



CASE STUDY:

TRANSFORMING FANS' GAME DAY DINING EXPERIENCES: UNIVERSITY OF NORTH CAROLINA AND UNIVERSITY OF IOWA

How they scored big wins with sports fans by leveling up their collegiate-level dining programs.

Fans are committed to their game-day events. And they expect a professional-level experience, even from collegiate venues. To give attendees the kind of game-day experiences they expect, institutions must level up concession stands and premium foodservice.

Campuses across the country are achieving this transformation with the help of an experienced food services partner, including the University of North Carolina and the University of Iowa. Their dining transformations involved a wide range of improvements, including new food and beverage items, beer and alcohol service, local food vendor partnerships, food trailers, additional staff and training, smallwares upgrades, process flow improvements, new POS systems, and clubhouse suite revamps.

The results have been significant, including greater attendee participation in on-site dining on game days, better word-of-mouth marketing, happy sports fans and increased revenue. Here are the big wins that University of North Carolina and University of Iowa gained from improvements to their collegiate sport event dining programs.



3 BIG WINS AT UNIVERSITY OF NORTH CAROLINA

Aramark has managed dining at UNC's athletic events since 2009, along with the restaurant, deck bar, beverage card service and catering at the UNC Finley Golf Course. The university's athletic dining program includes concession stands at all its sports venues — each of which draws big crowds, including:

FOOTBALL
50K

MEN'S BASKETBALL
21K

WOMEN'S BASKETBALL
5K

SOCCER & LACROSSE
4K

BASEBALL
50K

To satisfy those crowds and elevate the game-day experience, Aramark made equally big changes, including speeding up foodservice, improving concession stand functionality and adding mobile dining options.

1 — FASTER FOODSERVICE

Although it has a 21,000-seat basketball arena, the stadium only has one concourse. It also had an outdated ordering process. As a result, congestion was a problem and wait times for food could be long.

By redesigning the flow at the concession stands into a high-speed line model and deploying a new POS system, the venue was able to speed up its efficiency and throughput and improve traffic flow. The infrastructure improvements also allowed the stadium to add beer service.



2 — IMPROVED CONCESSION STAND FUNCTIONALITY

To further improve access to food in the stadium's one concourse, UNC did an overhaul of the concessions stands, including adding themed exteriors. The improved signage and visibility both communicates the diversity of options and allows fans to quickly identify their preferred dining options, which now includes a variety of national and local dining options.

What's more, the concourse formerly included empty spaces that took up valuable real estate but provided zero functionality. UNC took advantage of the opportunity to bring in two food trucks equipped with a variety of cooking equipment. This expanded capacity and opened opportunities for Aramark and UNC to bring in other vendors, including local favorites, like Jersey Mike's Subs.

3 — INNOVATIVE MOBILE FOOD CONCEPT

UNC added an innovative concept to its dining options — a mobile food service called Tuk Tuk, which generates an additional \$2,000 on revenue per event. These mobile rickshaws can move easily among the crowds, thereby improving customer service. The units are fully equipped to serve a variety of dining options, such as rice bowls or burritos. They provide another dining option, especially in spaces with infrastructure limits, along with the convenience of serving people where they are versus making them stand in long lines. Additional benefits are enhanced attendee experience, as crowds love the unique Tuk Tuk foodservice concept, and boosted public relations given the unconventional foodservice delivery.

UNC RESULTS

**69.4% HIGHER
PER CAPS**

Additional revenue generated from the implementation of Appetize Units and speed-line model

**\$3,000/PER
GAME**

Food trucks generate revenue each football game in spaces that traditionally generated no additional revenue

50%

staffing needs reduction through greater efficiency

“We’re not an NFL facility, but we wanted to present ourselves in the same caliber as a professional venue for our fans. Aramark helped us upgrade our fans’ experience to a whole new level through innovative dining options and modern aesthetics.”

— Spokesperson, University of North Carolina

UNIVERSITY OF IOWA'S 3 BIG WINS

University of Iowa Athletics fans are so dedicated to their game-day experience that when the program renovated Kinnick Stadium, it added 125 premium seats to accommodate more patrons. It also elevated its dining services to meet the pro-level standard the fans expect.

Aramark, who has managed the athletic dining services program since 2015, overhauled the entire program in ways that would ensure fan satisfaction in all these areas:

**CLUB CONCESSION
STANDS**

**NORTH END ZONE
CLUB**

**IRONMAN
LUNCH BOXES**

**PRESS
DINING**

1 — ELEVATED STAFFING

Due to the large number of attendees, athletic events at Kinnick Stadium require 550 staff members to help run the premium dining services program. That can be a challenge with today's tight labor market, especially when trying to meet the higher expectations of premium service ticketholders.

However, the athletic program put itself in an excellent position to deliver superior service by improving its staff training programs and service models. Also, thanks to its partner Aramark, it has a large network of staff to call on from other lines of business should help be needed to meet demand on game days.

2 — LEVELED UP DINING SERVICES

To support the premium seat expansion, Aramark added four concessions stands for premium seat holders, partnered with local sponsors to reengineer its menus, brought in local dining options, added alcoholic beverage service, improved its food presentation, and expanded its smallwares with in-suite hot food holding equipment and service ware.

Along with improvements to premium seats, the athletic program has also improved concessions for general ticketholders and extended beer service to general attendees.

3 — EXPANDED MENU OFFERING

University of Iowa wanted to expand its menu offerings by bringing in local favorites that people look forward to. For self-operated venues, partnering with local vendors and adapting menus or concepts to high-traffic locations is often easier said than done. Especially when you attract up to 7,000 people for a single game.

This level of service requires preparing the local food purveyors to deliver a different experience than people get in their restaurants. University of Iowa's dining partner Aramark helped achieve successful local dining partnerships.

UNIVERSITY OF IOWA RESULTS

40%

participation increase
over 5 years

**IMPROVED
SATISFACTION**

by adding crowd-pleasing local
dining favorites

88%

premium per cap lift
over 3 seasons

“Aramark brought both the business expertise and creativity required to successfully execute our innovative new dining program. Now we're offering restaurant-style food in a sports entertainment setting that is second to none. It gives us an immense advantage in marketing, fan satisfaction and revenue.”

— Spokesperson, University of Iowa

**IS YOUR ATHLETICS PROGRAM READY TO
TAKE YOUR GAME DAY DINING SERVICES
TO A WHOLE NEW LEVEL — AND SCORE
A WIN WITH YOUR FANS?**

Talk to an Aramark expert today.

GET STARTED

For more information visit us at:

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THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

IOWA