



DAWNVALE
GROUP

RESTAURANT+BAR
DESIGN+BUILD



KITS Sports Bar, Etihad Stadium

Inspired by Manchester City's most iconic and most loved shirts, KITS Sports Bar is a modern, colourful space which pays homage to the club itself. Located in the Etihad Stadium's East Stand, it offers a comfortable and relaxed environment for ticket holders on match days.

Name: KITS Sports Bar, Etihad Stadium
Location: Etihad Stadium
Scope: Stadia Fit Out

Dawnvale was appointed to deliver the design and fit out KITS sports bar as part of a long running partnership with the Premier League club.



MODERN COMFORT

With it's great views of the pitch, padded stadium seats in the East Stand, VIP parking and premium food and drinks, KITS delivers a great match day experience for all in relaxed and comfortable surroundings.

SELF-SERVE

KITS is a contemporary take on the traditional sports bar experience, with hospitality guests able to self-serve from a dozen different beer pumps on the beer wall, along with kiosks, coffee machines and soft drinks dispensers.

NO QUEUES

The KITS self-serve concept was purposefully designed to enhance the customer experience by omitting the standard queuing process. In addition to the self-serve features, Dawnvale added numerous ordering screen points across the venue and QR ordering with food collected from a dedicated counter when ready.

TURNKEY DESIGN

A sports bar with a modern twist, KITS first perfectly into the modern Etihad Stadium guest experience, with football-themed décor and a totally different twist on the standard pie and a pint which millions of fans enjoy at Manchester City's home games each season.



