

Game Day Grub

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As we kick off sports season, whether you're camped in front of your TV or out at a tailgate party, excitement levels are rising. With football, basketball, hockey, and baseball playoffs all on the horizon, fans everywhere are gearing up for some epic showdowns. And what's a sports gathering without a spread of mouthwatering eats? Food takes center stage in this beloved tradition of tailgating, and it's not just about the burgers, hot dogs, and wings anymore. Attendees are hunting for side dishes, snacks, and all sorts of delectable treats to enhance the game day experience.

As the season progresses and the temperatures start to drop, it's essential for operators to adapt their offerings to cater to the cooler weather. Add items like steaming hot coffee, comforting hot chocolate, or hearty soups to your menu. These warm options will keep your customers cozy and ensure they stay fueled and ready to cheer on their favorite teams.

But the game isn't just about what's on the field; it's also an opportunity for businesses to score big. Caterers and food vendors can make a winning play by coming up with creative food packaging ideas and special promotions. Here are some strategies to consider:

Tailgate-Ready Food Packaging: Make sure you stock up on food packaging that's functional and ensures your sports enthusiasts receive their food safely and securely. Try the [Kraft Beverage on the Move® \[1\]](#) for beverages like coffee or hot chocolate.

Side Dish Specials: Highlight your side dishes and snack offerings or create a sampler platter of fan-favorite appetizers. These combos can entice customers to try a variety of items. Pick up the

[Compartment Stackable Party Platters \[2\]](#) with Clear Dome Lids.

Limited Time Offers (LTOs): Create buzz around your menu by introducing limited-time offers tied to the sports season. Consider themed dishes named after popular players or feature local team colors. LTOs can generate excitement and drive traffic to your establishment.

Delivery and Takeout Options: Don't forget about fans who prefer to watch the game from the comfort of their homes. Ensure your food is packaged right for delivery or takeout, complete with secure and consider spill-proof packaging to enhance the at-home experience. Snag the **[Pulp Max™ Rectangle Containers \[3\]](#)** with Lids.

Remember, the sports season is not just a time for fans to come together; it's also a golden opportunity for businesses to capitalize on the excitement and camaraderie. By innovating your food offerings with the right packaging solutions, you can ensure that your customers have a winning experience, no matter where they choose to enjoy the game. So, get ready to kick off a season of delicious food and unforgettable sports moments!

Links

[1] <https://sabert.com/products/kraft-96-oz-beverage-move-stock-print>

[2] <https://sabert.com/products/black-14-four-compartment-center-compartment-square-stackable-party-platter-and-clear-3>

[3] <https://sabert.com/products/pulp-max-30-oz-rectangle-container>