

**SODA SURVEY . . . . . ~ Re-Printed By Request ~**

by: Don Aselin

"In the recent SODA National Survey of facilities throughout the country the following figures were given in regards to beer and wine sales in concession operations.

- Favorite Brands by Sales - Budweiser Light, Miller's Lite, Coor's Light, Local Brands, Molson
- Average Retail - 12 oz.Beer \$1.50 / 32 oz.Beer \$3.50 / 64 oz.Beer \$7.00 (pitcher- 1/2 gal.), and a 128 oz. Beer \$14.00 (gal.)
- Wine/Coolers - Average Retail - 12 oz. \$1.50
- Wine Cooler Favorite Brand - Seagram's Wine Coolers
- *Percentage of Total Sales - Avg. 52% - 60% of gross concession sales, where sold.*
- Typical Annual Volume Sales - \$30k to \$92k depending on size of operation. (Note: Twin Creeks Complex in Santa Clara, CA. sells more beer than Candlestick Park in neighboring San Francisco on a yearly basis.)
- Wine/Coolers as a Percentage of Sales - 18% of all Beer & Wine Sales
- Typical Annual Wine/Cooler Sales - \$5.4k to \$16.5k depending on size of operation.
- Advertising/Promotion Allowances - Beer Distributors primarily, but Not Wine Distributors provide ad dollars.
- Safe Sale Programs - All Major Beer and Wine Companies Have Safe Drinking Programs In Place.

It was noted in a recent SODA seminar that beer sales at a complex are NOT the same as a bar or tavern sales, as the time frame is limited to usually just after a sporting event, and usually for less than an hour as the main purpose for the patron to be there is to play the sport which brought them there. Beer and wine sales are most often directly related to food purchases of individuals such as a hot dog and a beer, pizza and a beer, and so on. Incidents of over indulgence was indicated in less than 2% of responding facilities, usually at facility rental events, and did not appear to be a major continuing concern. *Respondents did indicate, however, that unauthorized drinking in facility parking lots was reduced by nearly 95% once beer and wine were added to concession menus.*"

That's it . . . . .

