

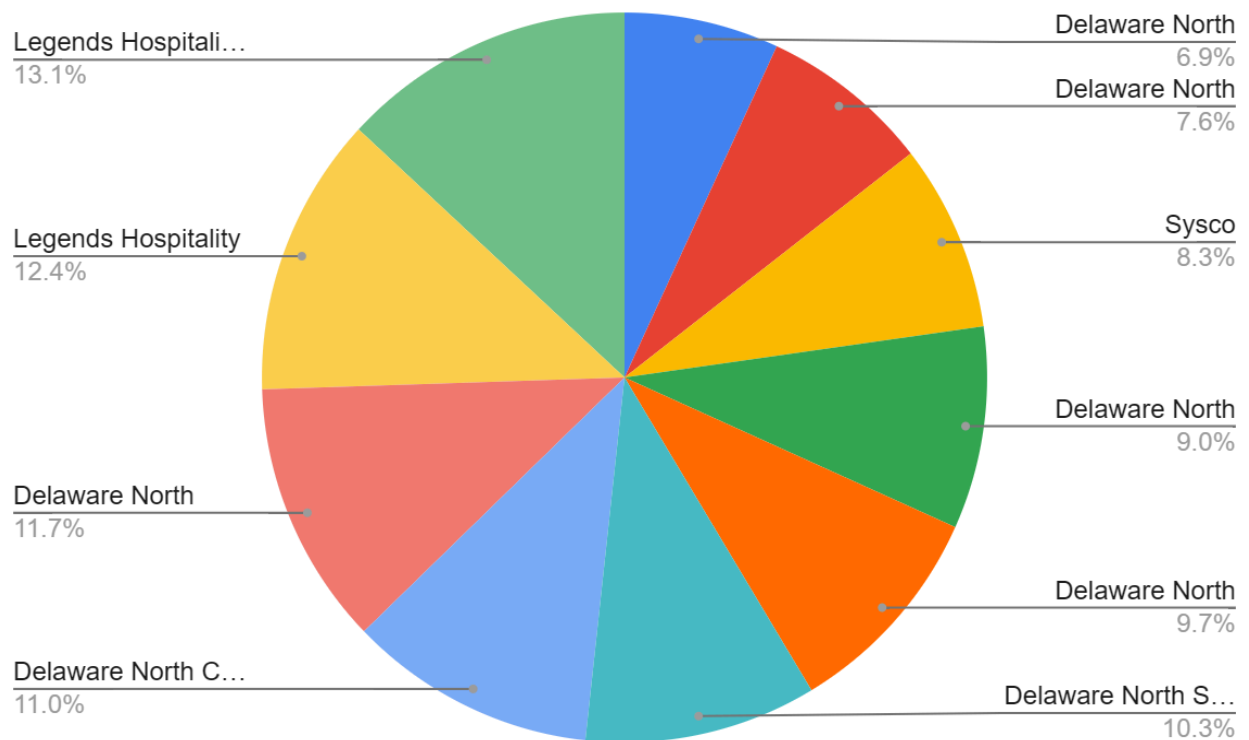
This data analysis summarizes the Food & Beverage Partner Analysis for the MLB portion of the team surveys. The following information can be interpreted from the data.

- Which food distributors and grocery partners are most common across venues?
  - The most common food distributors across venues are Delaware North and Cisco.
  - The most common grocery partners are H-E-B and Giant.
- What are the most popular food categories available for sponsorship?
  - The most popular food categories available for sponsorship are Hot Dogs, Pizza, Ice Cream, and Salty Snacks.
- Are there gaps (e.g., niche categories like brisket or smoked chicken)?
  - Yes. There are several gaps in the categories which include (Traditional) Ballpark food, Popcorn, Soft Drinks, Veggies and Vegan, and Tacos.
- Are there opportunities in categories where sponsorship is low but concession volume is high?
  - Yes. There are several categories where sponsorship is low but concession volume is high in multiple venues. These categories include non-alcoholic beverages (e.g. Coca Cola, Soft Drinks, etc.), Salty Snacks (e.g Popcorn, peanuts, chips, pretzels, and candy), specialty beverages (including coffee and iced drinks), Frozen Treats (e.g Ice Cream), and Healthy Alternatives (Including Veggie/Vegan).
- What is the average stadium seat count compared to souvenir cup distribution?
  - The Average Stadium Seat count is around 41,000 seats per stadium. When compared to the souvenir cup distribution, the average stadium seat count is around 8,217 seats for each unique souvenir cup in every stadium.
- Can increased souvenir cups lead to more ad impressions?
  - Yes, increased use of souvenir cups can lead to more ad impressions in MLB baseball stadiums — and it can be a highly effective, underutilized advertising channel.

