



# The Pinstriped Guide to Yankee Stadium

Your insider reference to the heartbeat,  
arteries and veins of baseball's most celebrated venue

It took years of planning and construction, but we can finally write these four words: *Welcome to Yankee Stadium.*

The Yankees are proud to have you at their beautiful new palace of baseball. If you're reading this, you've undoubtedly found your way inside the grand structure and taken a few minutes to soak it all in.

The question is ... now what?

That's where the *2009 New York Yankees Official Yearbook* comes in.

In this section of the book, you'll find out where to go, what to see and everything else you need to know about Yankee Stadium. You'll learn the lingo (goodbye Tier, hello Terrace/Grandstand). You'll find helpful photos, points of

interest and other information to guide you around the Stadium. Hopefully, you've arrived early enough to do some exploring.

There are enough options to keep you busy long past game time. Every fan will surely find his or her own favorite spots, but there are a few must-see items that should be on everyone's list.

Monument Park is looking better than ever, while the New York Yankees Museum is sure to be a hit. Dining options, including a Hard Rock Cafe and NYY Steak, abound.

Then there's the Stadium itself. It is 21st century Yankees baseball – the most cutting-edge technology and modern amenities with an ever-present and respectful nod to the fran-

chise's illustrious history. From the limestone exterior to the frieze that adorns the roof, Yankee Stadium is a portrait of beauty and a living museum.

Don't take our word for it, though. Get out there and walk around, take in the sights and sounds and smells of our new home. Then settle into your seat, place your drink in the cupholder and get ready to cheer the Yankees into a new era.

And if you get lost, just visit one of the four Guest Services Booths – in the Great Hall across from the Hard Rock Cafe; on the Field Level at Section 128; on the Main Level at Section 221 and on the Terrace/Grandstand Level at 320C.

It's a whole new ballgame.

## AUDI YANKEES CLUB

Membership has its perks. Guests of the Audi Yankees Club, one of two membership clubs in the Stadium, will enjoy fresh seafood, organic and locally grown produce, and prime meats. Everything is made to order and prepared at performance-cooking stations. So you don't miss a pitch, high-definition televisions abound. But with sweeping views of the field, who needs high-def? The Audi Yankees Club is located on the H&R Block Suite Level along left field.



## BABE RUTH PLAZA

The Sultan of Swat. The Great Bambino. The Colossus of Clout. George Herman Ruth was so much larger than life, no one nickname could do him justice.

It has been 75 years since the Babe's final season in pinstripes, but his presence and his legacy will never fade. The Yankees will continue to honor the legendary player with Babe Ruth Plaza.

Situated outside of Yankee Stadium along 161st Street, Babe Ruth Plaza recounts Ruth's life story through a series of porcelain images and storyboards. Then you'll know exactly why they called the original Stadium The House That Ruth Built.



## BANQUET & CONFERENCE CENTER

Be it a wedding reception or a corporate budget meeting, the Banquet & Conference Center can fit the occasion. This 2,400-square-foot space, located across from the Party Suites on the first-base line on the H&R Block Suite Level, features state-of-the-art technology, such as video conferencing, liquid crystal display projectors and wireless microphones. The center is designed to meet the rapid-fire demands of business people and four-star expectations of social gatherings, all while enjoying the Yankee Stadium experience.



## BEERS OF THE WORLD

Who hoo! No, Homer Simpson is not a new sponsor. But sometimes a fermented malt beverage from North America, Europe and beyond hits the spot like nothing else. Beers of the World, located at Main Level Section 226 and Terrace/Grandstand Level Sections 312 and 332, is lining them up for you. Drunkenness, however, will not be tolerated.



## THE BIG APPLE

Move over, Cracker Jack; there's a new Stadium treat. The Big Apple stand, located at Field Level Section 111 behind first base, is all about sundry sweets, including caramel- and chocolate-dipped apples. Saccharine and sticky, but worth the goo, these candied apples come in two sizes. Forbidden fruit never tasted so good.



## BLEACHERS CAFÉ

One of the best and most fan-friendly trends in modern ballpark design is the outdoor food court, and the Bleachers Café at Yankee Stadium offers the ultimate experience.

With a wide variety of food and beverage options, from Johnny Rockets and Famous Famiglia Pizzeria to Carvel and Highlanders, there is something for everyone at the Bleachers Café. And with no restrictions on who may enter the court, everyone is invited. The Bleachers Café is situated in dead centerfield, underneath the scoreboard and atop the Mohegan Sun Sports Bar. High-top tables are scattered throughout the space, allowing fans to stop and have a bite to eat without missing a single pitch.



