

WAYNE COUNTY AIRPORT AUTHORITY



DETROIT METRO | WILLOW RUN

Pricing Policy DTW Update Guide

Concessions Operations

August 2025

Pricing Policy DTW - Update

New Pricing Policy

- Approved at March 2025 Board Meeting; Street + 15%
- Amendment Letters – Sending July 2025, must be countersigned & returned to WCAA Concessions
- Market Basket deferred for Spring 2025 to allow for implementation of New Pricing Policy & Submittals
- **Next Steps: Concessions Team will meet with each Concessionaire to coordinate Review, Approval & Implementation**
 - Submittal, Review & Approval of Comparable Locations to Concessions Operations (concessions.operations@wcaa.us)
 - Full Submittal of revised Menus/Offerings and Market Basket Forms
 - Copy of comparable locations menus must be included
 - Coordination of beverage pricing with Coca Cola (pricing guide attached)
 - Planned implementation date & timeline
 - Submittals & Pricing Policy Compliance will be required within 45 days of receipt of Amendment Letter
 - More time may be granted on a case-by-case basis.

Attached: New Market Basket Forms, Coca Cola Beverage Pricing Guide

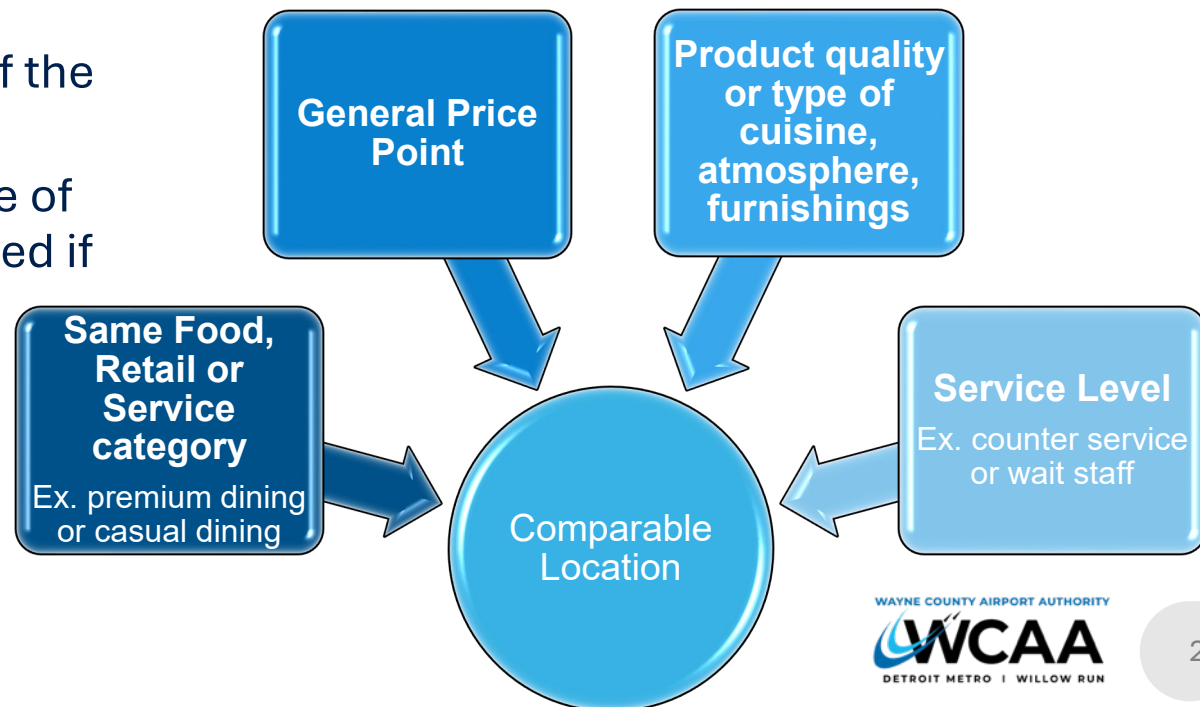
Questions: concessions.operations@wcaa.us

Pricing Policy DTW

Comparable Locations (Benchmark)

