



*For Immediate Release*

## **SPECTRA BY COMCAST SPECTACOR DRIVES THE FOOD TRUCK EXPERIENCE OUT OF THE PARKING LOT AND INTO TALEN ENERGY STADIUM**

### ***Award-Winning Food Trucks ‘The Cow and The Curd’ and ‘Baby Blues BBQ’ Now Part of Spectra’s Food Services & Hospitality Offerings at Philadelphia Union MLS Matches***

Spectra by Comcast Spectacor is adding a new twist to the culinary experience for soccer fans at Talen Energy Stadium this season. Two in-stadium concession stands have been converted into “food trucks” featuring the sought after cuisine of Philadelphia’s The Cow and the Curd and Baby Blues BBQ mobile eateries.

“Food trucks are a large part of the pre- and post-game landscape at Talen Energy Stadium, so we have decided to bring two of the most popular attractions inside the building,” said Spectra’s Linda Recke, Regional Vice President. “We believe this marks the first recreation of the food truck experience inside an MLS stadium, which enhances the dining experience for our guests and furthers our commitment to integrate local businesses into our food and beverage options.”

“As an organization, our whole approach is to challenge the norm,” said Philadelphia Union Chief Business Officer, Tim McDermott. “In concert with our partners at Spectra, we’re incorporating this amazing urban phenomenon to transform events into experiences, innovatively providing these unique food offerings for our fans.”

“Food trucks have become a national obsession in the culinary industry over the past seven years, and the entire country seems to have an ongoing love affair with these ‘kitchens on wheels,’” said Rob Mitchell, President, Philly Mobile Food Association, who partnered with Spectra to install the food truck stands at Talen Energy Stadium. “Spectra and the Philadelphia Union are leading the way as Philadelphia’s vibrant food truck experience continues to break new ground.”

The newly renovated concession stands will debut on Saturday, April 8 at 7 p.m. when the Union host the Portland Timbers.

The new stands will have an intricate façade that resembles the original trucks, and will feature authentic fold-out awnings and lights.

The Cow and The Curd offers:

- **Cheese Curds:** Wisconsin cheddar that is beer battered, fried to perfection then served with our signature chipotle ranch dipping sauce
- **Brats:** authentic Wisconsin beer brats topped with smoky beer cheese sauce and caramelized red onion, served on a pretzel roll

Baby Blues BBQ offers:

- **Smoked Pulled Pork or Brisket Sandwich** – topped with coleslaw and served on a fresh-baked, grilled bun - with the option to add cheese for an additional \$1
- **Memphis Ribs:** Square cut, long-bone pork ribs, rubbed top to bottom with a blend of dry spices, slow smoked, then grilled and lightly basted with their house BBQ sauce
- **Smokin Wings:** dry rubbed chicken wings that are smoked and grilled then based in our house gluten free BBQ sauce

Spectra also offers a full menu for all tastes throughout Talen Energy Stadium, including:

- **Prosciutto & Brie Sandwich:** prosciutto and brie served on a baguette with arugula and apples, served with chips
- **Jersey Dog:** all-beef hot dog with fresh-cut fries and sautéed peppers and onions, served with chips
- **BBQ Rib Dog:** grilled boneless rib with a shredded apple and Carolina mustard slaw, served with chips
- **Veggie Steak:** Trio of fresh julienne carrots, zucchini and yellow squash with Montreal seasoned cheese sauce in a warm torpedo roll
- **Gluten-Free Pizza:** Fresh gluten-free pizza crust topped with Italian pizza sauce, shredded mozzarella cheese and custom toppings

The Cow and The Curd is arguably the most highly decorated food truck on the east coast. It was named the #5 Food Truck in America last year by The Daily Meal, has been featured on national television with NBC 1<sup>st</sup> Look as one of the best fried foods in the country, and has won multiple awards spanning Best of Philly to Vendy Awards People's Choice and Taste of 3 Cities Triple Crown Champion.

Baby Blues BBQ has gained recognition by being featured on The Food Network's 'Diners, Drive ins and Dives' as well as The Travel Channel's 'Food Paradise' while also winning numerous awards for their BBQ. Some of these awards include: 1st place in the Gary Maddox BBQ Challenge held at Citizen Bank Park in both 2013 & 2014, 'Beast of Show' in the Philadelphia Bacon & Beer Festival 2016, 1st Place for best over all food truck at the Sea Isle City Food Truck Festival in 2016.

In addition to providing Food Services & Hospitality to Talen Energy Stadium, Spectra also provides Venue Management and Ticketing & Fan Engagement.

### **About Spectra**

Spectra by Comcast Spectacor is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Partnerships. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

### **About Comcast Spectacor**

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center Complex, and Spectra, a hosting and entertainment firm specializing in Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Sponsorships. Learn more at [ComcastSpectacor.com](http://ComcastSpectacor.com).