

Custom specialty kiosks enhance the fan experience



designed to sell specialty foods or beverages. The majority of the Southside kiosks consist of a front and back cart connected with an overhead canopy and a supplemental third cart positioned to create a U-shaped concession area. The cuisine offered in Southside Market will include gyros, Cedar Crest ice cream, grilled cheese sandwiches, Geno's meatballs, FreshFin Poké bowls, and specialty slider sandwiches from the Miniwaukee market kiosk. Bottled craft beer, cocktails, and frozen drinks will be available for purchase at the beverage kiosks located within Southside Market.

The portables for Fiserv Forum are strategically scattered throughout the concourse of Fiserv Forum, a strategy used to alleviate congestion at the main

IOWA ROTOCAST PLASTICS, a supplier of custom fabricated food and beverage equipment is experiencing an increasing surge in demand for specialty and niche portables and kiosks. This is easily accomplished with mobile or modular equipment, typically utilized in conjunction with the built-in permanent concessions that offer the staple venue fare. Specialty foods, including ethnic fusion cuisines and health-friendly options are on the rise as venues cater to health conscious patrons and Millennial event-goers, a subset that has a tendency to splurge more on trendy food and experiences as a whole.

A recent IRP project exemplifying the trend is the Fiserv Forum in Milwaukee, Wisconsin, home of the Milwaukee Bucks. IRP supplied the portable food and beverage concessionaire equipment, as well as the kiosks for the Southside Market. The IRP team worked closely with CAA ICON on behalf of Levy Restaurants throughout the entire process, and sent a dedicated crew to assist in the unpacking and setup once delivery to Fiserv Forum was complete.

The market kiosks are all placed within the Southside Market, an open concept concession area located on the south upper concourse of Fiserv Forum. Each kiosk is self-contained and

concession areas and allowing fans the option of making an expedient individualized purchase. The final design for the portables was congruent for both the food and beverage equipment. Equipment incorporated within the portables focused on traditional fare like sausages, popcorn, hot roasted nuts, and pretzels, as well as niche offerings like donuts, Mexican cuisine, local ice cream, and deli fare. Specialty beverage portables included bottled beer, frozen drinks such as margaritas, and a coffee cart, which was conveniently placed next to the donut cart.

In addition to supplying the portables and kiosks, all mobile condiment stations in Fiserv Forum were fabricated by IRP. The venues outfitted by IRP, such as US Bank Stadium, Golden 1 Center, and Fiserv Forum, appreciated the option to purchase custom designed condiment carts that provide a cohesive look with the other food and beverage equipment while being built to the highest quality standards.

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These custom built craft beer and cocktails kiosks are located at the new Milwaukee Bucks arena at Fiserv Forum in Milwaukee, WI.



IOWA ROTOCAST PLASTICS

DRAW IN THE CROWDS WITH UNIQUE CARTS & KIOSKS

Iowa Rotocast Plastics was the proud supplier of all portables for the new Fiserv Forum in Milwaukee, Wisconsin. IRP is a supplier of fabricated food and beverage portables incorporating any specified preparatory equipment, including grills, woks, draught, refrigeration, warming drawers, and hot and cold wells. All IRP equipment is designed and fabricated in-house and is proudly made in the United States of the highest quality materials.

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