



| *sodexo!*
live!

BNP PARIBAS OPEN – POST-EVENT OPPORTUNITIES

Austin Li – Operations/Sales & Marketing Intern

For Haley Hitzing

CONTENT OVERVIEW

01 – Signage

02 – User Personas

03 – Opportunities

01 | SIGNAGE

SIGNAGE | GALLERY & OVERVIEW

- 2:3 Corflute displays
- Vendor booth backdrops
- Vendor-specific displays
- Table tents/displays
- Napkin dispensers
- Menu boards



SIGNAGE | POTENTIAL TEMPLATES

SQUARE LOGO
RECTANGULAR LOGO

[MENU CATEGORY]
[SUBHEADER HERE]

[INSERT MENU ITEM]
[INSERT INGREDIENTS, INGREDIENTS, AND THE ALLERGENS AS WELL.]

XX

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SIGNAGE | MODIFICATION & EXAMPLES



ORIGINAL #1

BREAKFAST

SERVED 9:00AM-11:00AM

SAUSAGE, EGG, AND CHEESE MUFFIN12

MAMA'S CHICKEN SAUSAGE, EGG, MILD CHEDDAR, SOURDOUGH MUFFIN

COMBO WITH COUNTRY POTATOES.....18

AVOCADO TOAST 10

SOURDOUGH, SMASHED AVOCADO, ONION CHUTNEY, ALFALFA SPROUTS (VG)

WITH WHIPPED GOAT CHEESE (VE).....12

COUNTRY POTATOES 7

CELERY, PEPPERS, ONIONS
SERVED WITH KETCHUP (VE)(GF)

ALL DAY BISCUIT..... 6

HOUSEMADE BUTTERMILK BISCUIT SERVED WITH SMOKED HONEY (VG)

ADD SAUSAGE GRAVY..... 3

SANDWICH COMBOS

SERVED 11:00AM-CLOSING

PULLED PORK SANDWICH 24

12-HOUR SMOKED PORK SHOULDER, BRUSHED WITH APPLE CIDER VINEGAR AND SAGE TOSSED IN OUR SIGNATURE BBQ SAUCE, TOPPED WITH SLICED PICKLES AND NAPA SLAW

BBQ CHICKEN SANDWICH 24

PICKLE-BRINED CHICKEN THIGH DRESSED WITH OUR SIGNATURE BBQ SAUCE TOPPED WITH SLICED PICKLES AND NAPA SLAW

PULLED JACKFRUIT BBQ SANDWICH 24

SMOKED JACKFRUIT DRESSED WITH OUR SIGNATURE BBQ SAUCE TOPPED WITH SLICED PICKLES AND NAPA SLAW

***NO MODIFICATIONS OR SUBSTITUTIONS OTHER THAN THOSE SPECIFIED. PRICES DO NOT INCLUDE SALES TAX

CRAFT BEVERAGES

STRAWBERRY LEMONADE 8

FRESH SQUEEZED LEMONADE WITH FARM FRESH STRAWBERRIES (VE)(GF)

ARNOLD PALMER 8

FRESH SQUEEZED LEMONADE AND HAND-BREWED BLACK TEA (VE)(GF)

SNACKS

BBQ SEASONED FRENCH FRIES (VE)(GF) 9

SERVED WITH A CHOICE OF DIPPING SAUCE ON THE SIDE: SIGNATURE BBQ SAUCE (VE)(GF), WHITE REMOULADE (VE)(GF), OR BUTTERMILK RANCH (GF)

NAPA SLAW 9

NAPA AND PURPLE CABBAGE, RADISH, ONION, TOSSED WITH SPICED AIOLI (VE)(GF)

ALL DAY BISCUIT..... 6

HOUSEMADE BUTTERMILK BISCUIT SERVED WITH SMOKED HONEY (VG)

ADD SAUSAGE GRAVY..... 3

EXTRA HOUSEMADE SAUCE..... 3

SIGNATURE BBQ (VE)(GF), MISO BBQ (VE)(GF), WHITE REMOULADE (VE)(GF), BUTTERMILK RANCH (GF), SMOKED HONEY (VG)(GF)

SIGNATURE SALADS

MIXED GREEN SALAD

MIXED GREENS, TOMATO, CARROTS, GREEN ONIONS WITH CHOICE OF PROTEIN:

