

AVENUE29 FOODS

Avenue29

FOODS

Brand Activations
Food & Beverage Operations
Distribution

For brands, festivals
and venue partners



Venue program concept · Illustrative imagery

One company. Three connected services.

Brand Activations

Brand experiences and festival sponsor activations.

Concept, production and delivery

Food & Beverage Operations

Festival program management and licensed Avenue29 food programs for venues.

Festival management and venue licensing

Distribution

Market development and product supply for food and beverage brands.

Retail, foodservice, festivals and venues

Brand Activations

**Your brand.
Part of the experience.**

For brands and festival organizers:
experiences shaped around sponsor goals
and the audience.

Festival sponsor activations and tours

Culinary integration and sampling

Staffing, logistics and live production

Agreed reporting and content capture

Distribution and market development

**More markets.
More places to reach
your customer.**

Retail and foodservice accounts

Festival and venue product supply

Workplace refreshment programs

Buyer and fulfillment partnerships

Snacks, beverages and other food products. Distribution can follow an activation or stand on its own. Supply and fulfillment responsibilities are agreed for each engagement.

Food & Beverage Operations

**Licensed venue programs.
12 years in festivals.
Your team runs it.**

Menu concepts and recipe specifications

Portions, prep and service standards

Operator training and launch support

Approved sourcing or agreed supply

Brand standards and quality reviews

The venue or concession operator licenses and runs the Avenue29 program. Starting concepts include smashburger bowls, Philly steak & cheese and loaded fries.

Food & Beverage Operations: Festivals

01 Plan the operation

Define the menu, service model, staffing, equipment and purchasing responsibilities.

02 Manage the service

Coordinate site leadership, crews, suppliers, preparation and guest-facing execution.

03 Measure and improve

Review labor, purchasing, waste, service speed and contribution against agreed goals.

Festival program management, tailored to the event and its operating responsibilities

Three clients. A clear starting point.

For brands

Introduce your product through an activation.

Develop distribution in the right channels.

For festivals

Activate sponsor partnerships.

Manage the food and beverage program.

Explore product supply.

For venues

License the Avenue29 food program for your operator to run.

Receive training, standards and launch support.

Explore product supply.

Start with one service. Combine services when the opportunity supports it.

Let's build the right partnership

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