

Delaware North Companies Retail

Primary Business: Manage retail services in some of the most well-known sports venues, national parks, resorts and airports across the globe.

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Delaware North Companies creates and provides exceptional retail expertise in over 400,000 square feet of merchandise space in about 350 stores across all of our operations, with retail revenues in excess of \$250 million annually. At Delaware North, we offer retail strategies and operational expertise that are best-of-class in the industry. Our client list is impressive, as is the wide array of merchandise and products that we manage. From licensed sports merchandise to grocery and convenience store items, we develop product assortments designed to maximize revenue opportunities.

Delaware North follows its GuestPath® customer service platform at all of our retail locations, providing outstanding guest services. All locations also follow our proprietary GreenPath® environmental management system, which consists of providing reusable shopping bags, products made of recycled material, etc.

Interesting Facts

- Delaware North Companies Parks & Resorts has operated the Kennedy Space Center Visitor Complex since 1995. Plans are currently under way to create a new state-of-the-art Space Shop that will focus on telling the NASA story with educational and interpretive design elements that will enhance the visitor's shopping experience.
- Delaware North Companies Parks & Resorts operates retail stores year round in two of the United States' national parks: Grand Canyon and Yosemite. Each retail operation serves as the largest grocer in its respective park. Delaware North also operates seasonal retail stores in Sequoia and Yellowstone national parks and three gift shops in Niagara Falls State Park.

- Since summer 2008, Delaware North Companies Sportservice has taken over retail operations for the Buffalo Bills, Columbus Blue Jackets, Minnesota Twins, New York Red Bulls, Carolina Panthers, and New York Giants and Jets at New Meadowlands Stadium.
- *USA Today* has highlighted Delaware North Companies Travel Hospitality Services' store called "Everything ASAP" for its focus on providing customers with value and convenience by offering full-size toiletries, cosmetics and over-the-counter medications in addition to snacks and souvenirs.
- Delaware North Companies Sportservice is positioned to handle retail operations for many special, large sporting events. Highlights include events such as the NHL Winter Classic, and all-star, playoff and championship events for the MLB, NBA, NFL, NHL and MLS.
- In 2010, Sportservice retail stores for teams such as the Minnesota Twins and the Cincinnati Reds have offered overnight hours to give fans extended hours to purchase fan memorabilia as teams entered their respective division series.
- Sportservice retail operations at New Meadowlands stadium have earned seven awards since opening in 2010. Three were from the Association for Retail Environments, two from the Chain Store Age, one from Retail Design Institute and one was an Award of Excellence from the Columbus (Ohio) Society of Communicating Arts at its Creative Best Awards. The store is one of the largest team stores in the NFL and can transform overnight to fit either the Jets or the Giants.
- Sportservice retail opened a multi-million dollar flagship store in Chicago, building on its 65-year-long relationship with the Chicago White Sox in November 2011. The two-story, flagship team store features illuminated stairs that lead to a second level, vertical monitors displaying live game coverage and an array of college and professional sports team items, including the Chicago Blackhawks, Bears, Bulls and the Chicago White Sox.