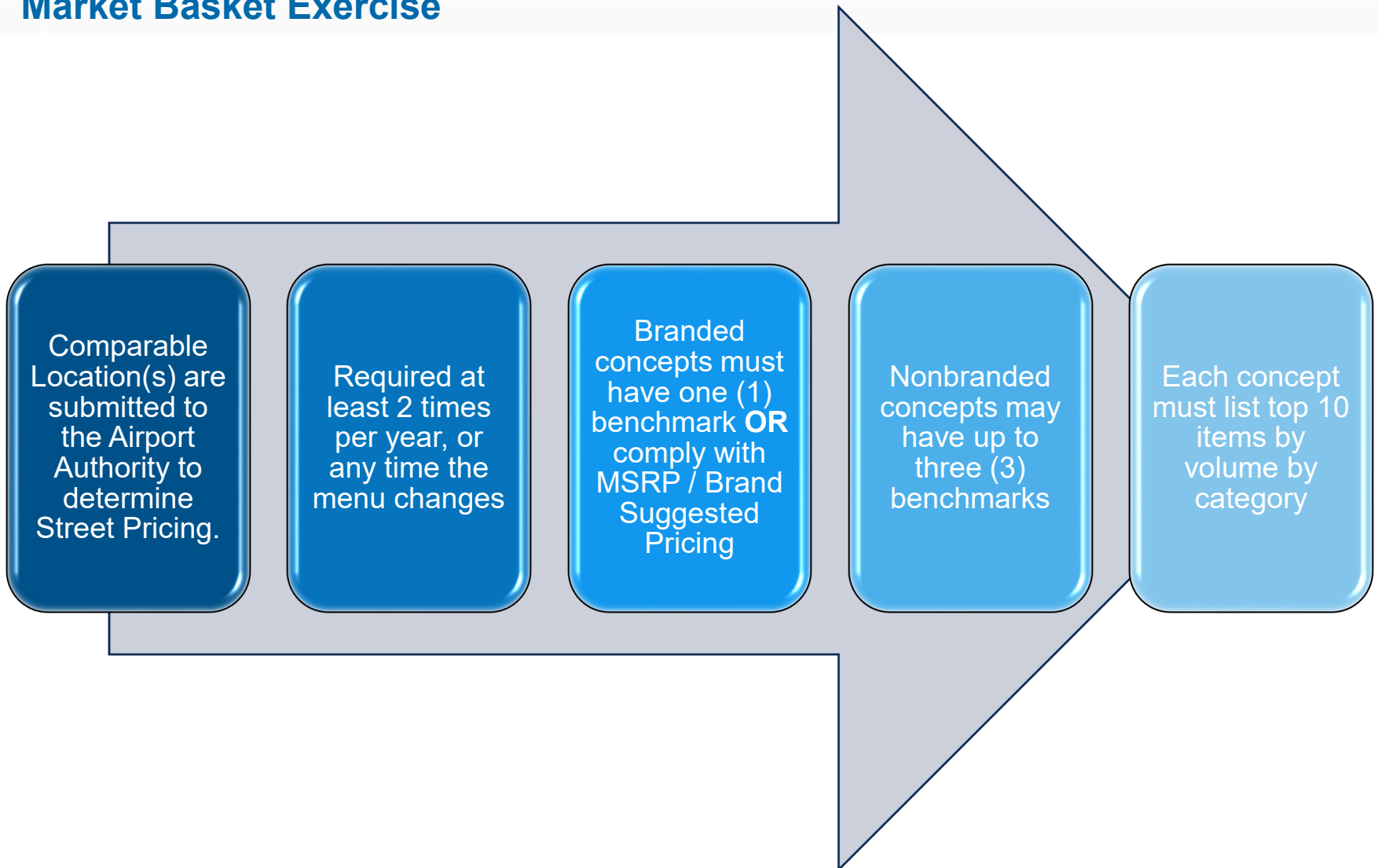
What is a Comparable Location?

