

WE DON'T JUST PROVIDE HIGH-QUALITY CONCESSIONS AND CATERING. *WE HELP YOU SELL IT.*



Discover how Sweet Hospitality Group partners with New York City Center (NYCC) to provide a premium food and beverage experience for their patrons and increase their concessions and event sales

Challenges

In 2014, NYCC's contract for food and beverage services was coming to an end. They were looking for a new company to partner with that could provide an elevated experience to concessions as well as top-quality catering for their formal patron dinners, annual comedy benefit, and various rental events.

Solution

NYCC partnered with Sweet Hospitality Group (SHG), a premier concessionaire and caterer who has specialized in providing top-tier food and beverage service to the theater industry since 1986. SHG has been NYCC's primary food and service vendor since 2015, and was recently awarded another 10-year contract.

Results

- » Increased concessions sales by 60%, including their highest one-night total of \$42,000 at their 2023 Patrice O'Neal Comedy Benefit
- » Increased number of events by 5-10 events each year
- » Increased event sales by 20%
- » Increased concessions accessibility for all patrons, especially families, through options at multiple price points
- » Seamless integration between teams from SHG and NYCC
- » Enhanced relationships with patrons, thanks to SHG's low staff turnover
- » Rental events that meet the needs + expectations of both NYCC and their clients
- » Have an invaluable partner who provides high-touch, strategic sales and operational services to both NYCC and their clients



"Sweet Hospitality Group understands the sales puzzle in each part of our business. They bring thoughtful insight about the types of mission-driven programming that will drive concession sales and how to increase sales with our rental clients. They also work with us to make sure we have quality concessions available at multiple price points. On top of that, Sweet Hospitality Group understands customer service and provides an elevated customer experience like nobody else."

— MICHAEL S. ROSENBERG

PRESIDENT AND CEO, NEW YORK CITY CENTER

Learn how Sweet Hospitality Group can help increase revenue and make your venue bars and events **A Dramatic Departure from Ordinary.** Visit sweethospitalitygroup.com