

  
*Gallery*  
Carts. Kiosks. Portables

Hawking Trays  
& Mobile Cart System



# Gallery

Carts. Kiosks. Portables



# Revolutionizing the Hawking Industry

The Gallery Hawking Tray Program is a new revolutionary method of distributing cold beverages to the patrons of stadiums, arenas, and venues, using technology and proven performance by



## Reshaping The Mobile Food and Beverage Industry and Beyond

Introducing the Gallery Carts Hawking Tray to stadiums, arenas, and venues has already proved to be the new way in hawking packaged beverages. Utilizing state of the art thermal engineered refrigerant to maintain the optimal temperature for product quality (26 - 36°F) for up to 6 hours. The Gallery Carts Hawking Tray is a work horse, once the tray is primed in the freezer it can be reloaded over and over again until the lights go off.

### Robust Design

Encased in hard ABS plastic, the Gallery Carts Hawking Tray uses the latest technology in passive thermal performance. A layer of high performance insulation on the outer ring and bottom of the Hawking Tray push all of the cooling power inward insuring optimal product integrity for your customers.

### Feel the difference

In a side by side comparison, the Gallery Carts Hawking Tray comes up on top. The Gallery Carts Hawking Tray is lighter than a conventional hawking tray when it is loaded with ice. The benefits do not stop there, with the ice operation out of the equation, there is a cost savings, a time savings, and risk mitigation when dealing with the problems that arise with the use of ice.

Weight Comparison		
	The Gallery Carts Hawking Tray	Conventional Hawking Tray
Weight	17.5 lbs	9.5 lbs
Capacity	40 16 oz cans	40 16 oz cans
Ice Load	None	10-15 lbs
Total Weight	57.5 lbs	59.5-64.5 lbs

### The key advantages of this revolutionary method of distributing cold beverages to patrons are:

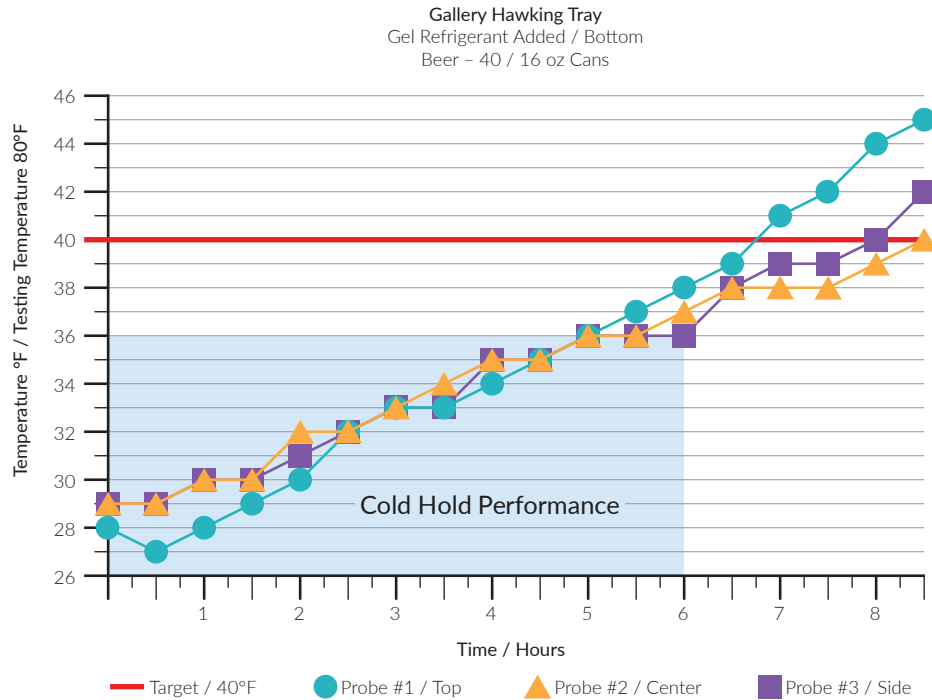
- Increased sales
- Lower labor costs
- Safer solution for both the hawkers and patrons
- Environmentally friendly by eliminating ice



# How does it work?

## The Hotter it Gets, the Harder it Works

The Gallery Carts Hawking Tray utilizes state of the art thermal engineered refrigerant. It is designed to absorb heat and in turn, release cold on five sides to maintain (26 - 36°F) for up to 6 hours. The hotter it gets, the more cold it releases!



## The Gallery Hawking Tray Improvement Process

In order to increase thermal performance, gel refrigerant and thermal insulation were added to the bottom of the Hawking Tray. Now product is surrounded and protected from heat on five sides to provide maximum cooling.