## BROTHER JIMMY'S BBQ

It's about time for some Southern hospitality, y'all! Brother Jimmy's BBQ, a New York standout since the '90s, just came to the 10451. All of their barbecue – from pulled pork and chicken to beef brisket – is smoked over hickory for anywhere between five and 12 hours. Located near Field Level Section 132 on the left-field line and in portable carts throughout the Stadium, Brother Jimmy's will also offer macaroni and cheese, baked beans, french fries and fried pickles.



## CARL'S STEAKS

Philadelphia might have 2008 World Series rings, but they no longer have the best cheesesteaks on the East Coast. Carl's bona fide Philly cheesesteaks are made with thinly sliced sirloin steak and are grilled with precision. Carl's offers the original Cheese Whiz as well as provolone or white American cheese, with or without grilled onions. To pull everything together, Carl's uses fresh hoagie rolls fit to handle an authentic cheesesteak.



## CARVEL

Like the Yankees, Carvel has a long and illustrious history. Since becoming America's first retail ice cream company in 1936, Carvel has staked its claim as the most recognizable brand in the business. Who hasn't been to a birthday party featuring Cookie Puss or Fudgie the Whale?

Carvel has been dishing out soft-serve chocolate and vanilla ice cream into collectible Yankees helmet cups for more than a decade at Yankee Stadium. Satisfy your sweet tooth at any of the Carvel locations throughout the Stadium: Field Level Sections 113 and 125, Terrace/Grandstand Level Sections 319 and 325 and Bleachers, adjacent to Section 201. Carvel is also sold at portable carts.



## THE DELI

Since 1905, when their products were delivered via horse-drawn wagons, Boar's Head has prepared and manufactured the best deli products that money can buy. Boar's head sandwiches, paninis, wraps, salads and famous side dishes will all be available for purchase at Yankee Stadium. The Deli is located at Field Level Section 125 with portable carts throughout the Stadium.



## FAMOUS FAMIGLIA

Looking for a taste of Little Italy while taking in the greatest action Major League Baseball has to offer? Famous Famiglia offers everything from pizza, to heroes, to salads with the same unchallenged quality as it did in the location in the old Yankee Stadium. Famous Famiglia is still family owned by Bronx natives and was established in New York City in 1986.

Famous Famiglia can be found at Field Level Sections 115 and 125, Main Level Sections 212 and 224, Terrace/Grandstand Level Section 310, and Bleachers, adjacent to Section 201.



## FIELD LEVEL FOOD COURT

Arthur Avenue, Canal Street, Coney Island and Baker's Row intersect at the Field Level food court along the third-base side. With more than a half dozen concessionaires, choose from Mike's Deli sandwiches, noodle bowls, Nathan's Famous hot dogs, Carvel ice cream and Otis Spunkmeyer cookies. Don't expect to sit at the high-top tables; it's eat-on-your-feet dining only.



## FRIEZE

In 1963, a Mickey Mantle home run caromed off the Yankee Stadium frieze and onto the field. Forty-five years later, in the 2008 Home Run Derby, Josh Hamilton hit 35 home runs, but none even approached frieze country. In the new Yankee Stadium, batters will once again take aim at one of the most classic elements of Yankee Stadium. Just as in 1923, the frieze rings the entire Grandstand. Let the games begin.



## GARLIC FRIES

It's going to be difficult to walk past Field Level Section 108 or Terrace/Grandstand Level Section 331 without stopping. The savory smell emanating from the Garlic Fries stands at those locations is sure to have your mouth watering. In addition to the fries and chicken fingers, this stand also offers some out-of-the-ordinary fried treats well worth seeking out. One taste and this concession may become a staple of every trip to the Stadium.



## THE GREAT HALL

The Great Hall is Yankee Stadium's Fifth Avenue. Walk inside this 31,000-square-foot space, which runs from home plate to right field, and be impressed by the variety of retail stores and food and beverage options. Buy a hat in the team stores, get the band back together at the Hard Rock Cafe or take it easy at Tommy Bahama's Bar. Or just take it all in: The Great Hall contains a 24-foot-by-36-foot high-definition video board and a 5-foot-by-383-foot LED ribbon board.



