

CASE STUDY

SPORTS & ENTERTAINMENT DIVISION

WILDSIDE CATERERS

OPPORTUNITY:

After being awarded an NHL franchise in 1999, Minnesota Sports & Entertainment reached out to MHC to create an exceptional food and beverage experience for their luxury suites and the club level guests.

SOLUTION:

A luxurious and spacious state of the art 19,000 seat arena was built with dynamic features, powerful acoustics, and unmatched amenities, rivaling the nation's top venues. In addition, the owners of the Minnesota Wild reached out to Morrissey Hospitality to create a hospitality experience for the premium seating areas of the facility. The goal is to provide a differential in terms of the guest experience and the value necessary to support the pricing strategies developed to sustain the business.

THE RESULT:

The Xcel Energy Center has been national recognized as one of the top three arenas in the country. Hockey News recognized it as the best facility, best food, and best customer experience. These and the numerous other awards demonstrate the importance of MHC to the Minnesota Wild and Xcel Energy Center brands and the customer experience they sought to deliver.



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