### Testing

To simulate an actual gameday, the Hawking Tray was tested at an ambient temperature of 80°F for eight and a half hours. The Hawking Trays were preconditioned at 0°F for eight hours and filled with product that was preconditioned at 36°F.

### Results

The Cold Hold performance for the target temperature of 36°F and below increased from 4 hours to 5.5 hours on average; a 37.5% increase in thermal performance.

The time in the required temperature range of 36°F and below lasted a minimum of 5 hours and maximum of 6 hours.

5 hours ● Probe #1 / Top

5.5 hours ▲ Probe #2 / Center

6 hours ■ Probe #3 / Side



# Hawking Tray Features



## Ergonomic Handles

Provides a sturdy grip while changing out trays



## Capacity

Holds up to 40 16-24 oz beverages



## Narrow

Easy to move up and down aisles



## No Ice

Keeps beverages cold at 36° F for up to 6 hours using Coldmaster Technology by



## Curved Inset

Eases pain on the vendor

## Lightweight

Lighter than a hawker tray with ice

## Frozen Gel on 5 sides

Improved cooling performance

## Ergonomic Straps

Keeps hawkers safe and fresh for hawking

## Deep Well

8.8" deep

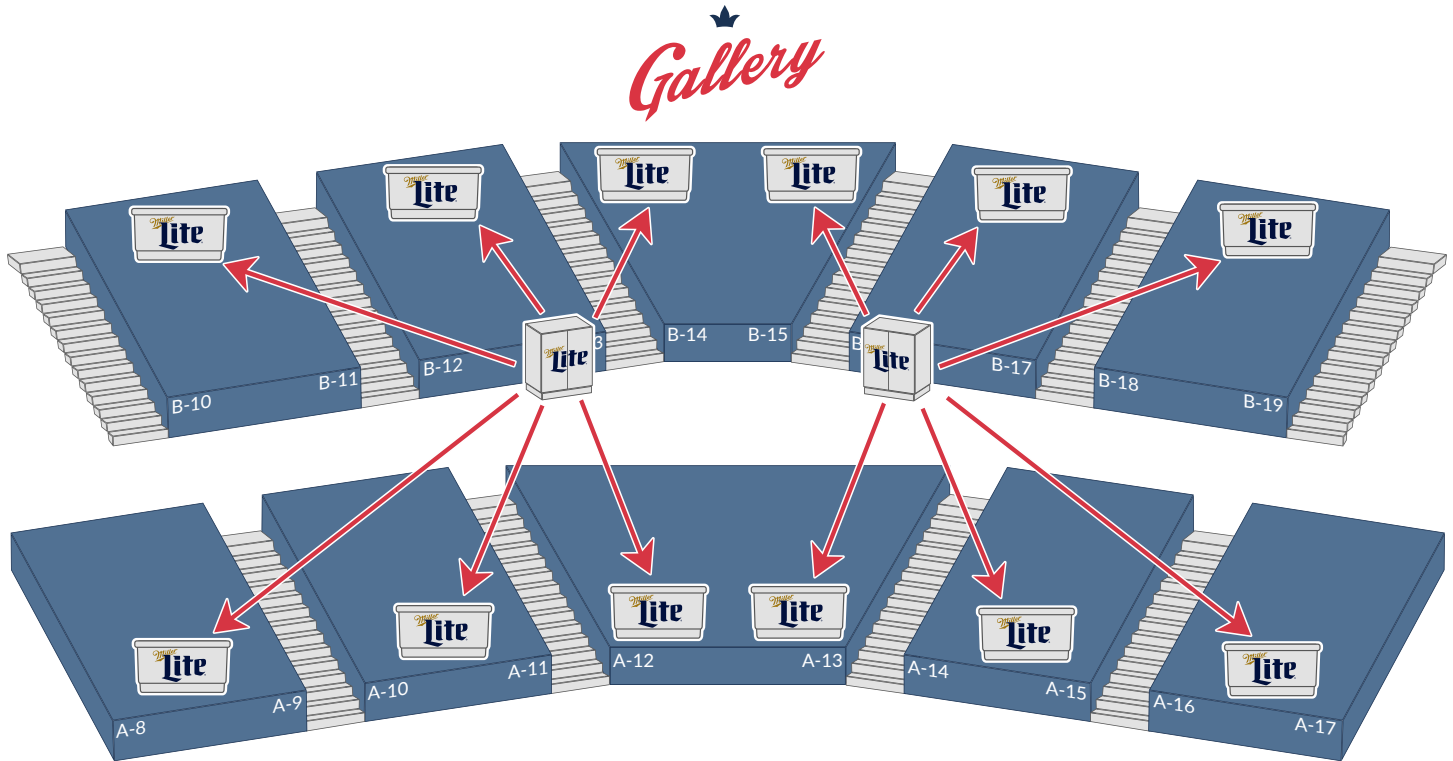
## Branding Opportunities



# Hawking Tray System

## Pair the Hawking Tray with Gallery Carts

Supported from the vending room, the hawking cart can be used as a point of sale and a hawker support cart. Strategically placed throughout a venue, the Gallery Carts Hawker System will guarantee that the beer is cold and your patrons are satisfied.



