**
 Food and beverage kiosks in stadiums and arenas are positioned in areas that capture the most walk-by business.
- Technological Conveniences**
 The SAVOR... program uses credit, debit and gift cards, payment kiosks, and hand-held ordering systems to speed up customer service, facilitate money handling, and encourage impulse buying.

ON-SITE MARKETING
 SAVOR... actively promotes business to retail food concessions, kiosks and restaurants through point-of-sale marketing, directional signage, and special promotions.





BRANDED RESTAURANTS AND CAFES

SAVOR... has extensive experience in developing and managing unique retail concepts located in our facilities. We have managed more than \$150 million in food service construction and FF&E projects, and have multiple café projects under construction in the United States and Europe. Projects typically fall into four branded approaches:

- **Custom brands.** The menu and décor of custom branded restaurants are designed to reflect the facilities in which they are based - e.g., Scuba Café located in the Aquarium of the Pacific.
- **In-house brand.** SAVOR-created marketing and food and beverage concepts that work effectively in a variety of facilities feature standard menu options developed to reflect our passion for quality foods, and a standardized architectural plan that can be cost-efficiently implemented.
- **Community brand.** SAVOR... seeks out respected community partners to operate an established name-recognition restaurant or café in the facility.
- **National brands.** SAVOR... has strong relationships throughout the country with nationally recognized brands, including Starbucks, Peets, Quizno's, and Pizza Hut, among others, which can be sub-contracted to develop retail space in the facility.

MOBILE SOLUTIONS

The use of portable carts and kiosks offers several advantages in convention centers and entertainment venues.

- **Maximize sales per square foot.** Because convention centers are constantly changing in traffic flow and setup, portable carts and kiosks offer the flexibility to deliver retail food where and when it is needed.
- **Round out programming needs.** Mobile solutions augment catered services and satisfy those who may prefer a cappuccino and croissant rather than the coffee and pastries at the catered buffet table or want to grab a sandwich or boxed salad at the kiosk as they head out the door.
- **Exhibitors' cafe.** A temporary café at trade shows and like events offer exhibitors a place to meet, mingle, relax and eat.
- **Napa Technology WineStation® Intelligent Dispensing System.** This hygienic system dispenses a selection of wines in precise portions and lets facilities sell higher-priced wines by the glass. At entertainment and performing arts venues, patrons can enjoy wine and small-bite foods during intermissions without waiting in long lines.

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