## Data

### 1. Food Distributors

- Which food distributors are most common across venues?

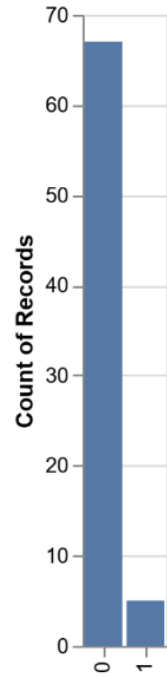


Note: Some venues have more than one food distributor (separated by commas), which is why the pie chart appears to have duplicates.

```
Sysco
0    67
1     5
Name: count, dtype: int64
```

[42]:

**Histogram of Food Sponsors**



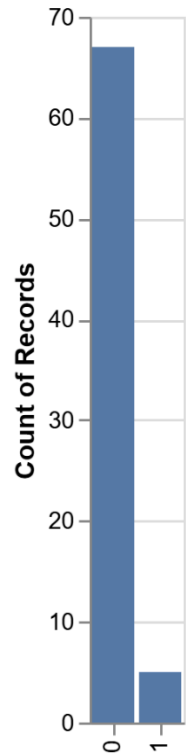
Does This Food company sponsor this stadium?

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SYSCO

```
DelawareNorth
0    67
1     5
Name: count, dtype: int64
```

Histogram of Food Sponsors



Does This Food company sponsor this stadium?

DELAWARE NORTH

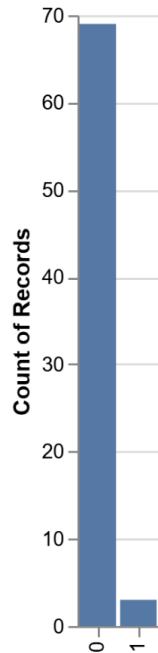
Aramark

0 69

1 3

Name: count, dtype: int64

**Histogram of Food Sponsors**



Does This Food company sponsor this stadium?

ARAMARK

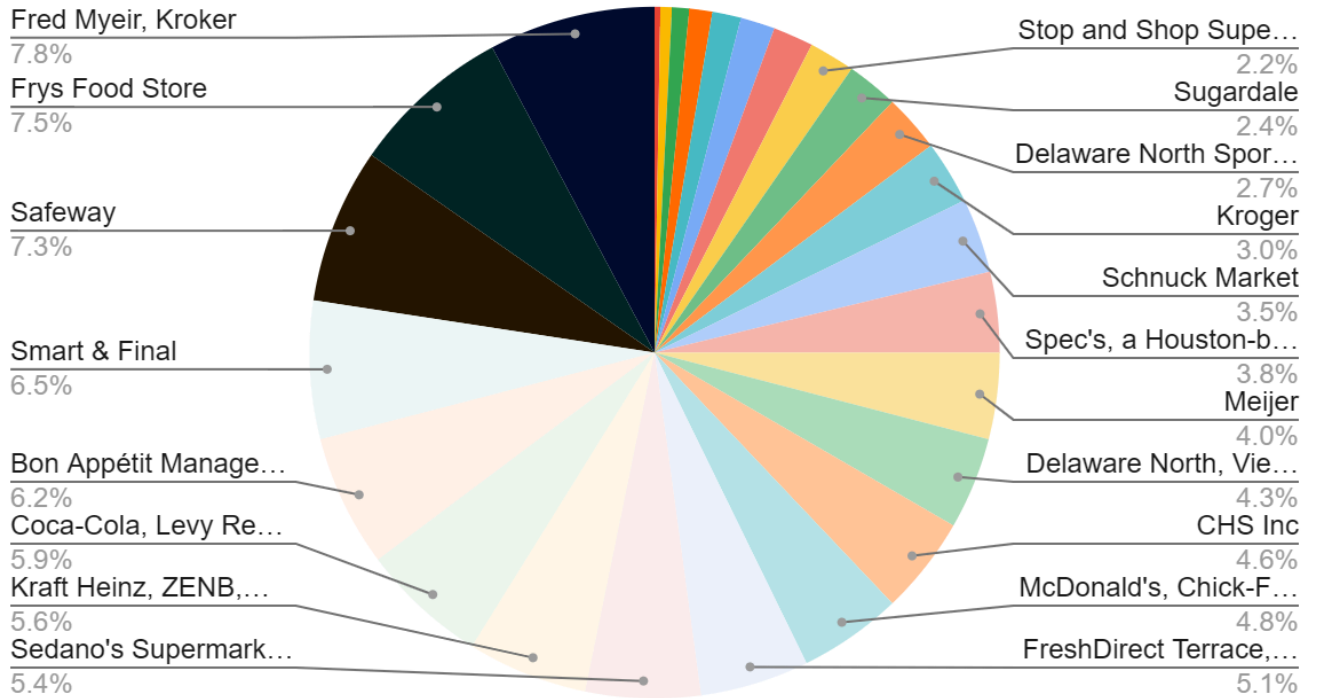
### Analysis:

