



# STAND OUT FROM THE CROWD WITH IRP

**Foodservice carts that stand out from the crowd have the added bonus of scoring free social media advertising for venues.**

When acquiring custom-designed foodservice equipment it is crucial for the client to think outside the box, literally.

A simple graphic facade on a rectangular base can serve its purpose, but greater consideration must be given when the project calls for outfitting an entire stadium or arena.

A traditional cart design can benefit from dimensional application of materials; a great way to achieve this is through the use of faux façade panels like brick, stone, subway tile, and wood, all of which provide texture and depth without impeding the mobility of the cart due to weight.

Digital monitors and menu boards on headers have become commonplace, and allow the venue the option of changing menu offerings and pricing quickly and conveniently.

A design feature becoming increasingly common is the use of interconnecting carts to create a uniquely-shaped kiosk, and the use of a coordinating front and back cart.

Modular design allows for more flexibility when accommodating placement considerations, and creates the illusion of permanence without the required commitment.

## BLUE MOON

One Iowa Rotocast Plastics (IRP) project worth noting that exemplified these concepts was the U-shaped Blue Moon branded 'Tap Room' bar, fabricated for client HMS Host for placement in the Memphis International Airport.

The bar is comprised of four connecting sections, including a wood backwall showcasing a large RenShape moon with adhesive graphic, 32 inch monitor, and illuminated liquor display.

The bar façade base is covered with a white Sioux City thin brick and Caesarstone was used for the countertop material.

Equipment within the bar included an undercounter refrigerator, UL listed pull out sink, self-contained direct draw four keg Perlick, cash register station, locking cabinets, and polished brass foot rails. The bar area can accommodate nine stools comfortably.

Spectators are all about the overall experience, particularly your millennial event-goer.

A novelty cart can captivate the customer, increase engagement, and enhance their event experience. Notable projects in the IRP portfolio include walking taco carts, dessert carts, BBQ and carvery carts.



Novelty foods aside, even traditional food and drink offerings can create a buzz when the spectator is purchasing from a novelty cart design; IRP examples include a Busch branded race car, Shock Top retro van, and a draught cart designed to resemble an ice resurfacing machine.

Projects like this provide photo-op worthy moments for spectators of all ages, and have the added bonus of scoring your venue free social media advertising in the process.

Additionally, a cart designed specifically for regional food and drink favourites is a great way to laud your city's cultural cuisine preferences and is guaranteed to enhance your spectator's overall event experience. ■