

# UNIVERSITY OF NEW MEXICO

ATHLETICS FOOD AND BEVERAGE CREATIVE

AUGUST 2023

# CORE CONCESSIONS BRAND



# LOBO FANS





ATHLETIC BRANDED HAT



BRANDED T-SHIRT



BRANDED APRON



BLACK CHINOS



BLACK SLIP RESISTANT  
WORK SHOES





# CORE CONCESSIONS SELF CHECKOUT



# LOBO FANS



## MENU

- CLASSIC HOT DOG
- ARENA BURGER
- BOTTLED BEVERAGE
- SNACKS & CHIPS



LOBO FANS  
ENTER  
HERE  
LOBO FANS

LOBO FANS  
← ENTER



# PRE-GAME SOCIAL



**PREGAME FAN ZONE**



**RICHARDSON**  
DESIGN

UNIVERSITY OF NEW MEXICO  
FOOD & BEVERAGE CREATIVE  
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# FOOD TRUCK



**FOOD TRUCK - SOUTH CAMPUS (ATHLETICS BRANDED)**



**RICHARDSON**  
DESIGN

UNIVERSITY OF NEW MEXICO  
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**TUK TUK**



# CONTAINER



# WALK THRU BRU



# PREMIUM MOOD BOARDS





# PORTABLE SOLUTIONS







**SMALL CONTAINER PORTABLE**



**RICHARDSON**  
DESIGN

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