



Meet Mexico's Game-Changing New Soccer Stadium

Estadio BBVA Bancomer in Monterrey, Mexico, is revolutionary for its stunning architecture and design. The gleaming, asymmetrical facility sweeps lower to the south, framing views of the Cerro de la Silla Mountain, and its striking aluminum facade honors Monterrey's legacy as a city of steel manufacturing and brewing.

FAST FACTS:

ESTADIO BBVA BANCOMER

CAPACITY: 54,000

PREMIUM SEATING: 324 SUITES, 4,500 CLUB SEATS

FOODSERVICE OUTLETS: 44 STADIUM WIDE, INCLUDING 2 FULL-SERVICE RESTAURANTS

KITCHEN: 10,700-SQUARE-FOOT CENTRAL KITCHEN ON THE MAIN LEVEL

METRO C5 3 SERIES CABINETS:
62 IN USE STADIUM WIDE

LOCATION:
MONTERREY,
MEXICO

OPENED:
AUGUST 2,
2015

**PROJECT
COST:**
\$200 MILLION



With its opening in August 2015, the 51,000-seat stadium instantly took its place as one of the most notable soccer stadiums in the world.

Home to Club de Fútbol Monterrey, BBVA Bancomer Stadium has also revolutionized how soccer fans in Latin America experience the game. Built with the goal of providing exceptional comfort and hospitality as a backdrop to the action on the field, the \$200 million project scores on both counts. It boasts 324 luxury suites — more than any other soccer stadium in the world, according to Populous, the Kansas City-based architectural firm that designed it — and 4,500 club seats, distributed in two central club lounges. Outdoor terraces and sliding glass walls provide indoor/outdoor comfort to club-seat holders, the West Club includes a kids' zone and balcony overlooking the players' tunnel, and every seat in the stands is spacious and has great views of the field.

State-of-the-art technological amenities further enhance the fan experience and set new standards for features in Mexican stadiums. They include two high-definition video screens, ribbon boards, 900 television monitors, a premium sound system and Wi-Fi.

At BBVA Bancomer, foodservice was carefully planned to offer a variety of styles and types of concessions, from upscale to casual quick-serve. Managed by Eurest Services, the program includes 25 venues throughout the main level, 15 on the upper level and 4 “pantries” located in the suites area of the stadium. Menus at these venues include a variety of sports-fan favorites from burgers, pizza and hot dogs to fajitas, ribs, wings, chimichangas and sides of rice, beans, fresh vegetables and/or soup. In addition, two full-service restaurants, Capitanes and AZUL Restaurant & Bar, offer upscale dining options with bird's-eye views of the field.

As extensive as the foodservice offerings are within the stadium, their operation is uniquely challenging. With the exception of AZUL, most are at full throttle only on game days — every other Saturday, when the home team is in town. What's more, given the nature of soccer matches, speed is essential: Games consist of two 45-minute halves with a 15-minute break in between. On big match days, the number of people served in the stadium can reach 54,000.

Ignacio Leon, Executive Sub-Chef for Eurest, says the biggest challenge for the foodservice team is to serve each of those hungry fans within a two- or two-and-a-half-hour time period and to ensure that all menu options are high quality. The solution: C5 3 Series Heated Holding Cabinets with Insulation Armour™ by Metro®. “They help us transport the food from the main kitchen to each of the 44 selling points in the stadium while keeping the food at the right temperatures while it is in transit and staged at the selling points,” Leon says. “With the Metro C5, we're



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able to serve each plate at the same temperature and quality, no matter if it's the first or the last plate of the night.”

Located on the first level, close to the northwest corner of the stadium, the main kitchen measures just over 10,700 square feet. With the exception of the full-service restaurants, each of which has its own separate kitchen, it's here where all of the food that will be served during a typical game day gets cooked, plated or packaged, and staged for transport out to the stadium's foodservice venues.

In total, the stadium has 62 full-height C5 heated cabinets that make the goal of serving fresh, hot, high-quality foods in the super-high-volume setting achievable.

