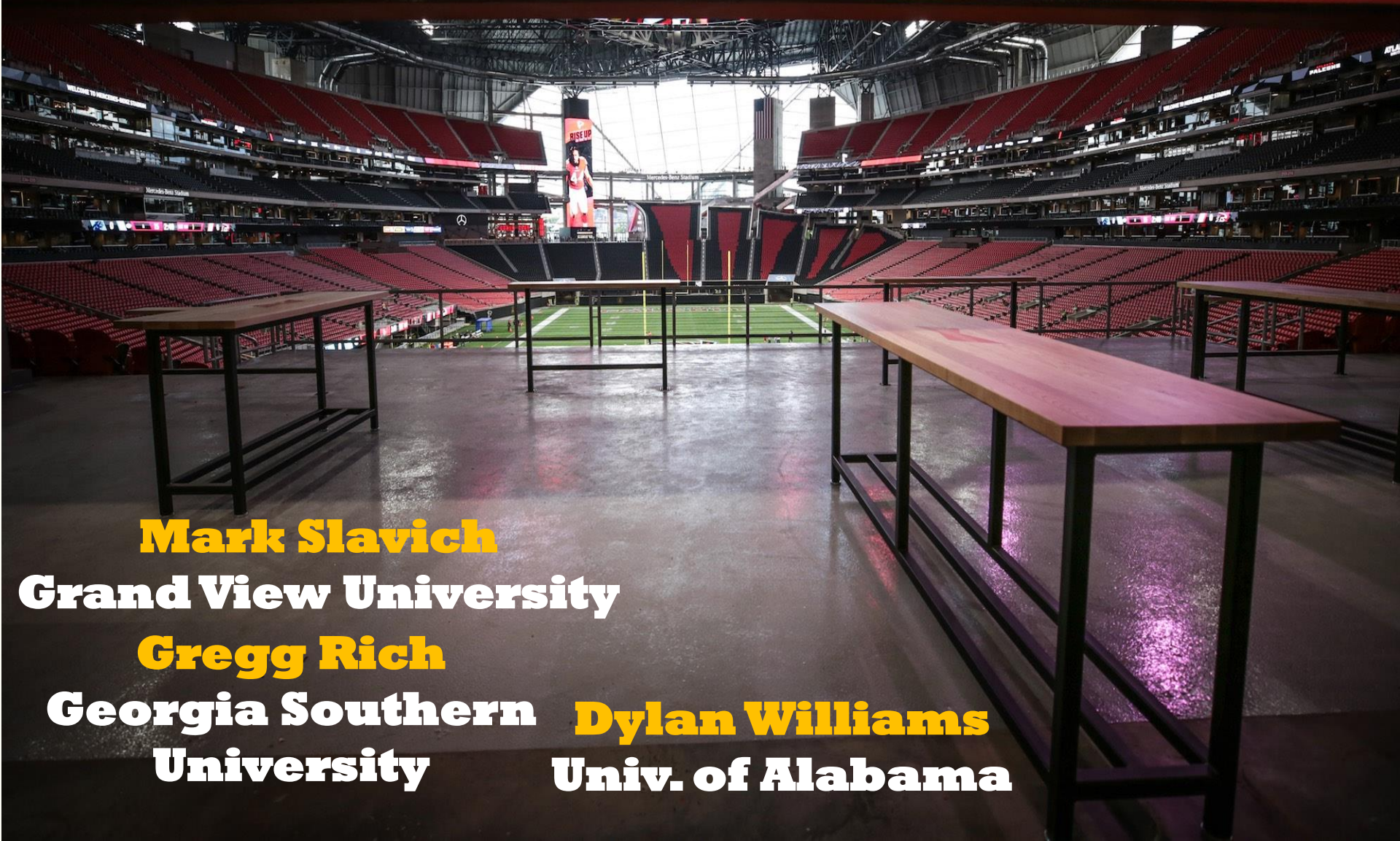


Home Fare Advantage:

An Examination of the Role of Food and Beverages in Mercedes-Benz Stadium's Spectator Experience



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How it all **Began**



FAN FIRST MENU PRICING



\$2 | Coca-Cola Refillable Cup



\$2 | Dasani Water Bottle



\$2 | Pretzel



\$2 | Hot Dog



\$2 | Popcorn



\$3 | Nachos w/ Cheese



\$3 | Waffle Fries



\$3 | Pizza Slice



\$4 | Souvenir Refillable Cup



\$5 | Bud Light Draft Beer



\$5 | Cheeseburger



\$6 | Chicken Tender Basket w/ Fries

Variety



Chick-fil-A

Jim 'N Nick's

Molly B's

Fox Bros.

Farm Burger

WEST NEST

CHICKEN FRIES SANDWICHES BEER

Service



673 POS

1,264 beer taps

Improved training

Trend Setters



Atlanta Hawks

Baltimore Ravens

Baltimore Orioles

Detroit Lions

Minnesota Twins

Univ of Houston

UL - Lafayette

Univ of Oregon

Univ of Texas



GOOOOOOAL!

Purpose

Method

An aerial photograph of a city skyline, featuring several tall skyscrapers in the background. In the foreground, a large stadium is under construction, with its steel framework and scaffolding visible. The stadium has a distinctive, curved, and somewhat irregular shape. The surrounding area includes roads, parking lots, and some smaller buildings.

Online survey
MTurk

Observation

Instrument

Game Competition

Sociability

Entertainment

Facility Design

Facility Ambience

Food and Beverages

Quality

Variety

Service

Speed

Price

Results

Competition	Sociability	Entertainment	Design	Ambience	Concessions
5.80	5.69	5.32	5.79	5.76	5.64



Results

Quality	Variety	Service	Speed	Price
5.76	5.62	5.41	5.46	5.52



Results - Price

Overall Comments	Positive	Negative
22	10	12

“I could've eaten a lot more due to the lower than expected prices.”

“The quality is good but over-priced.”

“It was expensive but I did not expect it to be cheap, never is at a game or six flags, etc.”

“Better prices than other stadiums.”

Results - Speed

Overall Comments	Positive	Negative
24	9	15

“What I liked was the variety of choices available, what I disliked was the speed of service. I am not sure if it was just that particular eatery but improvement is needed. They were fast, somewhat crowded depending on when you went, but it was great.”

“They were fast, somewhat crowded depending on when you went, but it was great.”

Results - Staff

Overall Comments	Positive	Negative
6	6	0

“The wait was a bit long, but the staff was friendly and efficient.”

“Everyone was very friendly. Service was timely and the venue looked clean.”

Cash-Free

EATS

ENTREES

- THE BIG BURRITO
- BEE TINGA TACOS

ENTREES

- SOUTHWESTERN CHICKEN WRAP
- BEEF AND BEAN BURRITOS

SNACKS

- CHIPS & SALSA
- QUESADILLAS
- CANDY
- FRESH POPPED POPCORN
- SUPER PRETZEL

CARD AND MOBILE PAYMENT ONLY

Convert your cash to card at kiosk:
Team Store

VISA Mastercard American Express DISCOVER Apple Pay

DRINKS

SOBA

- BOTTLED WATER
- REGULAR SOBA
- DIET SOBA

DRAFT B

- PREMIUM B
- DOMESTIC BEER
- SPECIALTY

TA



Self-Serve



Staff





BEER!



Variety

More than **PRICE**

Mercedes-Benz Stadium



Expectations





**Let's
Discuss**