

# PPPB

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Promotional Products Business

## Only Got Two Hands?

The days of struggling to get concessions back to your seat at a game or concert are now over. The Easy Carry concession carrier, which made its debut at Super Bowl XXXV, allows one person to carry food and drink for up to eight people. The Easy Carry product relies on a two-tier system with drink storage on the bottom and food products on top—a design that reduces spillage and improves clean-up for every venue, but most importantly creates customer satisfaction. Concessionaires also think they will sell more products because of the ease customers will experience in carrying food and drink back to their seats. The Easy Carry can be customized for each venue's advertising and promotional needs, plus provides new opportunities including an easier method of fan balloting or even a raffle for fans purchasing concessions.

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