



**BUTCHERBOX**  
— Kitchen —

# EVANGELINE DOWNS CASINO CASE STUDY

AT BUTCHERBOX KITCHEN, WE BELIEVE IN  
A BETTER WAY TO DEEPEN RELATIONSHIPS  
WITH EMPLOYEES AND CLIENTS.

## Overview

Evangeline Downs, a prominent casino under the Boyd Gaming Corporation, offers an exclusive rewards program, Boyd Rewards, which caters to high-stakes players. As part of their tiered rewards system, they partnered with ButcherBox to deliver a unique experience for their VIP members. A monthly ButcherBox filled with premium, sustainably sourced meats has quickly become one of the most coveted rewards, enhancing the loyalty experience for high-rolling members and setting Evangeline Downs apart in its competitive industry.

## Challenge

The casino sought to elevate the rewards experience for its Boyd Rewards VIP members, particularly high rollers, who expect exclusivity and personalization. Evangeline Downs wanted to:

Provide memorable, high-value rewards that could be enjoyed at home, reinforcing customer loyalty outside of the casino setting.

Stand out from competing casinos by offering unique, premium experiences.

Maintain engagement with VIP players between visits, encouraging repeat patronage and brand loyalty.

## Solution

By partnering with ButcherBox, Evangeline Downs was able to offer VIPs monthly curated boxes of high-quality meats, providing a luxurious at-home experience that aligns with the Boyd Rewards program's elite status. Key aspects of the solution included:

### ✓ EXCLUSIVE MONTHLY BUTCHERBOX DELIVERIES

VIP members in the Boyd Rewards program receive a monthly box filled with ButcherBox's top-tier, ethically sourced meats. This reward resonates with Evangeline Downs' VIPs, many of whom appreciate premium, convenient offerings.

### ✓ ENHANCED ENGAGEMENT WITH HIGH-VALUE CUSTOMERS

The monthly ButcherBox serves as a reminder of Evangeline Downs' commitment to its high rollers, keeping the casino brand top of mind even when players are away from the gaming floor.

### ✓ SUSTAINABILITY AND QUALITY POSITIONING

By offering a sustainable, premium product, Evangeline Downs underscores its commitment to quality and innovation, reinforcing positive brand perception among discerning customers.



+1-888-930-8139



gifting@butcherbox.com



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## Results

The ButcherBox partnership has proven to be a successful addition to the Boyd Rewards program at Evangeline Downs, driving several positive outcomes:

### INCREASED CUSTOMER SATISFACTION

The addition of ButcherBox rewards has significantly elevated the loyalty experience for VIP members, resulting in higher satisfaction scores and positive feedback.

### ENHANCED BRAND LOYALTY

By providing a recurring, high-value reward, Evangeline Downs has strengthened its relationship with high rollers, leading to increased player retention and engagement with the Boyd Rewards program.

### COMPETITIVE DIFFERENTIATION

This unique reward positions Evangeline Downs as a leader in providing innovative loyalty perks, helping to differentiate it from competing casinos.

## Conclusion

The partnership between Evangeline Downs Casino and ButcherBox has successfully enhanced the Boyd Rewards program by offering VIP members exclusive, premium rewards. Monthly deliveries of sustainably sourced meats have increased customer satisfaction, strengthened brand loyalty, and set Evangeline Downs apart from competitors. This innovative approach has proven to be an effective strategy for maintaining engagement and fostering long-term loyalty among high-value players.



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