According to the data, the top 3 food distributors are Delaware North, Sysco, and Aramark (in this order). However, only 3 venues have Sysco as a sponsored food distributor. These 3 venues include: the Houston Astros, the San Diego Padres, and the Seattle Mariners. It appears that Delaware North is the most popular food distributor across MLB stadiums. Note: Two venues are duplicated in the survey results. Going forward, the Survey Team should thoroughly check each individual cell for duplicates in order to prevent this issue from occurring in the future.

## 2. Grocery Partners

### 2.1 Which grocery partners are most common across venues?

#### Grocery Partner



Note: Some venues have more than one grocery partner, such as Chick-Fil-A.

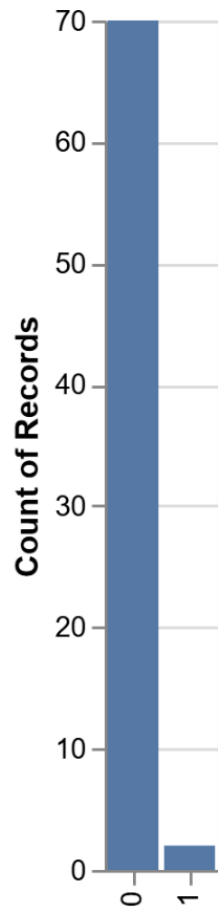
H-E-B

0 70

1 2

Name: count, dtype: int64

**Histogram of Food Sponsors**



**Does This Grocery Partner sponsor this stadium?**

H-E-B

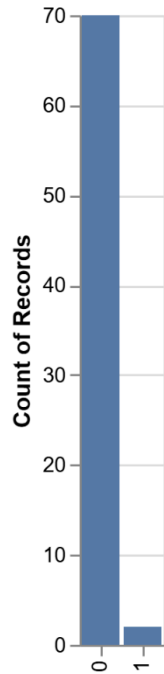
Coca-Cola

0 70

1 2

Name: count, dtype: int64

**Histogram of Food Sponsors**



Does This Grocery Partner sponsor this stadium?

## COCA-COLA

### Analysis:

According to the data, the top grocery partner is Coca-Cola. While the data appears to show that H-E-B is tied with Coca-Cola, this is due to the fact that the information is duplicated from the survey results. The venues that have Coca-Cola as a grocery partner are the Chicago Cubs and the Tampa Bay Rays.

Note: The Houston Astros and San Diego Padres are the duplicated teams in the survey.



### 3. Food Categories

3.1 What are the most popular food categories available for sponsorship? Categories include:

- Ice-Cream Pizza
- Hot Dogs
- Chicken Wings
- BBQ
- Caliente Pizza
- Sausage
- Pizza
- Salty Snacks
- Nachos
- Specialist Meat Jerky
- Hamburgers
- Brisket
- Brats
- Etc.

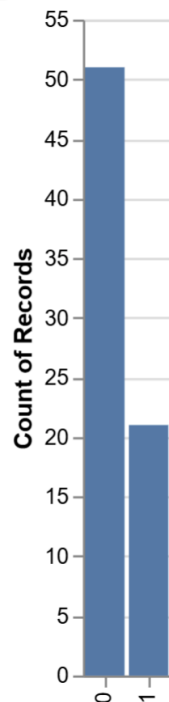
HotDogs

0 51

1 21

Name: count, dtype: int64

**Histogram of Food Categories**

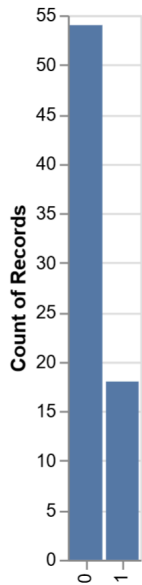


Does this stadium offer and sponsor this food?

