

FRIDAYS AT FOUR
Volume One Issue 11

Here's a good quote from a book that I recommend to you..Never Eat Alone by Keith Ferrazzi...

“When you meet someone new, whom you want to establish a relationship with, take the extra little step to ensure you won't be lost in their mental attic”.

Now that is an interesting picture....Being lost in a person's Mental Attic.

The annual Awards Issue is out from Specialty Foods Magazine. One of the best ways to spot trends in food and beverage trends is to see which brands and what products are winning this award.

In the outstanding beverage category, there were five finalists...A Fuji Apple Juice, A Spicy Maya Hot Chocolate, Redo Rooibos Organic Herbal Tea, Mint Exhilaration Organic Tea, and The Kings Cupboard Chocolate Chunk Hot Chocolate Mix. Notice that all five of these products use more than just the word juice, hot chocolate, tea in their product name.

It is a clear indication that it is all about the experience...Customers are willing to spend more for a special experience, flavor, or feel good because they drank the beverage.

Here's one to watch...as reported in Specialty Food Magazine, soy has moved beyond meat alternatives and milk, to desserts,condiments and whole meal replacements. Overall, there has been a 30.3 percent increase in products including soy as an ingredient.

Beverages with soy lead the new launches, growing 67 percent between 2002 and 2004.

The market for soy products is expected to grow 20 percent in constant dollars to \$2.3 billion by 2007.

Heres a good one..The British Potato Council is trying to get the term “couch potato” eliminated from the Oxford English Dictionary. They are campaigning to get this changed to “couch slouch”...

This news from Chilis rerstaurants...with 990 locations, they reported a switch from call brand Tequilas to Cuervo Gold lat year. “Consumers are willing to pay more for a top-shelf Margarita...There it is again...willing to pay for a special experience.

And from the beers front, Anheuser Busch reports that in test markets, the aluminum bottle has surpassed expectations. Also Bud reports that their retro packaging of old-time Budweiser cans has been a success.

“The retro craze has been pretty phenomenal” according to Andy Goeler, senior VP of Budwieser marketing.

That's the latest in trends and things to watch for this issue.

Another book to consider is *The Wisdom of Crowds* by James Surowiecki...very interesting and has some real applications to the venue management industry.