

FOOTBALL VS FOOTBALL

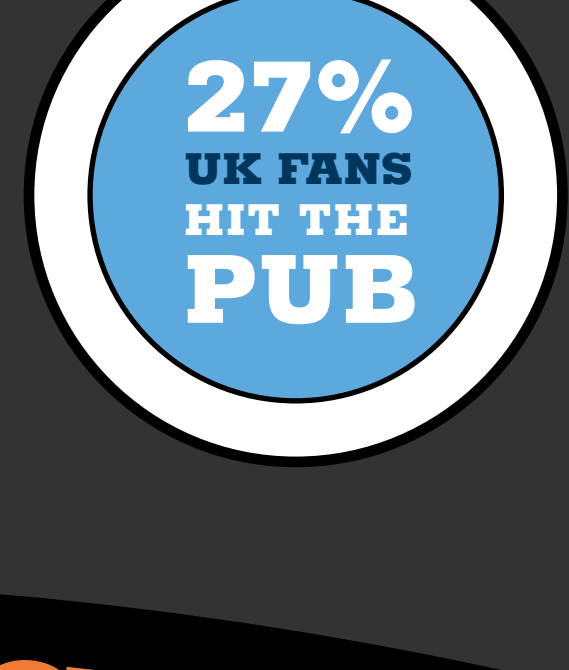
PRESENTED BY:

FEEDING THE FANS



We quizzed the loudest and proudest fans from the US and put them head-to-head versus the most passionate supporters in the UK to get the lowdown on what they eat at the game.

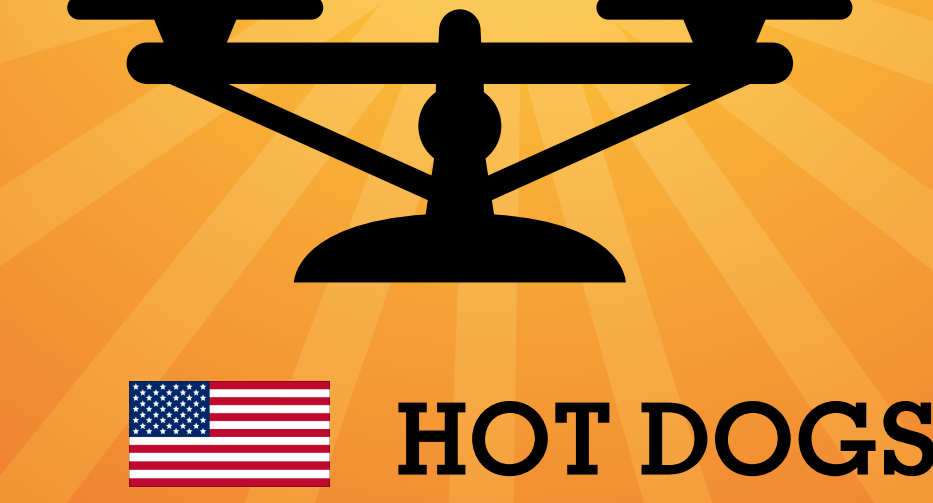
PRE-GAME GRUB?



EATING AT THE GAME



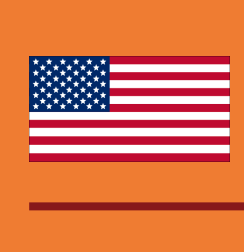
FAN FAVORITES



#1



HOT DOGS



CHICKEN BALTI PIE

#2



CHICKEN TENDERS

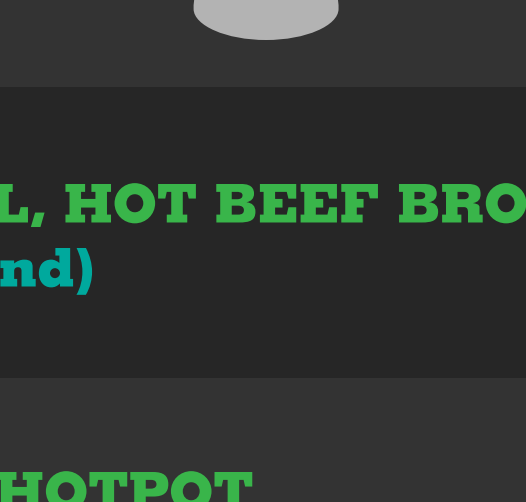


BEEF AND ALE PIE

LOCAL LEGENDS



FRIED CHEESE CURDS
(Minneapolis, MN)



