



The Tower
RICE-ECCLES
STADIUM

March 3, 2014

To Whom It May Concern:

It is without reservation that I highly recommend Theresa Traulsen and Concession Solutions.

One week before the 2013 Utah football season, athletic concessions operations were transferred from Athletics to Stadium & Arena Event Services. In week three of the football season we retained Concession Solutions to create and implement our systems and procedures, and help design and equip the concession areas for our major facilities remodel taking place before the 2014 football season.

Initially, we contracted with Concession Solutions to (a) help us through the current 2013 season and (b) determine if we should keep the concessions & catering operations in-house or go out to bid. After Concession Solutions thorough review and analysis, it was determined that the best option was to keep concessions in-house and to bring catering in-house in 2015. In both cases, self-operations will provide us with the most control and the highest possible revenues.

Theresa's extensive knowledge and hands-on experience with the internal workings of the concessions industry has allowed her to dramatically increase both sales and revenues and decrease costs in the very short time she has been working with us. This has been without the benefit of any facility renovations. When the renovations are complete, we fully expect to see even greater increases in both sales and revenues during the 2014 season and beyond.

Concession Solutions hasn't just told us what we should be doing. They immediately assisted us by implementing and demonstrating, both operations and training, best practices with our new management staff. Their hands-on approach demonstrates and validates their expertise.

Concession Solutions has completely redesigned our concession stands, kitchen, pantries and storage area layouts for us, to use as guidelines for our Architects in order to expedite the design phase and to ensure our Venues will maximize our capabilities and revenues.

Concession Solutions is bidding out our concessions and kitchen equipment; thereby saving us the usual 30% commissions which equipment providers would normally pay to consultants. They are also preparing a complete food products bid where they helped us realize significant savings, as well as obtained rebates and marketing monies, which together has lowered our total food costs.

Please feel free to contact me regarding Concession Solutions and the achievements they have accomplished here at the University of Utah.

Best regards,

Mark D. Burk
Director, Stadium & Arena Event Services



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