



RETAIL AND COMMERCIAL FOCUS GROUP

Meeting Notes

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Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Meeting Notes

1877 SPORTS BAR AND MUSEUM UPDATE

The head of ancillary sales began the meeting providing details of the new offering held in the museum on a matchday, named 1877 Sports Bar.

It was explained that process to introduce a new offering came after seeing a decrease in sales for the Museum Matchday Experience that was available throughout the 2024/25 season. Feedback from this group earlier in the year was an influential factor in shaping the idea, particularly with a focus on offering an upgrade package for season ticket holders, who in previous years had not been offered any specific package advertised directly to them.

Pricing for the upgrade package was discussed. It was confirmed that the GA+ package including match tickets would be available, and vary between category A, B and C games along with an upgrade facility for existing season ticket holders. Feedback from the group at this point was that the pricing was good value for the product being offered.

The package was then further discussed. It was confirmed that the package will include access to the museum around two-and-a-half hours before kick-off, with any early kick-offs being shown on the three big screens. They will also have the option to return post-game, and the bar will remain open for an hour after the final whistle. Drinks were offered at a discounted price with an 18.77% discount applied to drinks for supporters who take up this package.

A “soft launch” of the 1877 Sports Bar went ahead for the pre-season friendly against Celta Vigo. Feedback was provided by the group as some had been in attendance. The package was well received amongst those that had attended the launch, however there were some suggestions for further improvement. A wider catering option beyond pies and sausage rolls was put forward by the group.

The club viewed the launch event as a success. The bar spend for was discussed, and it was revealed that this was around double the profit they'd had through any previous iterations of the Matchday Museum Experience. It was revealed that the 1877 Sports Bar was sold out for Manchester City, and there had been a positive uptake for subsequent games.

A question from the group was asked querying if away fans were allowed to book in this area. It was confirmed that checks were in place for each booking to ensure the area was exclusive to home fans, and in some cases a ticket purchase history may be required in order to buy a ticket for this area, particularly for high profile games.

KIT, TRAVEL AND TRAINING WEAR FEEDBACK

Levy Merchandising's head of partnerships spoke to the group regarding the 2025/26 technical kit and training ranges that had been released so far and opened a discussion with the wider group to provide feedback on the products that were currently on offer.

Positive feedback was given towards the travel range. It was detailed that consultation with the players had been key to the design and functionality of this range with a key focus on comfort.

The group were also positive towards the launches across all kits that had been released so far. The home and away launch were viewed as a success and it was confirmed that the home kit and home goalkeeper kits had sold well so far.

Quality issues between replica kits and pro kits were raised by the group, with the group feeling that the gulf in quality was wider this season. The topic of the price difference between the replica and pro kits was then discussed. The price point for the pro kit being one of the cheapest in the Premier League. With the replica being a more budget friendly version of what the players wear. The feedback was noted by the Levy Merchandise rep.

The group raised the idea of selling the kit without a betting sponsor on the front of shirt. The retail team confirmed shirts without betting sponsors were available for junior supporters and that a provision could be made for requests made under the Gambling Code of Conduct. Requests must be directed to the retail customer service team and are subject to availability.

Photography of the home kit was then raised, with the group all in agreement that the images seemed to portray a different colour of the kit compared to how it looked in real life. Levy Merchandise accepted that this would need to be a consideration in the future.

White kits were then raised by the group, as a traditional version of the away kit linking to the club's history. The club mentioned that whilst white kits are more traditional, they had historically performed poorly in terms of sales.

Following from this, it was mentioned that there is not currently an offering for the Wolves Women font set when purchasing a shirt online or instore. Levy Merchandise stated that there is limited stock of these font sets is available upon request but will consider adding this in future for supporters and will be something that they raise internally.

Technology in the retail space was raised by the group, with the view that the club and Levy Merchandise are still looking to implement this going forward and had trialled some initiatives during the 2025/26 season. The group provided some feedback from other football clubs' stores and stores at other sporting venues across the country with the view of implementing improvements at the Molineux Megastore, although costs and return on investment are key considerations.

The group advised that there had been some confusion with the announcement of kits around 'first looks' and full kit releases, alongside information on when kits will be available online or instore. This will continue to be reviewed with the hope of making this clearer on future kit launches.

AOB

The group bought up the recent golf trip experience offered for the fixture in Girona, with the desire to see a further range of activities or experiences on pre-season tours.

The club confirmed that an Oktoberfest event taking place at Molineux had been announced. The group were supportive of events not related to football taking place at Molineux. The club agreed to look into the events team attending the next group meeting.

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR