

# STADIUM OPERATIONS

STADIUM  
MAPS

MATCH  
MANAGER  
ROLE

MAN OF THE  
MATCH

CONCESSIONS

BEER  
GARDENS

# PRODUCT ON-SITE



3 Types of beer products sold onsite

- Bud
- Bud Alcohol Free
- Klinskoye

Each beer is 0.5 Liters

FIFA Security mandates that all beer **must be** poured into cups

Klinskoye cups are to be used only for Klinskoye beer

Arena Foods is the official concessionaire of the 2017 FIFA Confederations Cup

All concessions staff members are employed directly by Arena Foods

## Project Manager

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Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

# STADIUM CUPS EXECUTION



Date	City	Quantity
17/06/2017	St. Petersburg	16 000
18/06/2017	Kazan	9 400
18/06/2017	Moscow	8 400
19/06/2017	Sochi	9 400
21/06/2017	Moscow	12 000
21/06/2017	Sochi	7 000
22/06/2017	St. Petersburg	9 600
22/06/2017	Kazan	9 400
24/06/2017	Kazan	11 600
24/06/2017	St. Petersburg	12 800
25/06/2017	Sochi	8 200
25/06/2017	Moscow	7 200
28/06/2017	Kazan	11 600
29/06/2017	Sochi	11 600
02/07/2017	Moscow	12 000
02/07/2017	St. Petersburg	16 000
<b>Total</b>		<b>172 000</b>

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# SALES PROCESS



Arena Foods is the official concessionaire of the 2017 FIFA Confederations Cup. All staff members are employed directly by Arena Foods. There will be AB InBev stadium managers at every FCC venue to work with Arena Foods

## Consumer Sales

- Beer will be sold to final whistle
- No limit to how many beers can be purchased at one time
- Each carrying case can hold 4 cups of beer
- Each fan must be 18 or older to purchase a beer
- Beer staff are **not** to pour Coca-Cola products



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# ONSITE BY THE NUMBERS



Venue	BUD Can 0.5	Klinskoye Can 0.5	BUD N/A	Total
Moscow Spartak	34,440	57,400	4,592	96,432
Kazan	25,528	42,547	3,404	71,479
Sochi	27,825	44,765	3,623	76,213
St. Petersburg	30,000	50,000	4,000	84,000

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# CONCESSIONS BRANDING



CITY	QUANTITY
Sochi	27
Kazan	19
Moscow	18
St. Petersburg	34
Overall	98

- There must be a 50/50 split of all AB InBev & Coca-Cola branded items
- Located throughout the stadium, built into the venue
- Food can also be purchased at this location



# CONCESSIONS BRANDING



*Bud*  
0,5L 250₽

*Bud*  
ALCO FREE  
0,5L 200₽

BUD 0,5L	250 ₽
BUD ALCO FREE 0,5L	250 ₽
КЛИНСКОЕ 0,5L	200 ₽
КОМБО (BUD 0,5L + СЭНДВИЧ*)	450 ₽
КОМБО (BUD ALCO FREE 0,5L + СЭНДВИЧ*)	450 ₽

\* ПРОДАЖА ОТДЕЛЬНО СЭНДВИЧА ВНЕ КОМБО - СЕТА НЕ ОСУЩЕСТВЛЯЕТСЯ

CONFEDERATIONS CUP RUSSIA 2017

VISA Pay with Visa Плати с Visa



450 ₽



*Bud*  
0,5L 250₽

*Bud*  
ALCO FREE  
0,5L 200₽

BUD 0,5L	250 ₽
BUD ALCO FREE 0,5L	250 ₽
КЛИНСКОЕ 0,5L	200 ₽
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# CONCESSIONS EQUIPMENT

Only equipment provided by AB InBev should be used to store beer products

Coca – Cola team members will not:

- Remove fridges/equipment from any stadium
- Store product in AB InBev receptacles
- Rearrange products or equipment at any point of sale



## FRIDGES

CITY	BUD	BUD	BUD
SOCHI	41	7	16
KAZAN	58	11	14
MOSCOW	521	16	9
ST. PETERSBURG	90	21	12
<b>OVERALL ABI:</b>	<b>241</b>	<b>65</b>	<b>51</b>
Overall (Brand)	21	51	47



# POINT OF SALE



## **Outdoor Temporary Concession**

- Bud & Klinskoye branded, semi permanent structures
  - Located outside the stadium to sell to fans as they enter the security gates

## **Stadium Temporary Concession**

- Bud & Klinskoye branded, semi permanent structures
  - Located inside the stadium on the concourse level

## **Push Cart**

- Bud branded, mobile sales team
  - Sales can occur on concourse levels of the stadium

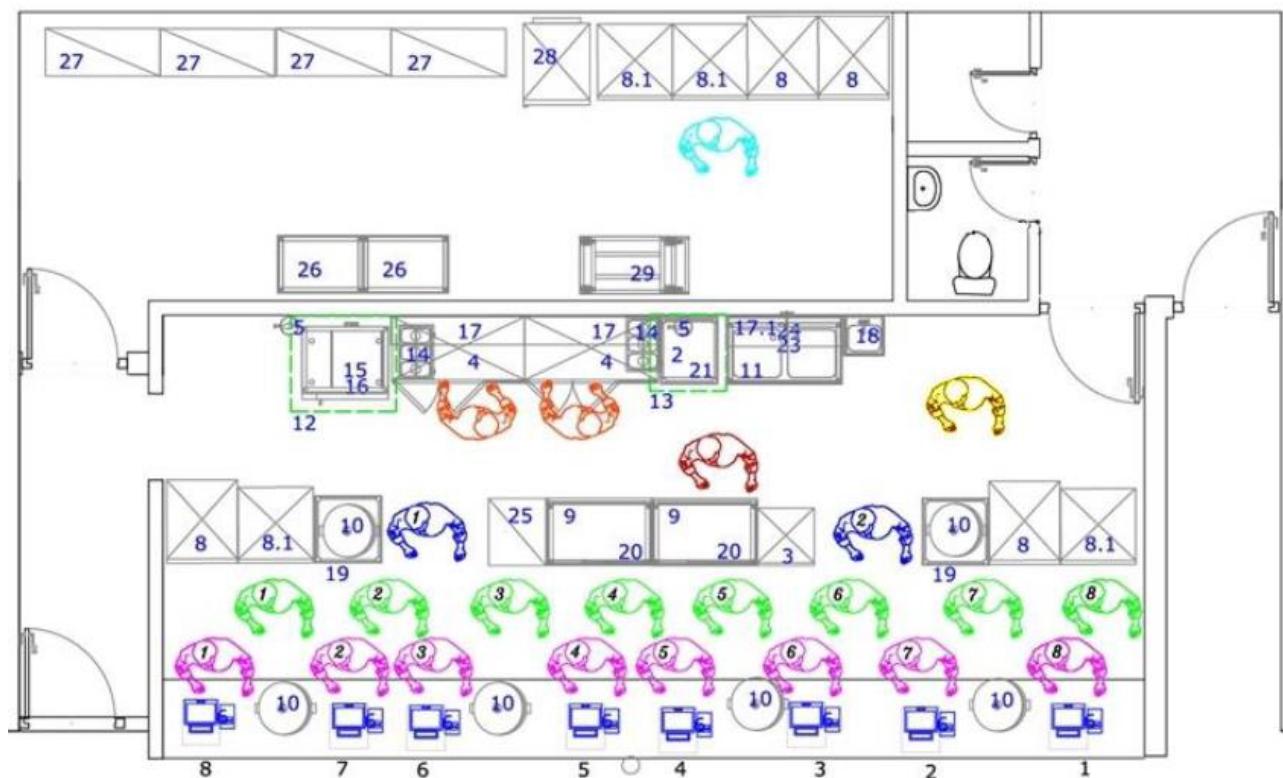
## Hawkers

- Bud branded, mobile sales team
  - Sales can occur in the bowl during live match play, but must not be distracting to seated fans



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# STADIUM STAFFING PLAN



**Cashier**  
**Runner**  
**Filler**  
**Manager**  
**Cooker**  
**Supervisor**  
**Loader**

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