

APEX STADIUM SPOTLIGHT

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The response is overwhelmingly positive. This ability to order it yourself, pick it up yourself, and not have to wait in any lines... fans have been waiting for this for years.



– Phil Castellini,
President & Chief
Operating Officer
Cincinnati Reds



»»» CINCINNATI REDS GIVE FANS NO-WAIT CONCESSIONS

“Nobody wants to wait in line,” says Cincinnati Reds President and Chief Operating Officer Phil Castellini. So, to keep fans happy and enjoying the game, the Cincinnati Reds, Major League Baseball (MLB) and Delaware North Sportservice introduced fast, self-serve pickup for food and beverage orders – the Ballpark Express.

Skip-the-line convenience

These automated order pick-up stations at Great American Ball Park are the first of their kind in a major league sporting venue. They’re designed to give fans skip-the-line convenience so they can spend more time enjoying the game.

Fans simply place their order using the official MLB Ballpark app. They can order right from their seats, or even on their way into the stadium. They receive a notification when their order is ready, with instructions on where and how to pick it up. Then they simply scan their barcode and collect their order in seconds.

A win-win for concessions and fans

As expected, fans are enthusiastic about no-wait concessions. In fact, on Opening Day 2018, mobile orders increased dramatically as fans discovered the convenience of skipping the concession lines and picking up their order in seconds.

The smart Ballpark Express lockers are conveniently located at three concessions around the stadium, so fans never have to walk too far to pick up their order. Fans can even order from multiple restaurants and concession stands and pick up the entire order at a single location, which comes in handy for many families.

TAKE A CLOSER LOOK: To learn more about Apex Order Pick-Up Solutions, visit ApexSupplyChain.com/Foodservice, email us at info@apexsupplychain.com or call 1.800.229.7912 to visit our Customer Experience Center.

Imagine the Possibilities™



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