BOVRIL, HOT BEEF BROTH
(Scotland)

FISH TACOS
(San Diego, CA)

LAMB HOTPOT
(Lancashire, England)

ALLIGATOR SAUSAGE
(New Orleans, LA)

CORNISH PASTIES
(West Country, England)

DUNGENESS CRAB SANDWICH
(San Francisco, CA)

OATCAKES
(Staffordshire, England)

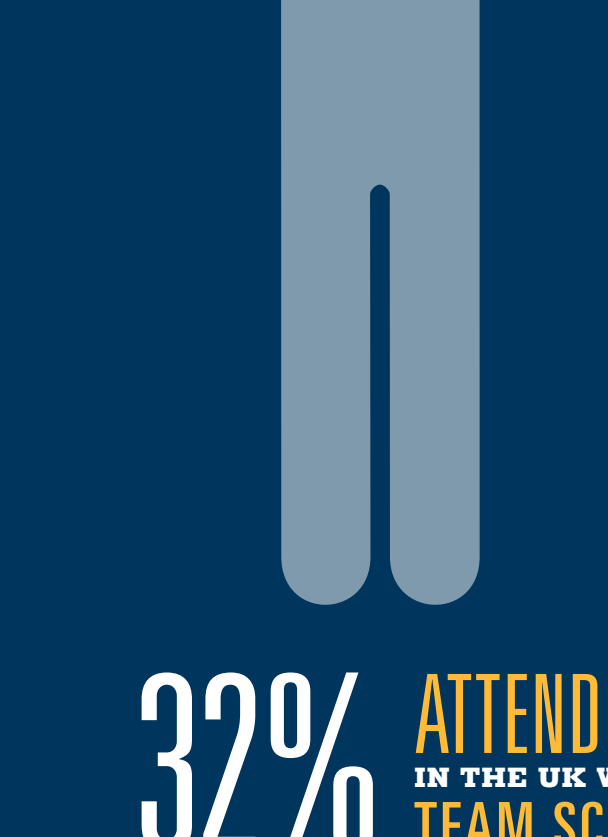
FANS IN THE STANDS

GAMES ATTENDED
EACH YEAR

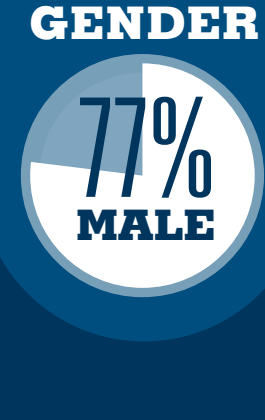
2.6



5.4



US FANS GENDER