GRILLED BBQ CHICKEN BREAST (GF)..... 24

COLD SMOKED NORWEGIAN SALAD (GF).... 26

VEGAN CRAB CAKE SALAD 26

SEASONED HOUSEMADE PATTIES WITH ZUCCHINI, RED PEPPER, HEARTS OF PALM, AND SPANISH ONION, LIGHTLY BREADED WITH PANKO (VE)

BAR MENU

SAUVIGNON BLANC XX

16oz BOTTLE

ILLUMINATE SAUVIGNON BLANC XX

16oz BOTTLE

ROSÉ XX

16oz BOTTLE

PINOT GRIGIO XX

16oz BOTTLE

MEIOMI PINOT NOIR XX

16oz BOTTLE

OTHER

AQUAFINA WATER XX

TORRES CHIPS XX

OFFICIAL WINE OF

Please enjoy our wines responsibly.
© 2025 Constellation Imports, Rutherford, CA

Kim Crawford Illuminate Sauvignon Blanc: Per 5 fl. oz, average analysis: calories 70, carbohydrates 4.0g, protein 0g, fat 0g compared to Kim Crawford Sauvignon Blanc: Per 5 fl. oz, average analysis: calories 110, carbohydrates 3.1g, protein 0g, fat 0g.
**2025 Kim Crawford Illuminate Sauvignon Blanc 7% alc./vol. compared to 2025 Kim Crawford Sauvignon Blanc 12.5% alc./vol.

ORIGINAL #2

02 | USER PERSONAS

USER PERSONAS | PATRICK & EVELYN

- Visiting from Orange County
- Ages 66 & 57, respectively
- First time at the BNP Paribas Open
- Recent tennis fans (*visited US Open and Wimbledon*)
- Avid foodies
- Drove to Indian Wells (2.5 hours) so they are looking forward to on-site dining options