## Operationally, the Gallery Carts Hawking Tray System is a Game Changer

The savings in time and money spent on servicing older generation hawking trays with ice might be worth it alone. However, it is much more, the hands free capability allow for quicker sales with multiple means of payment. Hawkers are now free to point and hold up beverages to display product and locate new customers. The ergonomically designed Hawking Tray makes for a comfortable night of work, a happy hawker makes happy customers.

### Operational Savings

- No need for ice or ice deliveries
- No need to fill the hawking trays with ice
- No need to dispose of ice/water
- Hands free hawking allows for multiple forms of payment
- Streamlines set up and clean up
- Supportive and ergonomic strap system for hawkers, helping them become more efficient, increasing sales

### Risk Management

- No slips or falls due to ice
- No cross contamination
- No slippery wet cans
- No need to carry the added ice weight
- No swinging trays hitting patrons due to straps
- Ergonomically designed with the hawker in mind
- Hands free system allows for safer stair work

# Gallery Carts

## Rich History

Family-owned and operated for more than 40 years, Gallery has grown to be the industry leader and innovator in the design and fabrication of mobile food, beverage, and retail merchandising. Gallery's design and engineering is renowned in the industry for creating some of the most innovative and cost effective solutions to increase our clients revenue. Gallery's products energize and activate public spaces across the United States and throughout the world.

In partnership with our clients, Gallery has developed the innovative Hawking Tray System. The Hawking Tray System is comprised of the Iceless Hawking Trays, Hawking Tray Carts, Hawking Tray Support Carts, and Vending Room Freezers. When used in unison, the Hawking Tray System creates a completely iceless system of hawking cold beverages to patrons.

Contact Gallery Carts to learn more about how the Hawking Tray System and how it can work in your venue!

## POS Hawking Carts



## Transport Carts



### Dimensions:

42" L x 28" W x 36" H

### Holds:

10 Hawking Trays

For transporting Hawking Trays from Walk-In Freezer to Vending Rooms or for transporting the Trays between the Vending Rooms

## Distribution Carts



### Dimensions:

42" L x 32" W x 46" H

### Holds:

6 Hawking Trays

### Pack out:

240 / 16oz-24oz packages

### Hold Temperature:

36°F or below for 5 hours with no ice or power

## POS Hawking Carts



### Dimensions:

40" L x 25" W x 36" H (w/Sign 78" H)

### Holds:

6 Hawking Trays

### Pack out:

240 / 16oz-24oz packages

### Hold Temperature:

36°F or below for 5 hours with no ice or power



# Gallery Innovation

## Ice Cream & Cocktail Hawking Tray



### We All Scream For Ice Cream

Take the Gallery Hawking Tray as versatile as it is helpful. Take it to the next level by including the whole family and explore outside the box with snacks and beverages for kids! Using a soft plastic lid attached to the tray, this tray can be transformed into an ice cream hit that won't melt before reaching your hands. The possibilities are endless!





# Cocktail Hawking Tray

## Fresh Cocktails On-The-Spot

The Gallery Hawking Tray can transform into a mobile bar with the addition of a specially made Stainless Steel frame that won't budge by Gallery and Carlisle FoodService Product's Food Pans and EZ Access lids for the optimal set up.

## This Bar Has LEGS

Bring the Cocktails to the Customers

Coldmaster technology keeps ice longer with less melt meaning better cocktails

Ergonomic Strap for Hands Free Hawking allowing for crafting cocktails and serving fans