## GUEST SERVICES

To ensure the best experience possible, there are four Guest Services Booths to help with questions, concerns and even basic concierge-service requests. The booths are in the Great Hall, near Gate 6; Field Level Section 128, near third base; Main Level Section 221, near home plate; and Terrace/Grandstand Level Section 320C, near home plate. You can report a problem ASAP by sending a text to 69900 (standard message rates apply). A central command center will respond or dispatch the necessary staff.



## HARD ROCK CAFE

Are you ready to rock? Then step inside the Hard Rock Cafe at Yankee Stadium, where you can order one bourbon, one scotch and one beer – or a hickory smoked pulled-pork sandwich, a juicy burger or a twisted mac and cheese. Decorated with the music-loving baseball fan in mind, the Hard Rock Cafe is somewhere between mosh pit and bunny hop. It's open year-round, so come on, feel the noise!



## HIGHLANDERS

Some things never change. While ballpark dining options have expanded exponentially in recent years, there will always be a few staples that never die. For that classic baseball fare, visit any of the many Highlanders stands located throughout Yankee Stadium.

Named after the Yankees' original moniker during the team's first decade of existence, Highlanders offers all the items fans have come to expect at a ballgame. Whether it's the standard hot dog and a beer or the timeless peanuts and Cracker Jack, Highlanders has it all.



## JOHNNY ROCKETS

Think Happy Days minus the jukebox and bobby socks. Johnny Rockets may have shed its 1950s roadside diner flare to set up shop in Field Level Section 132, Main Level Section 213, Terrace/Grandstand Level Section 326, and the Bleachers Café food court, but it didn't skimp on the food. The international chain's take on burgers, fries and shakes is enough to have even the youngest guests saying, "Heyyy!"



## LATIN CORNER

It's not just hot dogs and peanuts anymore. Yankee Stadium will be serving from a more global menu in 2009. Latin America is the birthplace of Jorge Posada and Mariano Rivera, and you can get a taste of their world at Field Level Section 109 on the right-field line. Because really, nothing says *béisbol* like the hot-pressed Cuban sandwich, Jamaican jerk and *porotos granados*.



## LOBEL'S

Lobel's of New York, rated No. 1 by *Good Housekeeping*, offers USDA prime dry-aged steaks, lamb, pork, poultry, roasts and specialty meats. For five generations, the Lobels have been purveyors of fine meats and dedicated to the highest standards of quality and personal service. Now Yankees fans can enjoy Lobel's at every game.



## MELISSA'S FARMERS MARKET

Craving fresh fruit salads or veggies with a variety of dips and sauces? Head down to the Great Hall and visit Melissa's Farmers Market. Established in 1984, Melissa's has grown into the nation's largest distributor of specialty produce. In a Stadium that aims to please all of its guests, Yankee Stadium delivers a unique food option with the freshness, taste and variety of a traditional farmers market.



## MOHEGAN SUN SPORTS BAR

Here's your chance to take in a game from "the black" at Yankee Stadium. Located in centerfield above Monument Park, the Mohegan Sun Sports Bar enables guests to watch the game through windows facing the field, but these same windows appear dark from the outside to provide hitters with a batter's eye. Membership to the Mohegan Sun Sports Bar provides access to numerous high-definition televisions, two cocktail bars and pub grub. Backlit baseball cards of Yankees' greats add to the ambiance of the space.



## MONUMENT PARK

From the time the first Yankees monument was dedicated to Miller Huggins in 1932 until Yankee Stadium was closed for remodeling in 1974, Monument Park was located in straightaway centerfield within the field of play. Thirty-five years later, Monument Park is back in center, albeit across the street and beyond the outfield fence.

Situated underneath the Mohegan Sun Sports Bar, Monument Park's accessibility remains the same as it has been for years: Fans can visit on game days from the time gates open until 45 minutes prior to first pitch. It is closed between doubleheaders and during inclement weather and is subject to capacity limitations. The area still has room for more, though, so the next generation of Yankees legends won't be shut out.



## NATHAN'S FAMOUS

World-famous hot dogs and crinkle cut fries have made Nathan's one of the most recognizable traditions of a day at the ballpark. Burgers, Nathan's chicken classics, onion rings and fish & chips have also been added to Nathan's menu.



## NOODLE BOWLS/SUSHI

Sushi at the Stadium? Hail! If you're in the mood for something a bit more exotic than peanuts, Cracker Jack and hot dogs, visit the Field Level food court on the third-base side and chow down on chicken, beef or tofu noodle bowls, a wide variety of sushi rolls, and an array of other Asian foods. In a city known for its multicultural cuisine, the Stadium eating options would be incomplete without a place to grab edamame, egg rolls and dumplings.