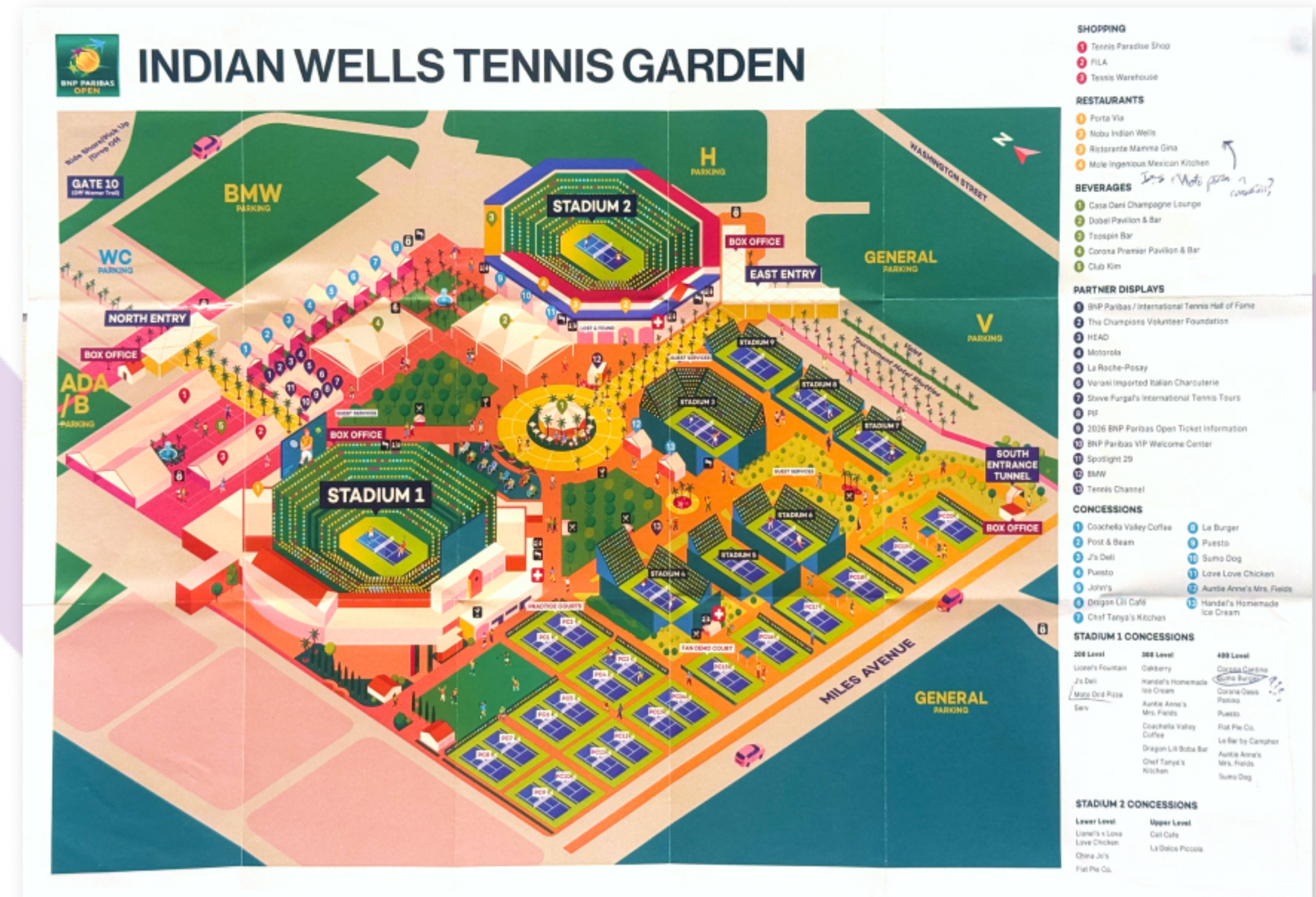
USER PERSONAS | ARRIVAL

- Singular 2ft tall map
 - Wrapped around a pole
 - No indication
- People walking around with food with branded packaging
- On-site volunteers help guide them to guest services
- Hand-out maps given at info booths (*only after request*)



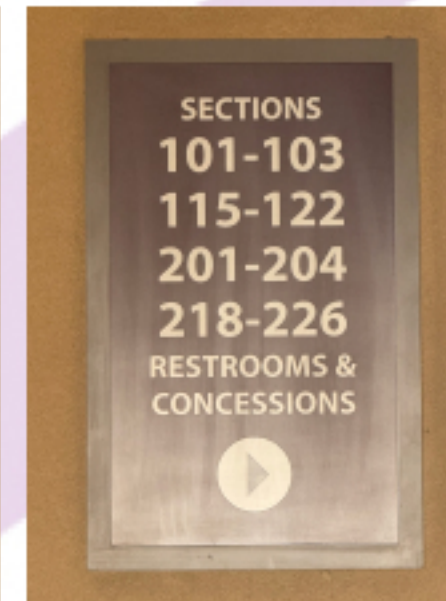
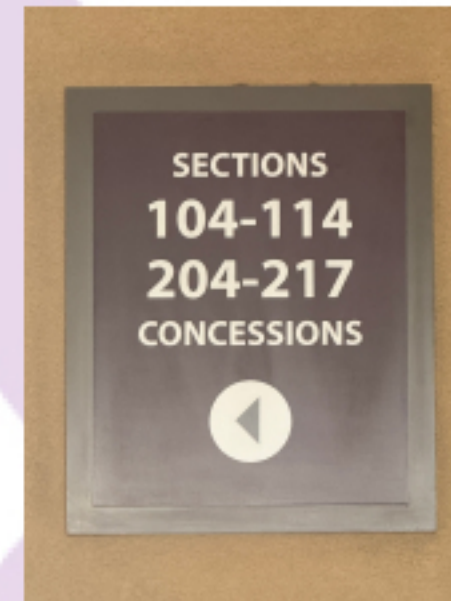
USER PERSONAS | GUIDE MAP

- Lack of map key
 - Quote: *"Do the knife and fork mean restaurants?"*
- Mostly stadiums and Champagne Lounge act as reference points
- Where specifically in the stadiums are the concessions?



USER PERSONAS | STADIUM EXPERIENCE

- After waiting 40 minutes in the queue to Stadium 2
- Everyone is holding branded meal boxes from various concessions
- Patrick rushes to the bathroom, waiting for 20 minutes
- Evelyn requests to regroup at China Jo's before finding seats