HOT DOGS

```
Pizza
0    54
1    18
Name: count, dtype: int64
```

Histogram of Food Categories



Does this stadium offer and sponsor this food?

PIZZA

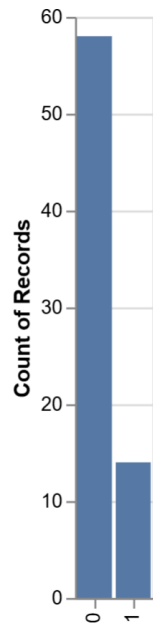
SaltySnacks

0 58

1 14

Name: count, dtype: int64

Histogram of Food Categories



Does this stadium offer and sponsor this food?

SALTY SNACKS

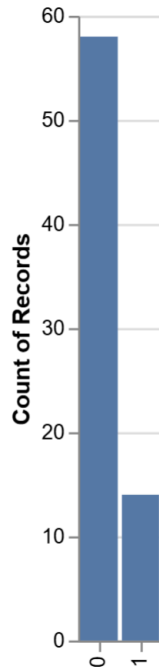
Ice-Cream

0 58

1 14

Name: count, dtype: int64

**Histogram of Food Categories**



Does this stadium offer and sponsor this food?

## ICE CREAM

### Analysis:

According to the data, the most popular food categories are Hot Dogs, Pizza, Salty Snacks, and Ice Cream.

Note: The Houston Astros and San Diego Padres are the duplicated teams in the survey.

3.2 Are there gaps (e.g., niche categories like brisket or smoked chicken)?

### Analysis:

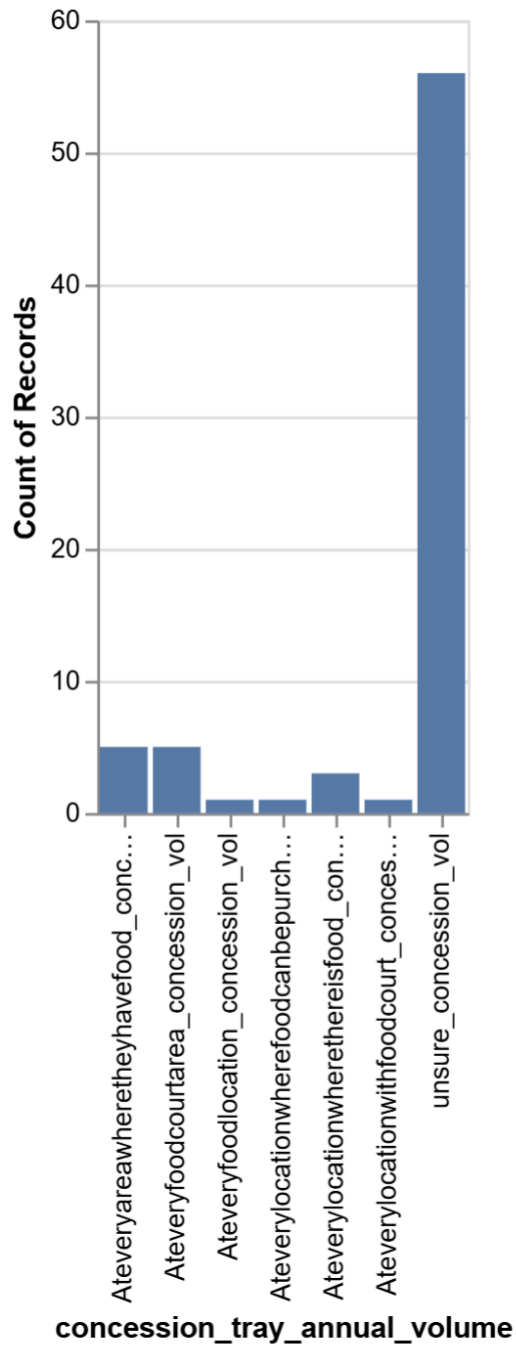
According to the data, there are several gaps in these food categories, including Veggies/Vegan, Mrs. T's Topped Pierogies, Popcorn, Nachos, etc. This is most likely because several stadiums serve food items not found anywhere else. For example, PNC Park is the only MLB stadium to serve Mrs. T's Topped Pierogies, which contributes to the gaps in these sponsored food items.

#### 4. Sponsorship Vs. Volume

4.1 Are there opportunities in categories where sponsorship is low but concession volume is high?

**Bar Chart of concession volumes**

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## **Analysis:**

There are 6 types of concession tray volumes, which include the following:

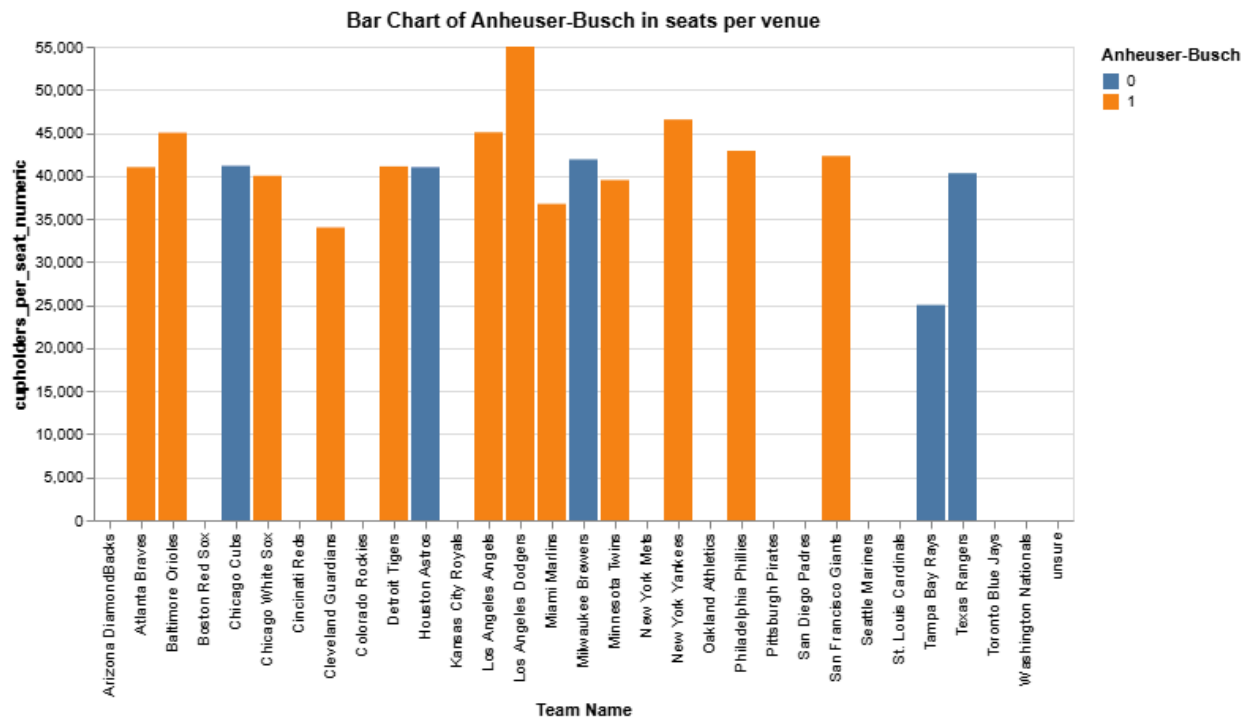
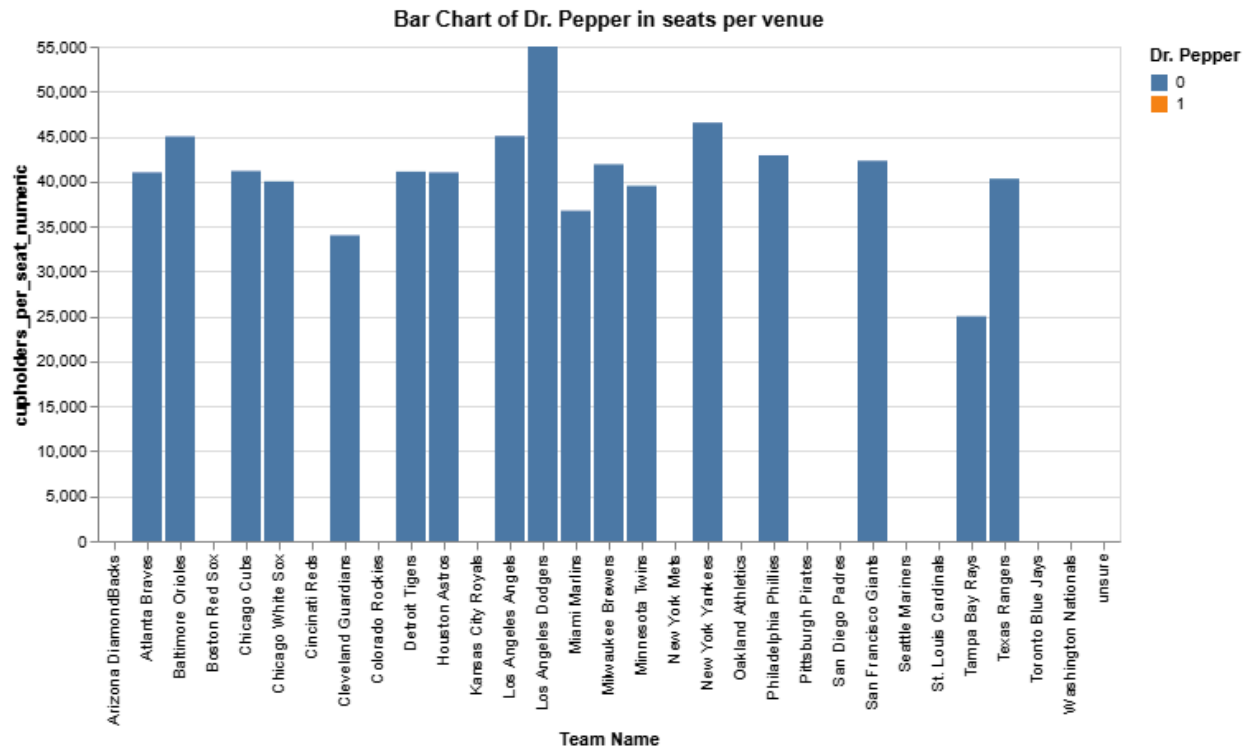
- At every location where there is food
- At every area where they have food
- At every location where food can be purchased
- At every food court area
- At every food location
- At every location with food court

