

What we did that made the people go loco

CASE STUDY: LOS DELLS FOR THE WEEKEND

Festival Concessions



+

ICEBOX
BE SERVED. BE SERVED WELL.



THE CHALLENGE

Los Dells—Wisconsin's bustling, 10,000-person Latin music and arts festival. A 2-day event that was now entering its third year. The festival team realized that they had outgrown managing beverage concessions in-house, so they decided they needed to bring on a professional.

Typically a beer-driven event, the Los Dells organizers wanted to add cocktails to the menu this time around. Our goal: Give them fresh ingredients, yet still increase sales and decrease costs.



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THE SOLUTION

We curated a beverage program that would take the Latin community by storm—and drive the bottom line. We knew the answer was efficiency. So more so than just the delicious cocktails, it was the way we did our job that was key.

We showed up with a full team of operations experts, logistics managers and bartenders, and brought all the assets needed to get the job done. From our production trailer and batching kitchen to all the beverage-making equipment and the physical bars themselves, we had everything it took to run things smoothly. Which meant we could afford to not skimp on the drinks.

We used the best brands to make the best cocktails. We brought in Don Julio for the most tempting margarita this festival has ever known. We made more micheladas than anyone could have predicted. Two hundred cases of fresh limes and countless gallons of agave later, a full—and damn impressive—craft beverage menu was born.

10K
GUESTS

28K
LIMES

42%
SALES BOOST





THE RESULT

We came. We rocked it. We used fresh ingredients, yet profits still went through the roof. Given the same number of attendees, sales increased a booming 42% over the prior year. And the festival managers were able to concentrate on their jobs while we reliably did ours. Happy crowds. Happy clients. And that makes us...happy. Experiences don't get much more successful than this.

**EFFICIENCY.
PROFITABILITY.
AND FRESH
COCKTAILS
TO BOOT.**

Tell us your vision. We'll bring it to life.

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