03 | OPPORTUNITIES

PAIN POINTS OVERVIEW

01

Lack of **wayfinding signage** for dining options

02

Unclear how to **determine one's location** within event grounds

03

Long queues, both physical and time-wise

OPPORTUNITY | NAPKIN DISPENSERS

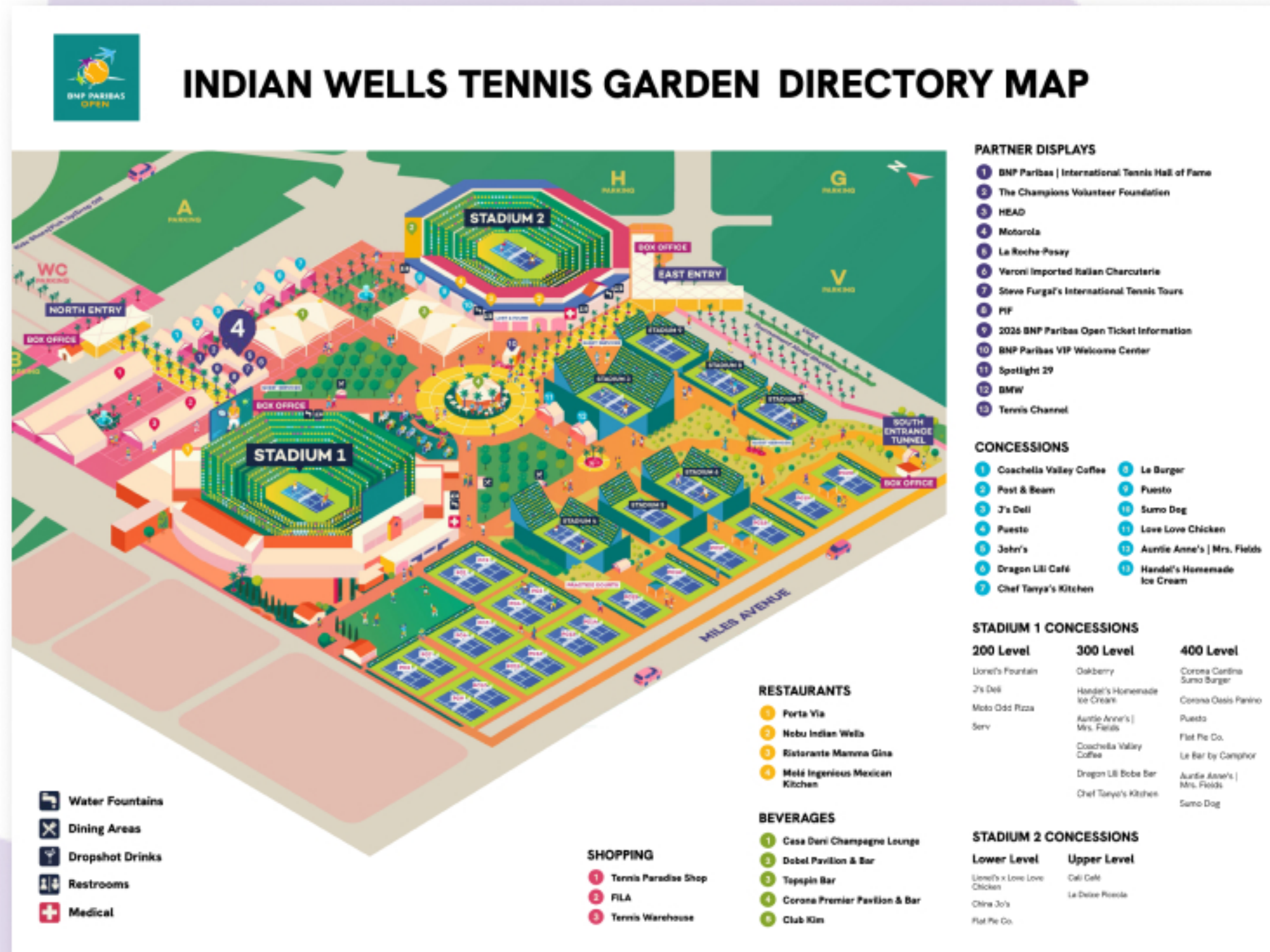
- Every concession booth/storefront has at least one napkin dispenser
- Already has BNP Paribas Open-themed graphics
- Low-cost print-outs
- Waypoint System
 - Each location has a specific version of the napkin graphic
 - YOU ARE HERE!



OPPORTUNITY | NAPKIN DISPENSERS



OPPORTUNITY | CORFLUTE DISPLAY STANDS



OPPORTUNITY | CORFLUTE RENDERS & APPLICATION



- Utilize long queues and wait times
- Groups can order food while waiting
- More wayfinding opportunities



Q&A