

5 KEY FACTS: Importance of the Competitive Socialising F&B offer

The F&B offer in comp soc venues has improved, but almost half of guests still say they wouldn't stay in the venue unless they were playing, showing there's still work to do to make the venue itself worth lingering in.

1-in-4

guests say there are limited areas in comp soc venues to eat or relax

47%

of guests say the food options in competitive socialising venues are limited

53%

of guests often or always have a non-alcoholic drink when at a comp soc venue

<50%

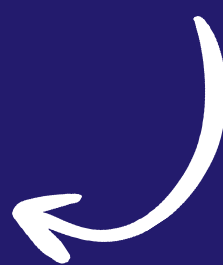
of guests eat AT the comp soc venue. Most eat somewhere else before or after the game

1-in-3

guests say a better F&B offer would get them to spend more in venue



**Download
the full
report here**



KAM

HEINEKEN