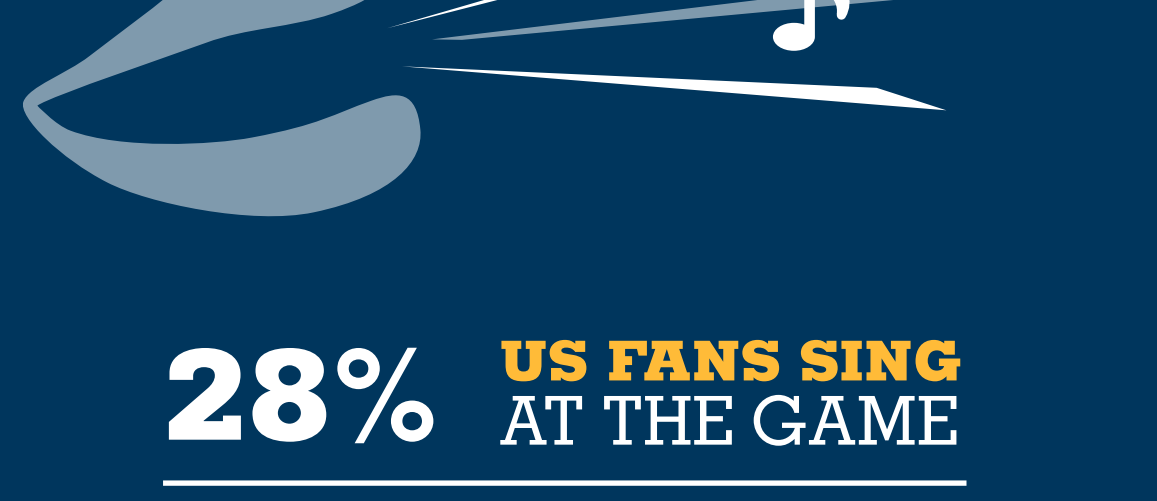


UK FANS GENDER



59% ATTENDEES
IN THE US WEAR
TEAM JERSEY

32% ATTENDEES
IN THE UK WEAR
TEAM SCARF

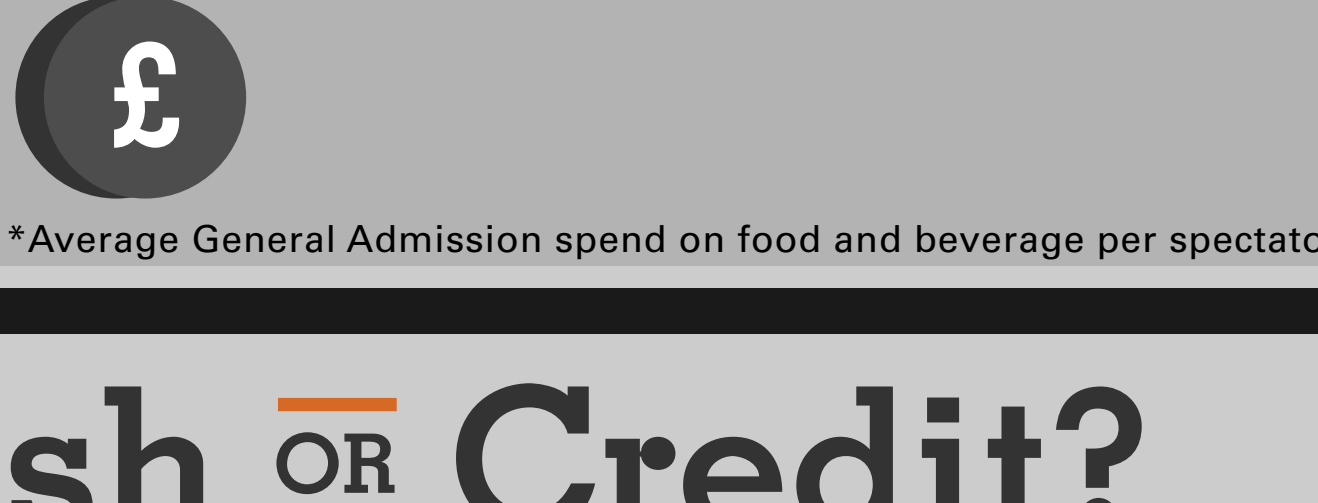


28% US FANS SING AT THE GAME

42% UK FANS SING AT THE GAME

AVERAGE MONEY SPENT?

\$15.50



£2.00



*Average General Admission spend on food and beverage per spectator.

Cash OR Credit?



82% US PAY WITH CASH

97% UK PAY WITH CASH

FOOD RUNS PER GAME

2.2



1.5