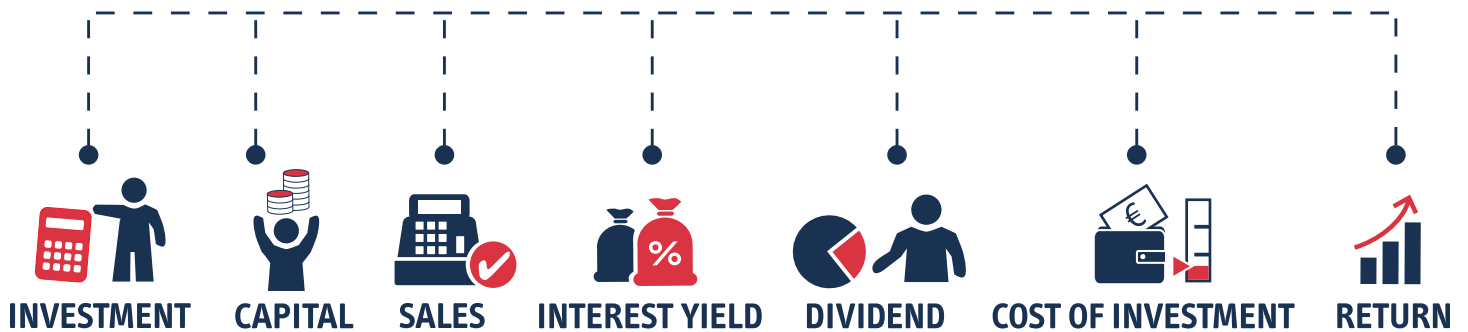
When used in conjunction with Gallery Hawking Carts, the vendor spends less time getting re-stocked and more time crafting customer cocktails.

Even more branding opportunities are available



# Return on Investment

## ROI



### Increased Workflow Efficiency

There is a direct correlation between the location of the vending room and the amount of product sold. If the hawker does not have to travel far to reload and get back to the stands they can sell more product.

Under the Gallery Carts Hawking System the vending room comes to the hawker. Strategically placed hawking carts can store product at temperature. When the hawker is empty, they just return to their hawking cart and replace their empty hawking tray with one that is loaded and ready to go.

A plus with the Gallery Carts Hawking system is that the Hawking Tray Cart doubles a point of sell cart, giving patrons an opportunity to walk up to the cart and purchase a cold beverage on the way to their seats.

Where hawkers had limitations due to the locations of the vending rooms throughout the building and the distances that they would have to travel to reload, now they can work efficiently in their defined space.

The Gallery Carts Hawking Tray system is supported by freezers in the vending rooms, distribution carts to resupply the hawking carts, and the iceless hawking trays for the hawkers.

# Hard ROI vs Soft ROI\*

## Hard Returns on Investment

### ROI / Ice Savings - Hawking Trays Only

Centralized System (Vending Room Utilization)

First Year ROI = Estimated 80%-90%

Second Year ROI = 100%

Decentralized System (Remote Locations)

First Year ROI = Estimated 8%-10%

Second Year ROI = 100%

### ROI / Increased Sales - Using Hawking Trays/POS Hawking Carts/Distribution Carts

15% System Projected Increase In Sales

15% = \$37,500 in increased revenue per game, totaling \$287,500 in hawking sales per game, and \$245,324 gross profit per game.

#### ROI = 23.19% / 4.31 Events

Annual (26 events) Projected Increase In Sales by 15% =

Increased Annual Revenue / \$975,000

Increased Annual Gross Profit / \$831,968

20% System Projected Increase In Sales

20% = \$50,000 in increased revenue per game, totaling \$300,000 in hawking sales per game, and \$255,990 gross profit per game.

#### ROI = 30.92% / 3.23 Events

Annual (26 events) Projected Increase In Sales by 20% =

Increased Annual Revenue / \$1,300,000

Increased Annual Gross Profit / \$1,109,290

25% System Projected Increase In Sales

25% = \$62,500 in increased revenue per game, totaling \$312,500 in hawking sales per game, and \$266,657 gross profit per game

#### ROI = 38.65% / 2.59 Events

Annual (26 events) Projected Increase In Sales by 25% =

Increased Annual Revenue / \$1,625,000

Increased Annual Gross Profit / \$1,386,613

## Soft Returns on Investment

No slips or falls due to ice

No cross contamination

No slippery wet cans

No need to carry the added ice weight

No need to dispose of melted ice/water and re-ice

Straps prevent trays from swinging and hitting patrons

Ergonomically designed with the hawker in mind

Hands free system allows for safer stair work

Supportive and ergonomic strap system for hawkers, promoting efficiency and increasing sales

Streamlines set up and clean up

Hands free hawking allows for multiple forms of payment acceptance

No need for ice orders or deliveries

The Hawking Tray System reinforces the modern and premium experience that sporting events have become

The Hawking Tray System highlights the venue's focus on food safety

\*Actual results may vary. ROI information calculated based off a typical NFL stadium. For more detailed information on how the Hawking Tray System can work for your operation, please contact Gallery Carts and our team of operational consultants will work on a specific plan for hawking cold drinks and/or concessions in your facility.





20  
years

CFS BRANDS

Miller  
Lite

  
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