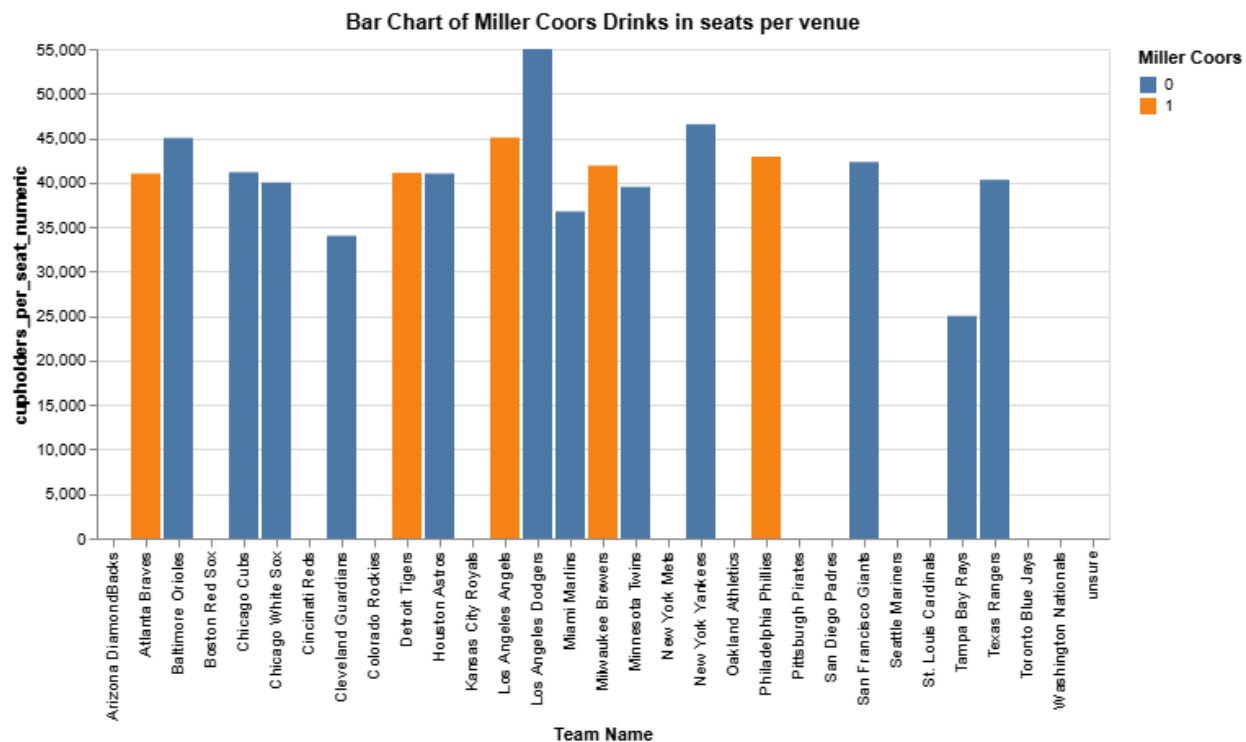
There are several categories where sponsorship is low but concession volume is high in multiple venues. These categories include non-alcoholic beverages (e.g. Coca Cola, Soft Drinks, etc.), Salty Snacks (e.g Popcorn, peanuts, chips, pretzels, and candy), specialty beverages (including coffee and iced drinks), Frozen Treats (e.g Ice Cream), and Healthy Alternatives (Including Veggie/Vegan). These Categories are attractive because of the following reasons:

