



CASE STUDY: WINNIPEG GOLDEYES BASEBALL CLUB

Winnipeg Goldeyes increase their concession sales and suites pre-orders with digital ordering.


AT A GLANCE

With seamless ordering, quick concessions, and streamlined suite pre-orders, the Winnipeg Goldeyes hit it out of the park with boosted revenue and fan engagement.

KEY METRICS

The digitized ordering process reduces the need for manual order-taking, saving time & allowing staff to focus on customer service and fulfilling orders.



5% 
increase in
concession sales



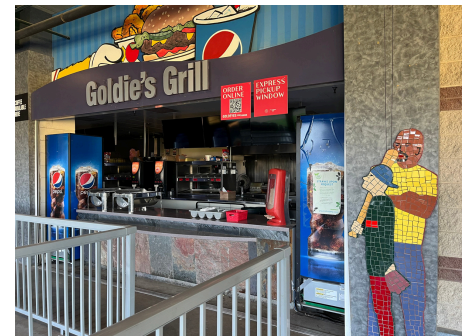
15% 
increase in suites pre-
orders

INTRODUCTION

For nearly 30 years, the Winnipeg Goldeyes have been a cornerstone of Winnipeg's sports community, offering fans an unforgettable baseball experience in the heart of downtown. Shaw Park, home to 27 concession stands and luxurious Skysuites, provides fans with premium dining and entertainment.

CHALLENGES

As the fanbase grew, new challenges emerged. Long concession lines kept fans away from the action, while manual suite pre-ordering processes burdened staff and created operational inefficiencies. To improve the fan experience and boost revenue, the Goldeyes partnered with App8 in 2021 to implement a state-of-the-art digital ordering solution.



"The team at App8 has become a second family to me. They legitimately care about their clients, and it shows in their exquisite customer service. I continue to recommend App8 to everyone looking for any mobile ordering solution."

-Melissa Schlichting, Food & Beverage Manager, Winnipeg Goldeyes



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SOLUTIONS



To overcome these challenges, the Goldeyes implemented App8's digital ordering solution, focusing on two core areas:

Express concession pickup

Fans can scan a QR code, order and pay from their phones, and receive real-time SMS notifications when their food is ready. This process significantly reduces wait times, allowing fans to get back to the action faster. Dedicated pickup lanes and clear signage further simplify the experience.

Suites pre-ordering

App8's platform improves suite ordering by allowing guests to browse menus, customize orders, and place them ahead of game day. During the game, they can also order additional items. Robust integration with the stadium's point-of-sale system simplifies operations and improves reporting processes for staff.

RESULTS



With App8's solutions, the Winnipeg Goldeyes achieved measurable success in the 2022-2023 season:



- **15% increase in suite pre-orders:** Streamlined ordering encouraged more guests to take advantage of pre-game options.
- **5% growth in concession sales:** Faster service motivated fans to spend more on food and beverages.
- **Improved fan satisfaction:** Shorter wait times and a user-friendly ordering process elevated the overall game-day experience.



Key success factors

- **Fan-friendly design:** Intuitive menus and accessible QR codes made it easy for fans to adopt the platform.
- **Simplify operations:** Reduced manual processes allowed staff to focus on delivering exceptional service.
- **Integrated technology:** App8's compatibility with the stadium's POS system ensured smooth operations and accurate order management.

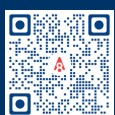
CONCLUSION



The Winnipeg Goldeyes' partnership with App8 has not only boosted sales, but also propelled cutting-edge technology to the forefront. This move solidifies the Goldeyes' status as a dynamic player in Winnipeg's sports scene, transforming both the fan experience and operations.

ABOUT APP8

App8 is a leading omnichannel ordering solution for foodservice brands that enables guests to view digital menus, order dine-in, pickup, or delivery, and pay for their meals, all from their own smartphones. App8 works with some of the top entertainment and hospitality brands in North America to deliver value beyond contactless transactions with guest feedback, advanced reporting, and actionable insights.



LEARN MORE
ABOUT APP8

