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CONCESSIONS COMMITTEE NEWSLETTER

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Welcome to the first issue of the *Concession Committee Newsletter*. Iconic movie star Humphrey Bogart once said “A hot dog at the ballgame beats roast beef at the Ritz.” The Concessions Committee was founded in 2015 to document the history and evolution of food at ballparks, and its relation to baseball history and culture, as well as its relation to American popular culture in general.

2015 HOT DOG AND SAUSAGE CONSUMPTION REPORT

According to the National Hot Dog and Sausage Council, fans consumed 18.5 million hot dogs and 4.2 million sausages during the 2015 major league season. The Dodger fans led the way, consuming 2.5 million hot dogs, followed by the Yankees at 1.5 million and the Cleveland Indians at 1.3 million.

The sausage pennant winner was the Milwaukee Brewers fans with just under half a million sausages consumed. The San Francisco Giants and Boston Red Sox were close behind.

Eric Mittenenthal, National Hot Dog and Sausage Council Vice-President of Public Affairs, says “Hot dogs remain the number one concession at ballparks, as teams offer innovative creations along with classic favorites to appeal to all tastes.”

WHAT’S NEW AT THE BALLPARKS IN 2015

Chase Field, Arizona Diamondbacks

The Churro Dog is a warm cinnamon churro sitting inside a glazed donut bar, topped with frozen yogurt and drizzled with caramel and chocolate sauces. It has an estimated calorie count of 1,110. Diamondbacks President Derrick Hall said, “We’ve found that desserts work really well in the heat we have here.”

Turner Field, Atlanta Braves

A new twist to food service appeared in 2015 at Turner Field. An all-you-can-eat buffet is set up right behind your seats. The buffet is available from two hours before the game starts until the end of the seventh inning. Items on the buffet

include hamburgers, hot dogs, chicken tenders, pasta salad, baked beans, and assorted dessert items.

Miller Park, Milwaukee Brewers

Nachos on a stick is perfect for those who want nachos but don't want to get their hands messy. Inside the Park Nachos feature a stick of beef loaded with refried beans, rolled in Doritos, and then deep fried and drizzled with sour cream and nacho cheese. Jamie Hodgson, General Manager for concessionaire Delaware North, said "I think this is going to be a big seller, because you can eat this in one hand and have a beer in the other."

Busch Stadium, St. Louis Cardinals

New this year is a breaded chicken sandwich on waffles, served with maple bacon gravy. It seems fans can't get enough items with bacon!

Comerica Park, Detroit Tigers

Diners have long been serving bacon and eggs, but now you can get it at the ballpark. Three deviled eggs are perched on a thick strip of bacon and topped with fried jalapeños for the Comerica Park version.

Citizens Bank Park, Philadelphia Phillies

For most baseball fans, the number 9 represents the number of innings in a game. At Citizens Bank Park, it also represents the number of hamburger patties in the Triple Triple Burger. Each of the 9 patties also has its own slice of cheese. It is rumored that the total calorie account is north of 5,000.

Globe Life Park, Texas Rangers

The 2015 S'mOreo at Globe Life Park begins with a marshmallow breaded in graham cracker crumbs and deep fried. This becomes the filling for two deep-fried battered Oreo cookies, which are then skewered and drizzled with chocolate sauce. Perfect for fans who think deep-fried Twinkies are too healthy!

Minute Maid Park, Houston Astros

Making mashed potatoes easier to eat is the Chicken and Waffle Cone, which combines fried chicken nuggets with mashed potatoes and honey mustard in a super-sized waffle cone. Ever wonder exactly where on the chicken the "nugget" is?



Soft-Shell Crab Sandwich; Oriole Park and Camden Yards

SALADS TAKE “ROOT” AT TARGET FIELD

by Sarah Johnson
SABR, Minnesota Chapter

Hot dogs, cracker jacks and...salad? At Target Field in Minneapolis, a group of young people are providing a healthy (and tasty) alternative to the standard ballpark fare. Roots for the Home Team, a brightly colored, kid-run concession stand located to the left as you walk in Gate 34, brings together a diverse mix of students from around the Twin Cities to select Twins games throughout the summer.

2015 is their fourth season at Target Field and it was started when St. Paul dietician Susan Moores learned about local youth garden programs and the life skills they taught kids. Two of the partner organizations are St. Paul's Urban Roots and Minneapolis's Youth Farm and Market Project, which employ teens to work in community gardens that provide fruits and vegetables to local restaurants, stores and nursing homes.

Through Roots for the Home Team, students in grades seven through twelve come up with their own recipes and dressings for the salads. Delaware North, Target Field's food service company, helps the kids prepare their salads. They also invent funky names for each of their creations, ranging from Mardi Garden (a mix of potatoes, corn, snap peas and cilantro topped with a Cajun vinaigrette) to Vine Vine Sunshine (quinoa, cabbage and carrots highlighted by an Asian orange dressing).

