



## **Ikoniq and Perlick Partner to Provide Unmatched, Modular High Traffic Vending Solutions for Permanent and Seasonal Stadium Bars and other Concession Areas**

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Ikoniq, a leading manufacturer of design savvy modular carts and kiosks, and [Perlick](#), a leader in total package bar equipment and beverage dispensing systems, today announced a formal business partnership for the construction of modular concessions, seasonal bars, and portable cart areas. Because both companies incorporate best-in-class approaches to service delivery and concession management for semi-permanent, seasonal carts, and permanent construction builds, the unique partnership results in the ability to provide rapid-prototypes as well as accelerated construction – projects can be completed in as little as two days – and installation with minimal disruption of the venue.

The first project of the partnership – a modular full-service bar for alcoholic cocktails, and beer – was recently unveiled at Washington Nationals' Nationals Park; a stadium where modular systems have become the backbone of a high quality food and beverage delivery experience. As new partners, [Ikoniq](#) and Perlick worked closely with Jonathan Stahl, senior director of guest experience and hospitality operations for the Washington Nationals, to design and develop the new bar at Nationals Park. Stahl's goal for the space was to provide an upscale gathering place for customers while increasing revenue with a high volume beverage dispensing system.

“The Nationals Park bar installation is a great example of how a modular solution can improve the fan experience while enhancing the organization's brand,” states Greg Swistak, CEO of Ikoniq. “From Corian countertops to a compact, high-volume, durable Perlick bar and beverage system that's perfect for seasonal use, the innovative install includes only the best in all facets of design savvy, modular concession construction.”

Located on the first base line, the final installation is a high-end modular concession solution that functions as a fully branded Washington National's bar venue with the ability to serve up to 1,000 people per hour. It measures 30' by 20', features service access from all four sides and includes a 16 tap Perlick beer dispensing system. “Our partnership with Ikoniq is symbiotic. Their design expertise coupled with Perlick's unmatched beverage dispensing systems has resulted in what is a unique and profitable modular solution for Nationals Park,” states Jim Koelbl, VP of sales for Perlick.

In addition to new builds, Perlick's Modular Bar Systems also marry perfectly with existing Ikoniq construction. “Our future together is bright and will open doors for a variety of concession project possibilities from high-end demo cooking and sampling sites, to exotic bar and food delivery concepts in pop-up stores, airport retail, and stadium design,” states Swistak.

For more information about Ikoniq visit [ikoniq.com](http://ikoniq.com) and for more information about Perlick visit [perlick.com](http://perlick.com).

### **ABOUT PERLICK®**

Family owned since 1917, Perlick's award-winning commercial product lines have maximized the profitability of the world's finest restaurants, bars, stadiums, hotels and resorts. As a Milwaukee, Wisconsin, based manufacturer, Perlick is dedicated to providing innovative, customizable food and beverage storage and serving



solutions. To learn more, visit [perlick.com](http://perlick.com) or call 800-558-5592.

#### ABOUT Ikoniq™

Ikoniq designs, develops, and manufactures unique carts, kiosks, and shipping containers for pop-up stores, concessions, semi-permanent exhibitions, and other modular construction. Anywhere that retail can occur, Ikoniq's innovative and quality construction plays a role in experiential marketing. For more information, call Greg Swistak at 585-393-9888 ext. 6913. [www.ikoniq.com](http://www.ikoniq.com)



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