

FRIDAYS AT FOUR
VOLUME ONE ISSUE 11

We open this issue of Fridays at Four with a quote gleaned from Gourmet Magazine. It comes from Homaro Cantu, who says that food itself is a form of design. To that end he has spent time developing new forms of utensils, such as a corkscrew utensil and has created a small translucent polymer oven intended for cooking at the table.

Says Cantu “We want to make more rights and lefts than the average Joe. As people begin to understand food more, they’re going to want to eat a little bit differently.” (Gourmet October 2005)

The latest news in the Amphitheater World comes from Shoreline Amphitheater in the SF Bay Area. The city of Mountain View is claiming that it was shortchanged by at least \$3.6 million since 1999 by Clear Channel and Bill Graham Presents. “Auditors found nearly a 50% underpayment in some categories”. The conflict dates to 2000 according to accounts, when Bill Graham Presents incorporated a \$3 parking charge into the price of a ticket, and did not increase the city’s percentage.

Interesting news comes from the successful Outback Restaurant Chain. In a recent article, they talk about the Outback Steakhouse P &B’s...Principles and Beliefs. The company developed what they called a company constitution. They left it up to the store managers to decide at what level to adopt our principles and beliefs, These included “tough on results but kind with people”, putting quality ahead of cost, and what they see as the most important P and B---“no rules, just right”. (Harvard Business Review September 2005)

A book we recommend to you is The 10 Faces of Innovation, by Tom Kelley. In the book, he details how his company IDEO has developed personas for innovation.

AT this week’s PROMO Expo in Chicago there were many sessions on how to reach different types of consumers with segmented marketing. Paul Knouse from RJ Reynolds broke consumers into three segments—loyalists, frequent buyers and prospects. Knouse stated that each group responds best to different offers.

Loyalists like VIP rewards, gifts, and priority entry to events. Frequent buyers like coupons, free gifts, surveys and sweepstakes. Prospects can be pulled in with high-value coupons, free products, and free premiums. He also stated that the more loyal the consumer, the higher the response.

Two quotes from the Vice Chairman of Samsung close out this issue.

“You don’t predict the future and then wait. You create the future”

“We cannot live without change. The race for survival in this world is not to the strongest, but to the most adaptive” (Fortune Magazine 9/19/2005)

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