

## SPECTRA TO INTRODUCE FOUR NEW CONCESSION CONCEPTS TO SENATORS FANS AT YARDMAN ARENA

*New Fan Zone to Open for 2018-2019 Season*

**Bellville, ON. (March 7, 2018)** – To enhance the fan experience at Yardmen Arena, Spectra Food Services & Hospitality is overseeing the construction of four new concession concepts to be introduced over the next two months.

The new concession stands will showcase a revitalized look and introduce menu items that incorporate locally sourced ingredients and products to create high-quality dishes signature to the region.

“These new concession concepts will bring an updated look to the venue’s concourse and refresh the menu offerings for fans on game day,” said Sheri Thompson, Concessions Manager of Food Services & Hospitality for Spectra. “Not only will customers enjoy the venue’s new look, but they will also get to indulge in the regionally inspired menu items created by our team.”

The new concession stands and menu items coming to Yardmen Arena include:

- **Cannifton Carvery**
  - **Traditional Smoked Meat Sandwich** – carved Smoked Meat, served on light rye with yellow mustard, in-house coleslaw and a pickle
  - **Beer-Braised Beef Sandwich** – beer-braised beef brisket sandwich served with a creamy horseradish sauce on a brioche bun
  - **Roast Honey Ham Sandwich** – roast honey ham served on an artisan bakery mini baguette with Black Diamond Swiss cheese and spicy brown mustard
- **Front Street Grill**
  - **The Yardmen Burger** – Stay Tuned for Social Media Contest launching for this upcoming season
  - **Classic Cheese Burger Basket** – 1/3 lb. burger topped with Black Diamond cheddar cheese, served with lettuce, tomato and onions
  - **Chicken Burger** – chicken breast marinated in herbs and spices topped with roasted chilies and pepper jack cheese on a fresh local bakery bun
  - **Chicken Tenders & Fries** – all white-meat chicken strips breaded and crispy-fried, served with French fries and honey mustard dipping sauce
  - **Maple Bacon Sausage** – southern smoked sausage topped with bacon and local maple syrup
  - **Nacho Grande** – mixture of blue corn and multi-colored tortilla chips served with the works
- **Sidney Slice**
  - Offering a selection of fresh-made pizza pies
- **Bell Blvd Brew House**
  - Offering a wide selection of beer including domestic, imported, and local craft brews, as well as local wine selections

“We look forward to the completion of these stands so that the fans get to experience the bolstered culinary concepts throughout the hockey season,” said Angela Cabana, Spectra’s regional vice president.

Construction is slated for completion this spring, with the first stand, Cannifton Carvery, scheduled to open at the end of March.

In addition to the concession areas, Yardmen Arena has plans to unveil a new fan zone next season. This fan-inspired area will be called McFarland’s, after the Belleville McFarland’s, a men’s senior ice hockey team in the Ontario Hockey Association. The McFarland’s were based out of Belleville, Ontario and played at the Belleville Memorial Arena from 1956 to 1961.

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