The Game-Day Game Plan

During a typical game week, the kitchen staff works from Wednesday through Friday, doing all of the prep required to get the food ready for the flurry of cooking that kicks off at 7 a.m. on Saturday game days. For the food to match the level of hospitality that the state-of-the-art facility promises, quality and temperature maintenance are critical. “We make sure that the food comes out from the cooking stations at a temperature of between 80 degrees C and 85 degrees C (176 degrees F to 185 degrees F). That enables us to plate or package it and get it quickly into the Metro C5 cabinets, where it is held at a consistent 65 degrees C (149 degrees F),” Leon says.

That consistency, Leon emphasizes, is critical. “There are a lot of great features, but for us, the biggest is the fact that we can rely on the equipment to maintain the temperature we need for as long as we need it,” he says. “I’ve worked with other holding cabinets that don’t maintain constant temperatures or that will do so for a few months and then start malfunctioning. When that happens, we have to manually check the temperature every five minutes. When you’re getting ready to serve more than 50,000 people over a very short time window, you can’t have that uncertainty.”

Of the stadium’s battalion of 62 Metro C5 cabinets, 36 are permanently stationed in the various venues throughout the facility, where they serve as holding units for service. Eighteen of the cabinets are used throughout the day to transport hot foods from the kitchen to the stationary cabinets at the individual venues. Four units are loaded and delivered to pantry areas that service the stadium’s VIP sections, while another four service smaller venues that don’t have their own stationary cabinets. By the time the stadium opens its gates to the public, all selling points and pantries are fully stocked with hot, delicious foods.

The foodservice team’s strategy then shifts to carefully choreographed replenishment. “As soon as the fans start entering the stadium, we are in constant communication with the main kitchen to report on the food levels in every selling point,” says David Galicia, Vending and Concessions Manager at Eurest. “The biggest demand is the hour before the kickoff and in the 15-minute break at halftime. Using the Metro C5 cabinets, we make sure that all of the selling

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points are 100 percent stocked before for each peak period.”

As soon as the Eurest team looked at the specification sheet for the C5 cabinet, they knew it was the right decision,” according to Julio Gonzalez Bulnes, Commercial Manager of MASS S.A. de C.V., Metro’s Latin American distributor. “They had already been using the Metro cabinets successfully in stadiums in Guadalajara and Torreón for several years. And they loved the fact that we could order them with Insulation Armour in blue. That’s the home team’s color, so the cabinets look great as they’re being wheeled around and used within the stadium.”

After the game, the C5 heated cabinets are cleaned and readied for the next match. Says Sub-Chef Leon, “One of the main reasons I like the C5 cabinets is that we can easily remove the heat module and take them out to an open-air area for fumigation. It also allows us to focus on cleaning the cabinets properly from top to bottom without having to worry about water or cleaning products penetrating the electric components in the module, which could cause malfunctions.”

For a state-of-the-art stadium like BBVA Bancomer, whose mission is to set a new, much higher standard for hospitality and the fan experience in Latin America, such details matter. It starts with a facility that was designed and built to offer beauty, comfort and intimacy between the fans and the field. It extends to being fully prepared, game in and game out, to offer delicious foods that are fresh, hot, clean and safe — and that are served that way from the time the gates open until the last of the 50,000 plus fans heads for home, just a couple of hours later.



GAME-DAY MVP: METRO C5 3 SERIES HEATED CABINETS

Serving up to 54,000 hungry fans in just over two hours from 44 separate selling points stocked by a single main kitchen takes great teamwork and outstanding, consistently reliable equipment. Metro C5 3 Series heated cabinets made the BBVA Bancomer Stadium equipment roster for standard features and benefits that include:

- **Insulation Armour.** Patented insulation technology retains heat, saves energy and provides a cool-to-the-touch exterior. Durable polymer construction is dent-, impact- and stain-resistant, and molded-in handholds create vertical handles for mobile applications.
- **Removable Control Module.** Entire module is removable without tools for easy cleaning and servicing. By stocking a spare module, service downtime is virtually eliminated in the event that service is required at critical moments.
- The cabinets are available in three sizes: full height (71"/1,803 mm), $\frac{3}{4}$ height (59"/1,499 mm) and $\frac{1}{2}$ height (44"/1,118 mm).
- C5 cabinets come with either solid, insulated aluminum or clear, polycarbonate doors that give visibility to the contents inside. Full-height cabinets can be configured with full-length or Dutch-style doors.
- Insulation Armour is available in red, blue or gray, as well as other colors on a promotional or custom basis.



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