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PHOTO PROVIDED BY EASY CARRY

The Easy Carry food and beverage carrier, which was first introduced at the Super Bowl in February, will be used at Wednesday's Triple-A All-Star Game at the SBC Bricktown Ballpark. The carrier is designed to allow customers to easily carry food and drinks for four people in one hand.

New carrier toted to city for game

By **Adam Wilmoth**
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Only the most athletic minor league baseball players will make the trip to Oklahoma City for Wednesday's Triple-A All-Star Game, but a new concession carrier is expected to help even the least athletic fans carry their drinks and hot dogs to their seats without breaking a sweat.

The game will introduce the city to Easy Carry, a new snack and beverage carrier that was designed in California and introduced to the world at the Super Bowl in February.

The two-level, cardboard carrier holds four drinks and has a tray that slides over the handle to hold food and snacks. It is designed to let customers carry in one hand food and drinks for four people.

"This is going to help a lot of customers," said Samuel Brooks, director of food and beverages at the SBC Bricktown Ballpark. "A lot of times people try to hold onto their kids with one hand and juggle all their food with the other. What is unique with this is that now you can easily carry everything in one hand."

Easy Carry President and founder Paul Davis came up with the idea for the carrier after years trying — often unsuccessfully — to balance food and drinks for himself, his wife and his four children.

"We've all experienced drinks in the lap and nachos with cheese on the chest," Davis said. "The key was to find a product that would be versatile enough to be utilized by the entire industry."

The industry standard at ballparks and concession stands for more than 20 years has been the cardboard tray.

Besides being convenient, Brooks and Davis hope the new carrier will be profitable, both for the company and the ballpark.

Brooks said the Ballpark pays 22 cents for each tray and distributes about 300 a game. Over the course of 70 home games, the park spends more than \$4,600 on the carriers. But Easy Carry is a walking billboard with 10 panels that can be used for advertising space but that's not been set up yet.

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