

# **FOR IMMEDIATE RELEASE**

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# Connecticut Open Refreshes Dining Options to Provide Affordable, Upscale Food Experience for All Guests

Connecticut Convention Center announced as new in-house catering service

New Haven, Conn (June 27, 2017) – <u>The Connecticut Open presented by United Technologies</u> proudly announces <u>Connecticut Convention Center</u> as the official in-house catering services provider for the tournament. The culinary team will capitalize on more than a decade of award-winning experience to refresh the tournament's food and beverage offerings and provide an innovative dining experience designed to improve the overall guest experience.

"We are thrilled to partner with one of the premiere hospitality organizations in the state," said Anne Worcester, tournament director, The Connecticut Open sponsored by United Technologies. "We are very excited to expand our food offerings and introduce an eclectic range of food choices for our fans. Partnering with a Connecticut-based food partner is a win-win scenario that will allow us to appeal to fan favorites and local fare."

"We are excited for this new partnership with the Connecticut Open and look forward to providing hungry fans with a wide array of delicious food," said Michael Costelli, general manager, Connecticut Convention Center. "We share the same vision as the tournament and seek to provide a memorable experience that exceeds expectations. After performing extensive research on the needs of fans, sponsors and players - we are confident everyone will be enthusiastic about our new, focused approach to the dining experience."







Guests of the 2017 Connecticut Open can taste new culinary offerings such as:

#### **Expanded Food Trucks**

Food trucks are a major aspect of the Connecticut Open and help bring local fare and unique options to the tournament. This year's food trucks will feature an expanded presence by including Yard Bird Co. (Hartford), Munchies (New London) and the return of Lenny & Joes (New Haven). The new additions will be joined by frequent favorites Ben & Jerry's as well as New Haven's Caseus Cheese Truck, Crepe Cochette, Naples Pizza (Guilford), Spuds Your Way (Branford), Tony's Square Donuts (Orange) and Valencia (Norwalk).

#### **Contemporary Drink Options**

At the epicenter of the food trucks, guests will also find a new bar offering a relaxing atmosphere to grab food and a drink while enjoying live entertainment in-between matches. Furthermore, a new, two-level beer garden will feature a selection of classic brews and modern craft offerings from local and national breweries.

#### Champions Grille presented by Key Bank

Returning guests will notice the previously exclusive week-long box ticketholder tent has been converted into Champions Grille, a trendy restaurant available to all attendees. Guests can watch some of the best women's tennis in the world while dining on a variety of fresh-grilled items including sirloin, shrimp, chicken and fresh-pressed paninis.

### **Show Suites and Sponsor Tents**

Suite ticketholders will experience the individualized attention and commitment to culinary excellence that has earned Connecticut Convention Center numerous accolades in the hospitality industry. This exemplary service is accompanied by a revamped menu which includes lobster rolls, salmon filet, angus tenderloin gourmet sandwiches and more.







# Player's Lounge

Ticketholders won't be the only ones to benefit from this new partnership. Connecticut Open athletes and their guests can create their own stir-fry in the new pasta and grain station or enjoy daily specials such as lime and ginger grilled salmon, seared swordfish, Mediterranean marinated chicken and more.

The Connecticut Open presented by United Technologies will take place August 18 – August 26 at the Connecticut Tennis Center at Yale in New Haven. For tickets and additional details, please visit <a href="https://cropen.org">ctopen.org</a> or call 855-464-8366.

### **About Connecticut Open presented by United Technologies:**

Connecticut Open presented by United Technologies is a women's-only WTA tournament held at the Connecticut Tennis Center at Yale featuring five different competitions, including WTA qualifying, WTA singles, WTA doubles, PowerShares Men's Legends, and the US Open National Playoffs Championship. As a not-for-profit 501c3 charitable organization, its mission is to leverage the excitement of world-class women's tennis to benefit the community and maximize support for women's, youth and other causes in Connecticut. Owned by the State of Connecticut, the tournament generates \$10+ million in regional economic impact. The Connecticut Open is prominently featured domestically through 40+ hours of combined coverage on ESPN2 and ESPN3. The event is also broadcast internationally to 160 countries and delivers more than 15 million viewers worldwide. For details about the tournament and tickets, visit www.ctopen.org or call 1-855-464-8366.

#### **About United Technologies**

United Technologies, based in Hartford, Connecticut, provides high technology products and services to the building and aerospace industries. For more information, visit our website at www.utc.com or follow us on Twitter: @UTC.

# **About Connecticut Convention Center**

The <u>Connecticut Convention Center</u> in Hartford is the state's premier meeting venue and the largest full-service convention facility between New York and Boston. The venue is professionally managed for the State of Connecticut by Waterford Venue Services, a subsidiary of Waterford Hotel Group, a leader in the hospitality industry.

The Connecticut Convention Center is proud to provide its own exclusive, in-house catering services – something very few convention centers can offer. With an ambitious approach to food and beverage service, our commitment to culinary excellence has earned us accolades in the meetings and conventions industry. For over 10 years, our award-winning food and beverage team has provided unique and upscale dining experience, overseeing every detail to ensure guests will be talking about the food weeks after the event.



