

# Q&A WITH RAPID RETAIL

**PS&AM sits with  
Calum Wallace,  
Esports Relations  
from Rapid Retail.**



Calum will be giving a presentation on Enhancing fan experience and maximising revenue for esports clubs and venues in Session 5: 'Virtual Solution Showcase: Ideas and Inspiration for your own esports event' during our Virtual Week on Tuesday October 27th at 3.15PM

Many of our readers will know Rapid Retail from your work with many leading sports clubs. Can you please give us an overview of the kinds of solutions that you offer sports venues?

We offer a wide range of products that cover all aspects of the matchday. Our merchandising units come in varying sizes and configurations to allow complete flexibility, indoors and outdoors.

Our kiosk units are easy to move and provide a great option for ticketing, plastic redemption or serving food and beverages. Our bespoke bars and fast-food outlets come fully fitted to your requirement and offer a more robust and functional solution to maximise high-footfall areas.

Sports clubs and venues are looking more to activation and pop-up entertainment to emphasise their brand. We enable total creative freedom and work with our clients to bring their ideas to life.

Which are some of the notable professional sports teams that you've worked with and how have your solutions evolved since you first started working with clubs? Do you work with clubs all the way down the sporting pyramid?

We are proud to have worked with the most prestigious and successful sports clubs across the UK and Europe including FC Barcelona, Paris Saint Germain, Liverpool FC and Saracens RFC, exponentially growing matchday revenue and delivering the ultimate fan experience.

Our range of products can be seen at the largest venues in the UK, including at Wembley, Twickenham, Old Trafford, and the Emirates, providing services ranging from ticketing to catering.

Unique to Rapid Retail, flexible and affordable rental plans benefit clubs within the non-league pyramid, creating additional revenue streams and improving venue facilities without the capital expenditure.

The ongoing lockdown due to the pandemic has clearly resulted in very tough conditions for everyone in the sports industry. Have you introduced any new products to specifically help clubs with their future reopening strategies or to generate additional revenues despite being closed for fans?

Rapid Retail has recently launched the Care Portal project, which serves as an all-in-one, non-intrusive safety solution for stadia and venues. It combines hand wash stations and thermal screening in one compact unit to ensure the health of staff and visitors before entry.

Easy to deploy, it can be seamlessly integrated into any location; it protects guests and employees at point of entry with high efficiency and automatic temperature screening technology. The Care Portal is a great solution to ensure compliance with new regulations and offer peace of mind for staff and visitors. Our hope is that with safety elements such as these, we can work our way back to the norm safely and with confidence.



**An increasing number of sports clubs are recognising the huge long-term revenue opportunities that esports can potentially offer them. Which of your existing products do you feel would be a great fit to help clubs run successful esports events? Are you able to offer bespoke solutions to clubs that can help them with their traditional match revenue AND develop their esports offerings?**

We believe the blueprint that has worked so well for other sports clubs and venues will translate seamlessly into the esports sphere, with an enhanced focus on certain elements such as indoor solutions and great food and beverage offerings.

Our flexible concourse retail units provide the perfect instant retail set-up for high-footfall walkways. These displays are fitted with wheels for easy mobility, with different sizes and style variants to suit differing locations. When paired with extras such as branded counters and banner flags, it creates a truly unique and on-brand shop for fans to buy official merchandise.

Rapid Retail is delighted to deliver great tasting Surf N Fries food, maximising

food and beverage offerings with great tasting food, signature branded units and innovative packaging.

Surf N Fries is a meal in one hand, with fries, side, and a drink fitting into one easy to carry tray. The signature brand is instantly recognisable and is a perfect fit for food-on-the-go at esports venues. Who doesn't love fries?!

We offer full customisation options and additional extras with all of our bespoke products to maximise functionality and emphasise your brand.

**We understand that you've recently signed some new exciting agreements to expand the range of products and services that you offer. Can you please give us more details about those and will these also enhance the offerings that you are able to offer for esports venues and events?**

Alongside our partnership with the Surf N Fries brand delivering great food, we are also working with TendedBar to offer a fully automated bar solution that allows for unstaffed service.

When you have an event that is hosting thousands of thirsty people, the only

thing you can hope to do is keep up with the demand. TendedBar not only keeps up with the high-volume demand, but actually thrives the busier it gets.

Halftime, intermission, and other breaks in action normally mean long lines, but TendedBar seizes the opportunity to drastically speed up those lines and serve its customers in as little as nine seconds per drink.

**During our Esports Venue Summit Virtual Week you will be giving a presentation. What are the main topics that you plan to talk about?**

During the Esports Venue Summit Virtual week, we will be telling the story of Rapid Retail and how our solutions have changed the face of the matchday in the sporting world. We will offer insight into how our solutions translate to esports and how they benefit esports venues, teams and brands by maximising use of space in high-footfall areas.

We'll touch on our latest expansions in food & beverage offerings as we've mentioned, including Surf N Fries and TendedBar, and elaborate on our goals and plans within the esports realm.