- Same or similar in all or most aspects of the business
- Located outside of the airport
- Stadiums, arenas, theaters, other airports & hotels excluded
- Located within 25 miles of the Airport; OR within DMA
- Branded concepts outside of the DMA may be considered if none within DMA



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Market Basket Exercise



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Additional Terms

Non-Alcoholic Beverages

- The Airport Authority shall have the discretion to standardize non-alcoholic beverage pricing as established by the holder of the pouring rights sponsorship

Employee Discount

- 15% discount or employee menu required for food & beverages and encouraged for retail

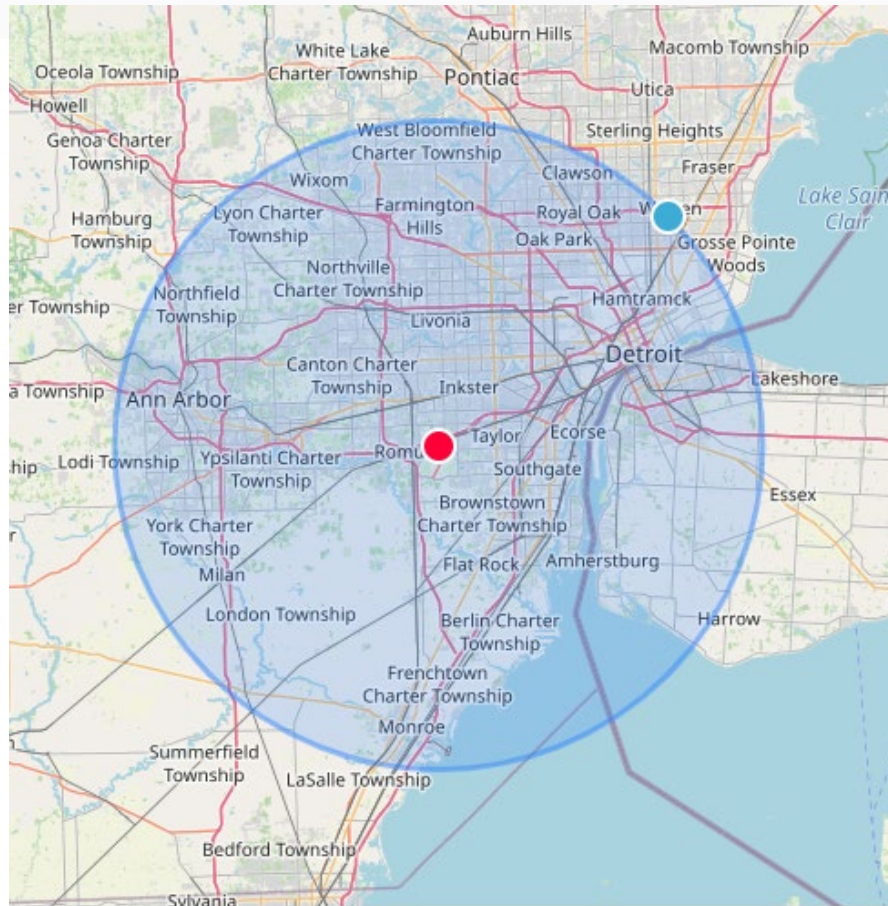
Value Meals

- Concessionaires are encouraged to offer value meals or meals that offer upgrade options

Pricing Adjustments

- Concessionaires will be required to adjust their Street Pricing plus 15% markup within seven (7) calendar days if deemed unsatisfactory to the Airport Authority, once implemented.
- Failure to adjust any Street Pricing discrepancies within seven (7) calendar days may result in fines or other penalties
- **No Street Pricing changes will go into effect without express written approval from the Airport Authority. Shall be implemented within 45 days of return receipt of signed letter.**

Radius Guide



Sponsorship Beverage Pricing Guide

Pricing Cap Provided by Coca Cola as of July 2025

Subject to modifications by WCAA & Coca Cola

Fall 2025 - Coca Cola Pricing DTW	
Product Name	DTW Retail Cap
20oz Dasani	\$ 3.59
1L Smartwater	\$ 5.69
20oz Smartwater	\$ 4.39
700ml Smartwater	\$ 4.79
1L Dasani	\$ 4.59
20oz Soft Drinks	\$ 3.79
12oz Minute Maid Juice	\$ 4.29
700ml Body Armor Sportwater	\$ 4.79
14oz Fairlife Milk	\$ 4.29
18.5oz Gold Peak Tea	\$ 4.29
1L Body Armor Sportwater	\$ 5.69
16oz Monster	\$ 5.59
20oz Vitaminwater	\$ 4.29
14oz Core Power	\$ 5.99
20oz Powerade	\$ 4.29
13.7oz Dunkin Donuts	\$ 5.59
16oz Body Armor	\$ 4.29
Fountain Beverage	\$ 4.00



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