

2006-2007 COLLEGE BOWL GAMES CONCESSIONS

January is college football season with major stadiums gearing up for huge college sports tournaments that put their facilities on a national stage. Beyond shining as a sports arena, the bowl games allow the stadium cooking staff an opportunity to prepare special dishes to meet regional tastes. Concessionaires like the Boston Culinary Group at Dolphin Stadium in Miami have introduced bourbon stations to make Louisville visitors feel welcome, while Centerplate's Superdome chefs are taking the opportunity to celebrate traditional New Orleans cuisine. Below is a breakdown of this year's major Bowl Championship Series games and the menu items offered:

BOWL GAME	LOCATION	CONCESSIONAIRE	SAMPLE PRICES
DATE	TEAMS	MANAGER	
 ALAMO BOWL Dec. 30, 2006	Alamodome, San Antonio University of Texas vs. University of Iowa	Aramark Terry Caven	\$3.50 hot dogs, \$6.50 draft beers, \$4.50 large nachos
SPECIALTY ITEMS: Introduced flavored corn-on-the-cob stations for Iowa residents. Patrons were sold fresh corn on the cob and their choice of seasoning salts and flavored butters. SUITE MENU: Fajitas buffets and lots of barbeque stations, but nothing out of the ordinary.			
 AT&T COTTON BOWL Jan. 1, 2007	Cotton Bowl, Dallas Texas vs. Alabama	Ed Campbell Company Ed Campbell	\$3 hot dogs, \$6 bottled beer, \$4 nachos
SPECIALTY ITEMS: An early morning 10:30 a.m. kickoff meant breakfast items including hot cinnamon rolls made on site and sold on mobile carts, along with gourmet coffee stations with drinks from Community Coffee in Baton Rouge, La. Outdoor area filled with barbeque tent stations serving shish kabobs, brats and sausage-on-a-stick. Campbell also manages the nearby Old Mill Inn, which offered brunch service, able to accommodate up to 800 people. SUITE MENU: There are no private suites at the Cotton Bowl, but several club seat areas had waiter service, but access to same general menu.			
 ROSE BOWL Jan. 1, 2007	Rose Bowl, Pasadena, Calif. Michigan vs. USC	Centerplate Dave James	\$4 hot dogs, \$7 draft beer, \$6 large nachos
SPECIALTY ITEMS: Specially designed Rose Bowl ice cream helmets with a chocolate rose petal on top. SUITE MENU: Premium seating at the Rose Bowl is handled by separate concessionaire Smith Brothers. Small space and physical limitations meant some cooking had to be done offsite.			
 FEDEx ORANGE BOWL Jan. 2, 2007	Dolphin Stadium, Miami Louisville vs. Wake Forest	Boston Culinary Group Eric Meeks	\$4 hot dog, \$7.50 draft beer, \$6.50 large nachos
SPECIALTY ITEMS: Specialty bar booth with Makers Mark for the Louisville crowd, served straight up or mixed with soft drink. SUITE MENU: Suites saw extra specialty items to accommodate local taste from Louisville.			
 ALLSTATE SUGAR BOWL Jan. 3, 2007	Superdome, New Orleans Notre Dame vs. LSU	Centerplate Jim Kundiff	\$4 hot dog, \$5.50 draft beer, \$5 nachos
SPECIALTY ITEMS: Featured regional and local tastes including alligator sausage and jambalaya stands throughout the concourse. Drinks included frozen daiquiris provided by independent concessionaire Fat Tuesdays. SUITE MENU: Suites enjoyed seafood gumbo, muffaletta platters with olive spread and regional sandwiches. Carving and homemade quesadilla stations on the club level.			
 TOSTITOS FIESTA BOWL Jan. 8, 2007	University of Phoenix Stadium, Glendale, Ariz. Ohio State vs. Florida State University of Texas vs. University of Iowa	Centerplate Steve Trotter	NA
SPECIALTY ITEMS: No new concession items for this year, although Centerplate will offer commemorative cups. SUITE MENU: Suite menu will remain the same, although Centerplate will offer some additional prime-choice meats to some customers.			
SOURCE: Venues Today Research			

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