



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

BB&T BALLPARK CHARLOTTE, NC

Challenge

Spectra Food Services & Hospitality was asked to provide a new culinary experience to the Queen city with the feel and pricing associated with Minor League Baseball. The Knight's wanted the food experience to be superior to the local major sports franchise facilities in service, variety and quality. The goal was to be the most successful Minor League Baseball franchise. The Charlotte Knights partnered with Food Services & Hospitality in 2006 when they were located at Knights Stadium in Ft. Mill, NC. The contract was continued by the Knights for the brand new 10,200 seat BB&T Ballpark, which opened in March of 2014 in downtown Charlotte, NC.

Solution

Charlotte Knights Fans expect a lot from their brand new state-of-the-art Stadium. Spectra Food Services & Hospitality listened to fan requests and have delivered a top-notch food and beverage experience.

- Installed digital menu boards throughout the concourse that feature ballpark favorites, regional flavors, and offerings from local companies.
- Partnered with the team and local brewery, NoDa Brewing Company, to develop a special brew called A Knights Ale, brewed specifically for the Charlotte Knights
- Partnered with North Carolina-based frozen treat store, The Fuzzy Peach, to bring a location to the stadium.
- Cooked-up some exciting made-for-Charlotte concepts like the Charlotte Knights Carolina Dog, a grilled quarter pound Sahlen's Hot Dog topped with Charlotte Knight's signature Home Run Brisket Chili and Five Star Slaw.
- Partnered with Johnson and Wales University to introduce students to professional sports catering and inject fresh menu concepts into the ballpark experience, such as the Bacon Wrapped Pimento Cheese Hot Dog, now a stadium favorite.
- Created a craft beer program, which features locally-made beer served in plastic Mason jars to add Southern flair.

Result

- Opening day per caps exceeded \$21.50 and continue to exceed targets
- Exceeded 2013 sales and profits in the new ballpark by 594%
- The Carolina Dog won Best Hot Dog in a four-city area by the 36,000 readers of My Carolina Town magazine; sell an average of 1,800 of these dogs each game
- The partnership with Johnson and Wales University has blossomed to where the professors guide the students to work at the ballpark, encouraging them to learn all aspects of the food and beverage industry
- Sell an average of 1,000 mason jar beers per game