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SPECTRA SUMMER MENUS DEBUT

For the first time, Lutz, Fla.-based Spectra Food Services & Hospitality has implemented new summer menus at its properties in the western states, starting this week. This is a departure from the norm, which has been to unveil new menu items at the start of the sports seasons.

The idea for the menu refreshes came about at a regional phone meeting with Spectra's general managers and executive chefs.

"We've always wanted to do this, but something always seemed to get in the way," said Jay Satenspiel, regional vice president in the West for Spectra Food Services & Hospitality. "We started throwing ideas around with the goal to come up with menu creations that could differentiate ourselves."

During the month-long process, Satenspiel asked his team to submit three to four items new menu item ideas, while also sitting down with sports fans informally to gauge what types of food they are looking for.

"I wanted feedback from true fans that come to sporting and other events, so that's how we came up with what was picked," he said. "I wanted to be able to roll it out in conjunction with the midsummer classic Major League Baseball (MLB) All Star Game."

Menu items were finalized last week.

At California's Oakland-Alameda County Coliseum, home of the MLB's Oakland A's, Spectra is introducing a Steak Stack with three hash brown patties, layered with herb marinated grilled skirt steak, deep fried avocado slices, Pico de Gallo slaw, and chimichurri aioli.

San Jose, Calif.'s Avaya Stadium, home of MLS' Earthquakes, is introducing a Dessert Burger that incorporates two Smuckers Uncrustables deep fried betwixt with ice cream and garnished with a raspberry-mango sauce.

Budweiser Events Center in Loveland, Colo., has added the Eagles Nest during the Larimer County Fair, which runs Aug. 4-8. This consists of waffle French fries deep fried in a tortilla basket topped with a hard cooked egg encased in country sausage, breaded and deep fried with Buffalo blue cheese dipping sauce.

Isotopes Park in Albuquerque, N.M., home of the Isotopes, the Triple-A affiliate of the Colorado Rockies, has added Sweet Dessert Poutine, featuring Sweet Potato tots with New York cheesecake chunks, cream cheese frosting, chocolate sauce and whipped cream.

The Jalapeno Chorizo Quesadilla Burger has been added to the menu at Southwest University Park in El Paso, Texas, home of the San Diego Padres' Triple-A affiliate Chihuahuas. This features a one-third

pound beef patty sandwiched between two quesadillas stuffed with chorizo and Menonita cheese and topped with two bacon-wrapped jalapenos stuffed with cream cheese.

When college football season commences at the Rams' new 41,000-seat stadium this fall, Colorado State University will add the Pitkin Pigskin to the menu. This item features a bratwurst stuffed into baked potato and loaded with sour cream, bacon, chives and cheddar cheese.

"We know how important the dining experience is when attending a sporting event," said Scott Swiger, Spectra's vice president, Culinary Excellence. "These mid-summer menu additions feature new creations from some of our most talented culinary experts who take great pride in enhancing the customer experience."

All new offerings are priced in line with other menu items.

"The new sandwiches will be in the \$10 to \$12 price point and desserts will be priced between \$5 and \$6, same as our other items," said Satenspiel. "These new dishes were created to help grow sales and, if any are hits, they may be added permanently."

The end date for the new menu items has yet to be determined. team.