## OTIS SPUNKMEYER

Double Chunky Chocolate Dream. Buttery Pecan Decadence. Otis Spunkmeyer, with its own concessions stands and piggybacking other concessionaires, ain't pushing your average cookie. But for more traditional types, chocolate chip, sugar and oatmeal raisin are available, too. With more than 30 years to perfect the recipe, we think mom's got a little competition.



## PREMIO

Whether you're a fan of the sweet or like to turn up the heat, you can't go wrong with a Premio sausage. Grilled to perfection, smothered in red bell peppers and onions, and served on a crusty and chewy roll, Premio delivers the taste that has had fans lining up at the Stadium since 2002. You'll find one Premio stand located in Main Level Section 217 and another upstairs at Terrace/Grandstand Level Section 320. Premio sausages are also available at portable carts throughout the Stadium.



## NEW YORK YANKEES MUSEUM

To help celebrate the Yankees' rich tradition, fans are invited to visit the New York Yankees Museum. Located on the Main Level near Gate 6, the museum is open to all ticketed guests and is also available on non-game days through Yankee Stadium tours. Among the memorabilia on display are life-size statues of Don Larsen and Yogi Berra, hundreds of autographed baseballs, a full-size replica of a current Yankees locker, Thurman Munson's actual locker – untouched since 1979 – and a large model of Yankee Stadium.



Exhibits on significant players, teams and eras in Yankees history will be displayed on a rotating basis, and a video screen will highlight great moments in Yankees history on a continuous loop.

## NY STEAK

Yankee Stadium might be the only place to offer the surf-and-turf during the hit-and-run. In the newly branded NY Steak, located above the Hard Rock Cafe inside Gate 6, you can get such fare and flare. The restaurant features USDA prime dry-aged beef, fresh seafood and a large selection of premium wines. In case it needed a seal of approval, a glass wall bears the signatures of legendary Yankees. Visit [www.yankees.com](http://www.yankees.com) or [www.nysteak.com](http://www.nysteak.com) for current hours of operation.



## PLAYER FACILITIES

Everything about Yankee Stadium is an upgrade, starting with the players' private parking lot *inside* the Stadium. The clubhouses are equipped with the latest technology and, perhaps even more importantly, gourmet dining options.

There is heating and air-conditioning in the dugouts. The training facilities are the first in baseball to be treated with an anti-microbial substance that prevents the spread of infections. Everything a ballplayer desires will be first-rate.



## PREMIUM OFFERINGS

Living large is an understatement when it comes to the Stadium's Premium Offerings. The most upscale of the 4,500 outdoor premium seats are located in the 25 sections closest to the field, are cushioned and have in-seat wait service. Premium seating is also available on the Main and Terrace Levels, but no matter the location, each ticket guarantees entry into exclusive lounges that resemble trendy urban hotspots. Private Luxury Suites offer similar comfort and amenities on a more intimate level.



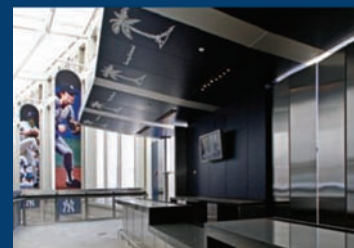
## SHOPPING

With almost double the retail space than the old Stadium, you'll never walk away empty-handed if you don't want to. The Home Plate Store in the Great Hall and the Great Hall Store at Gate 6, open year-round, carry everything Yankees. Up one level on Main is the New Era Yankee Stadium flagship store, and raising the bar on game-day shopping is the Yankees Steiner Collectibles Store, offering authentic game-used items, and the Peter Max Art Gallery, featuring the pop artist's work. Both are on the Field Level.



## TOMMY BAHAMA'S BAR

Setting sail to the South Seas was never so easy. Now you can get the island experience at Tommy Bahama's Bar, located in the Great Hall near Gate 4, just up the escalator. Opening with the gates and serving until the seventh inning, the Tommy Bahama's Bar is a full-service cocktail bar that provides views of the Great Hall. Flip-flops are permitted. Act like a pirate, and you walk the plank.



## TRIPLE PLAY GRILL

Located at Field Level Section 116 and Terrace/Grandstand Level Section 334, the Triple Play Grill offers a variety of savory treats. From Nathan's Famous hot dogs and chicken fingers to sliders and steak sandwiches, you won't want to miss Triple Play.



# YANKEE STADIUM

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