In addition to the ballpark, I have seen the Wild Gitigan Salad, designed by youth from Dream of Native Health with ingredients such as wild rice that honor their Native American heritage, at the Wedge Food Co-op in south Minneapolis. They also hawked their bowls of fresh goodness including “Tic Tac Taco Salad” during the All-Star Game festivities last summer. I have eaten the salads on several occasions and have been delighted not only by the flavor combinations, but because it's one of the healthiest options I've seen at a ballpark. And they come in a plastic container with a lid so are no more messy than any other concession!

A schedule of games when the salads will be available (unfortunately not for all 81!) is available on their website at www.rootsforthehometeam.org. Kids manning the stands even give free samples before some games and my advice is to get one early as they often sell out (they sell about 75 salads per game). At \$8 (or \$10 if you want it with chicken), they are cheaper than other food options: nearby, you can plop down \$15 for a bucket of mini donuts – yes, that much for a heap of fried dough covered in sugar and cinnamon.

Proceeds at the Roots for the Home Team stand go back into the nonprofit to pay youth for their work and support the affiliated urban farming programs. In 2014, 134 kids were involved with the program, giving them opportunities in marketing, entrepreneurship and commercial produce sales. A healthy option at a ballpark that also teaches life skills to young people? Sounds like a home run to me.

TEN CENTS FOR A "HOT FRANKFURTER"

Times sure have changed! Check out the concessions list from a 1938 Boston Braves scorecard.

PRICES			
of			
Commodities Sold Within the Grounds			
SCORE CARDS.....	.05	Canada Dry Ginger Ale (pts.)	.25
PENCILS.....	.05	Apollinaris (pts.).....	.30
PEANUTS.....	.10	White Rock (pts.).....	.30
Assorted Candies (Schrafft's)	.05	MILK (bottle).....	.10
GUM (Beech-Nut).....	.05	SANDWICHES.....	.15
ICE CREAM (Neapolitan)	.10	CAKE (Ward's per cut)...	.10
SOFT DRINKS		HOT FRANKFURTERS..	.10
(Hi-Brow—8 oz. bottle)	.10	CIGARETTES.....	.20
Coca Cola (bottle).....	.10	J. A. CIGARS, 13c...2 for	.25
BEER Sold at Bars only.....	(Draught) .10	(Bottle)	.20

INFORMATION FOR PATRONS

The offices of the National League Base Ball Club of Boston, Inc., are in the Administration Building, National League Field. Telephone Stadium 9600.

Telephone booths for the convenience of the patrons may be found at the rear of the grand stand, and also on the grounds, near the entrance.

Reserved Seat Tickets may be secured several days in advance of the game at Kennedy's Men's Store, 32 Summer Street. Telephone Hubbard 2550.

A women's retiring room is in the rear of the grand stand, with a matron always in attendance, and also under the Grand Stand, Section M. For Men, it is located under the Grand Stand, Sections I and J.

Inquiries regarding lost articles should be made at the office or of the Chief Usher during the game.

Please report immediately to the office upstairs the slightest inattention or incivility on the part of an employee, whether at the ticket windows, gates or inside the grounds.

Cars direct for National League Field, which is located at the corner of Commonwealth Ave., Gaffney and Babcock Sts., may be taken at the different stations of the Subway.

Ample parking space for automobiles is provided in the rear of the grand stand. Entrance to parking space on Babcock Street. Special ticket booths and entrances to grand stand and boxes are located inside. Refreshment Room in center of grand stand.

HOT DOG!



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Source: National Baseball Hall of Fame Library, Cooperstown NY

FOOD CONCESSIONS AND MIDDLE-CLASS IDENTIFICATION AT BASEBALL GAMES, 1900-1950

by Seth S. Tannenbaum
SABR, Philadelphia Chapter

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Baseball fans ate food at games at least since the Brooklyn Eagle reported in August of 1867 that Sam Lewis sold chowder and “the cocoanut-candy man” sold his candies at baseball games in its borough. Despite that history, ballparks did not match the legal or societal definitions of a restaurant in the first half of the twentieth century. The Philadelphia Athletics’ attempts to sell beer in their home stadium at Twentieth and Lehigh in North Philadelphia after the repeal of Prohibition in 1933 reflected baseball parks’ nebulous status in the realm of “appropriate” places to consume food and beverages. Before the A’s could legally sell beer at Shibe Park again, they needed approval from the city, but the team’s application to sell beer was denied by City Treasurer Will B. Hadley. After an appeals process that made its way through the state court system, the Superior Court of Pennsylvania ruled “that Shibe Park was not a bona fide eating place under the terms of the Malt Beverage Act of 1881” and therefore the A’s could not sell beer there.

Nevertheless, baseball parks across the country were eating places in the first half of the twentieth century regardless of whether a court ruled they were “bona fide” or not, and beer quickly returned to Shibe Park as well as other stadiums around the country following Prohibition. The sweet smell of roasted peanuts, the tangy-flavor of a hot dog slathered in ketchup, and the sounds of a vendor calling out his varieties of beverage to a thirsty crowd were all an integral part of the fan experience at baseball games in the first half of the twentieth century. Furthermore, eating and drinking at baseball games was part of the establishment of a middle-class food culture and the growing dominance of the middle-class consumer in American society, as historians Andrew Haley and Lizabeth Cohen (among others) have documented. During the first fifty years of the twentieth century, these consumers – the American middle class – were largely white and native-born. Although this was less the case in 1950 than it was in 1900, the middle class was overwhelmingly white and native-born throughout this period.

