



SPECTRA
BY COMCAST SPECTACOR

VENUE MANAGEMENT
FOOD SERVICES & HOSPITALITY
TICKETING & FAN ENGAGEMENT

XL CENTER HARTFORD, CT

Challenge

The XL Center is the 16,000 seat home to the famed University of Connecticut Men's and Women's basketball teams as well as to the AHL's Hartford Wolf Pack. Spectra Food Services & Hospitality was hired by the State of Connecticut to manage the food and beverage program in 2013. Spectra Venue Management was hired at the same time.

Solution

- Brought in several fresh food themed concepts such as Fresh Classics™, Grill Masters™, Hot Dog Nation™ and Bears Barbecue.
- Added additional cooking equipment such as fryers, char broilers and exhaust hoods to be able to produce a variety of menu items.
- Installed a state-of-the-art POS system to allow for credit card payment at all points of sale as well as increased speed of service.
- Installed digital menu boards at all concession stands, allowing for customized menus and pricing per event and per hour. Also allows for the stand theme to be changed in order to match the attending demographic.
- Implemented the You Lucky Dog contest, as a marketing collaboration with Spectra Venue Management.

Result

- Increased food and beverage sales by 47%
- Increased client profit by 58%
- Increased food and beverage per caps during all events including a 22% increase in concerts, a 4% increase in women's basketball as well as a 5% increase in hockey per caps
- Increased cooking capabilities in concessions by 75%
- Hosted the 2015 AAC men's national basketball tournament
- You Lucky Dog contest generated excitement as well as a 3% increase in food and beverage sale