- Consumer captive audience: MLB games have long dwell times (~3 hours), increasing purchase frequency.
- Emotional context: Positive associations during games can drive brand affinity.
- Lack of competition: In under-sponsored categories, a brand can quickly become synonymous with the product in that environment.
- Scalable: Multi-team or league-wide deals can be negotiated if successful in one market.

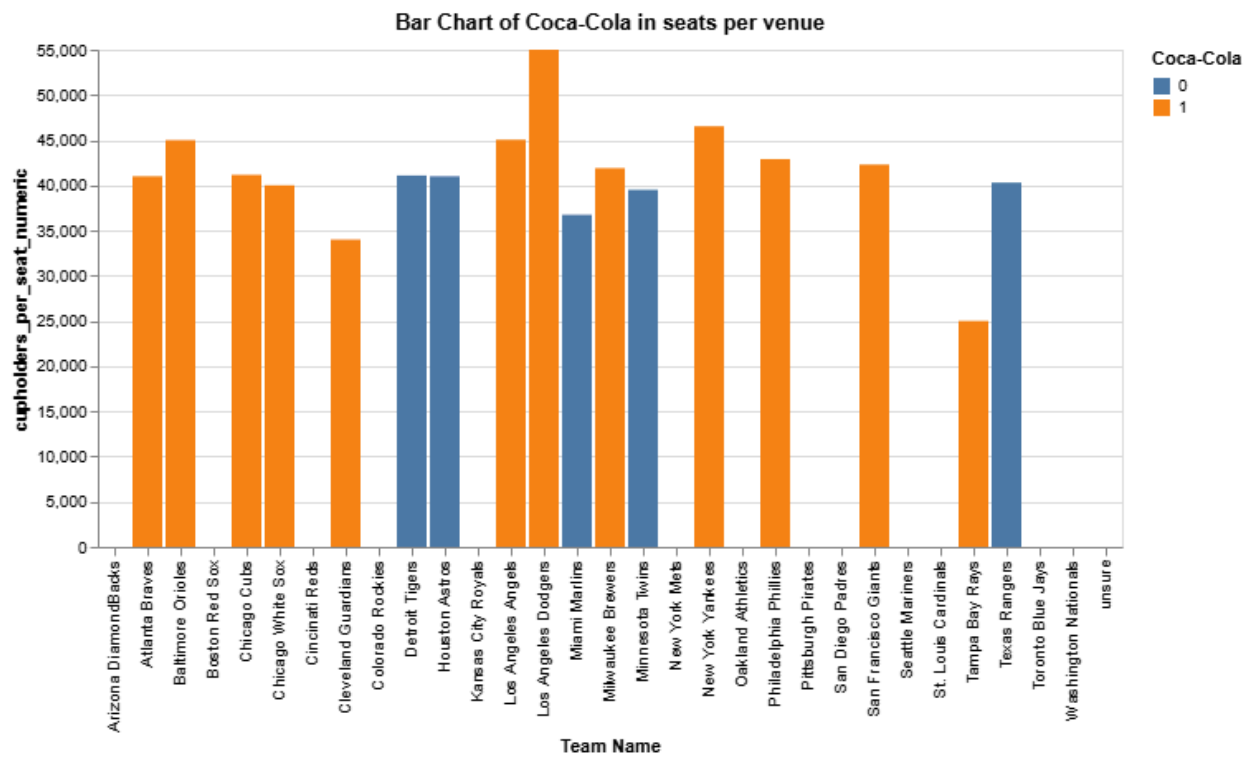
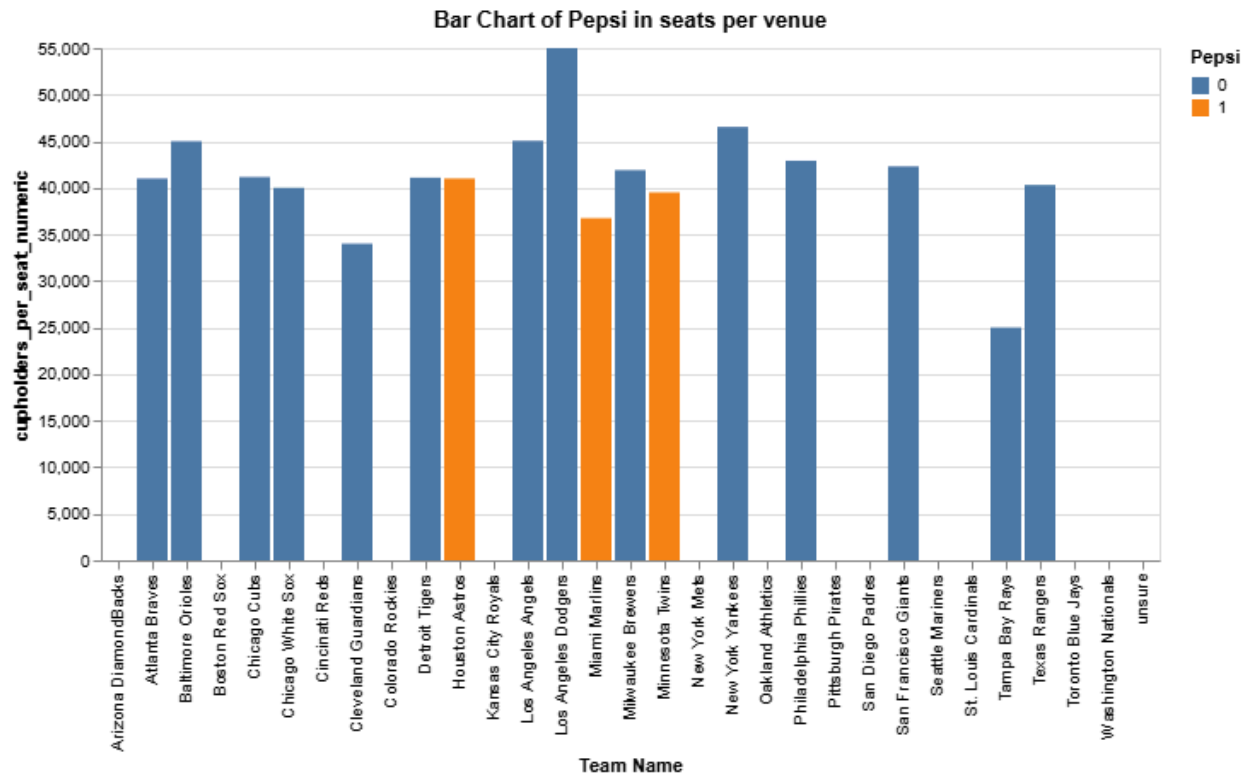
## 5. Souvenir Cup Distribution