This article examines the eating experience at baseball games and its implications on middle-class identity by looking at the common ballpark foods of the first half of the twentieth century, discussing the origins of the most well-known of those common foods – the hot dog – and analyzing baseball’s role in fostering democracy, unifying the nation, and Americanizing immigrants. In this article, I argue that eating at baseball games aligned with ideas about democracy, equality, and public space that were widely held in America, particularly by the middle class. I also argue that while Progressives and their ideological descendants saw baseball as an instructional tool for immigrants on how an idealized America functioned, baseball and ballpark concessions

revealed more about the true nature of how America worked than many of the game's advocates may have wanted. For example, rather than show America to be a place of equal and democratic access to public space, food concessions at baseball games revealed that access to public space only existed for certain Americans. This article also demonstrates that concessions were important to the financial success of ball clubs and therefore teams had to pay very close attention to how their concession fare was perceived by fans in order to remain profitable.

STADIUM JOURNEY AND THE IMPORTANCE OF BALLPARK FOOD & BEVERAGE

by Paul Swaney
Stadium Journey Founder & Editor

(Editor's note: *Stadium Journey* is an excellent website for current information on ballpark food and beverage.)

When I founded Stadium Journey back in 2009, I wanted to build a resource that provided fans with all of the information they need to make the very most out of every trip to the ballpark. This included information on where to sit, parking options, and nearby restaurants, pubs, and hotels.

However, one of the aspects of seeing a game at a ballpark that interested me the most was the food and beverage. I feel like ballpark travel is a great way to get to know the culture in a new part of the country (or the world), and food is an important component of that culture. Whether you go for the garlic fries at AT&T Park in San Francisco, a kielbasa sausage in Detroit at Comerica Park, or Chickie's & Pete's crab fries in Philadelphia, the choices seem endless and always enhance the trip to see a baseball game.

There have been two evident trends in ballpark food over the past 5-10 years. The first is one that I don't really care for, and that is the quest to make the biggest (and sometimes strangest) concession item possible. Sure, this is good for generating headlines and makes for a good backdrop for selfies, but generally these items tend to look better than they taste.

The more positive trend is teams that provide culinary treats that help fans to know where in the world they are seeing a game. This includes serving regional delicacies, but also being creative with the team name or even players on the team.

In 2015, the West Michigan Whitecaps had Joey Pancake on the roster, and promptly created a sandwich with pulled pork and bacon served between two pancakes.

The Fort Wayne TinCaps have done a great job of expanding on their Johnny Appleseed-inspired re-brand, and that extends to their concession items. The Apple Cart serves up some of the best (and biggest) desserts in baseball, including apple dumplings, apple won tons, fried apples, caramel apples, apple crisp (served in a plastic

mini-helmet), and more. The apple theme continues throughout the concourse at stands such as Manzana's Mexican Grill (where they put apple in the mole sauce), Bases Loaded BBQ (where they put apple juice in the BBQ sauce), and Center Field Grill (where they glaze the grilled chicken with apple).

Minor league teams have been especially good at including local items to their menus, and you'll find examples all over the country.

The list goes on and on in the majors as well. Give me a cup of clam chowder and a Sam Adams at an April game in Fenway Park. I'll take a Cuban sandwich on the South Side of Chicago, or a Primanti's Bros sandwich in Pittsburgh. And the Dungeness crab sandwich in Seattle is one of the best things you'll ever eat at a sporting event.

Let's just hope that this trend continues.

At Stadium Journey we now have more than 100 correspondents around the world assessing every aspect of a sports stadium experience. We've reviewed every ballpark in the majors, minors, Division I college baseball, Australian Baseball League, Korean Baseball Organization, and Nippon Professional Baseball in Japan. And in every case, the quality and variety of the concession items makes a big difference in the overall experience.

For more, please visit <http://www.stadiumjourney.com/> or contact me at paul@stadiumjourney.com.

VIRTUAL VENDORS HALL OF FAME

Ballpark vendors have played a colorful role in baseball history. Pioneer vendor Harry M. Stevens, dressed in a red coat and straw hat, recited lines from Shakespeare and Lord Byron while peddling his wares throughout the grandstand. Roger Owens, known as The Peanut Man, has worked for over fifty years at Dodger Stadium, throwing his bags of peanuts to fans as far as thirty rows away. In 1976 he appeared on *The Tonight Show starring Johnny Carson*.

The Baseball Hall of Fame recognizes players, executives, umpires, broadcasters, writers – but not vendors. The Concessions Committee is considering the creation of a Virtual Vendors Hall of Fame. We hope to reach out to committee members and other interested fans to obtain nominations.