

## Red Sox serve up Fenway changes

By Edward Mason | Friday, April 3, 2009 | <http://www.bostonherald.com> | Local Coverage

The Boston **Red Sox** [[team stats](#)] hope they have a winning lineup when baseball-hungry Fenway fans renew their faith in the Olde Towne Team at Monday's opener. Food lineup, that is.

As fans watch the Sox take on the Tampa Bay Rays, they'll notice a distinctly southern flavor to New England's favorite ballpark - a new Red Sox Legends BBQ stand featuring BBQ chicken, turkey legs and beef rib platters.

The new fare was on display yesterday as Red Sox executives opened up the park to show off the latest upgrades to the 97-year-old park.

But the Sox also hope to have a big hit with offerings that traditionalists might label as out of left field: turkey, cranberry and gravy sandwiches, slider mini-burgers, chicken tacos and hand-scooped ice cream.

Health-conscious fans can nibble on carrot sticks and fruit cups.

Janet Marie Smith, a Red Sox senior vice president, said the fans asked for variety, and that's what they're getting.

"Like any good business, we try and be responsive to the fans," Smith said.

Red Sox owners are giving their fans a helping hand, too, during the recession. During April, fans who get to the park within the first hour the gates are open can enjoy nine foods - franks, pizza, burgers, pretzels, veggie cups and cotton candy among them - at half price.

The Sox also completed a major renovation of the 1912 seating area . The box seats were replaced with ones with cushioned bottoms and cup-holders, and the 1934 wooden grandstand seats were outfitted with springs so they snap back, giving patrons more room when leaving their row.

The Sox also replaced 383 right field box seats with 574 new ones, squeezing another 191 fans into the league's smallest park.

The improvements - in addition to the two World Series victories in the past five seasons - have New York marketing consultant Robert Passikoff saying the Sox are making all the right moves to maintain the most loyal fan base in baseball.

"This is confirmation what they're doing is resonating and paying off," Passikoff said.

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