### 5.1 What is the average stadium seat count compared to souvenir cup distribution?









**Analysis:**

According to the data, there are, on average, 41,000 seats per stadium. When taking into consideration that each venue offers 5 soft drinks with a souvenir cup, this means that on average, there will be 8,217 seats with a unique soft drink in a souvenir cup.

## 5.2 Can increased souvenir cups lead to more ad impressions?

**Analysis:**

Yes. increased use of souvenir cups can lead to more ad impressions in MLB baseball stadiums — and it can be a highly effective, underutilized advertising channel.

Here's why:

### 1. High Visibility & Retention

- Souvenir cups are kept longer than standard paper or plastic cups — often taken home as collectibles.
- This extends the life of the brand impression beyond the game itself, increasing total impressions per unit.
- They are prominently visible during games, often placed on cupholders, held in fan photos, or caught on camera.

### 2. Guaranteed Engagement

- Every cup is physically touched and used by a fan, guaranteeing the brand message is seen.
- Compared to digital ads or signs, this is unskippable and personal.

### 3. Mobile Billboards Inside the Venue

- Fans walk around with cups during the game — in lines, concourses, and seats.
- This movement makes each cup a mini mobile ad unit, increasing intra-venue exposure.

### 4. Enhanced Brand Association

- A branded cup connected to a positive fan experience (like a home run or a great game) increases emotional value and memory.
- Souvenir cups often have team branding, and advertisers can benefit from a halo effect by being part of that packaging.

### 5. Monetization & Sponsorship Opportunities

- Teams can sell cup sponsorships to beverage brands, QSRs, or other companies.
- Co-branding opportunities (e.g. "Coca-Cola presents the Atlanta Braves 2025 Cup Collection") can drive sponsorship revenue.