



Tray-cheap! Not just cheap, but free, these ad-plastered stadium trays are making inroads in the concessions market - Recreation Food Management, Dec, 2003

In its Southeastern units Sodexo USA no longer purchases those cardboard beverage nays that fans at many sports venues use to cart their concessions purchases back to their seats. Neither do a number of other concessionaires in these and other markets.

The reason is StadiumTray, a sturdy corrugated cardboard food/beverage holder that the companies can get for free from manufacturer Spectator Advertising Solutions, Inc., of Kennesaw, GA. In fact, Spectator encourages them to make as many as they want.

The reason: the company makes its money by selling advertising on the trays, and the more trays that are put into circulation, the more revenue they generate through the company's per-tray charge to advertisers.

Stadiums and arenas also have an incentive to use as many as they can--they get a five-cent rebate for every tray used on top of the money (sometimes as much as 20 cents per tray) they save from not having to buy them.

The trays were used in some of the venues at last fall's Major League Baseball playoffs, at a growing number of college football stadiums and will be used in the Super Bowl next February.

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