

FRIDAYS AT FOUR
Volume One Issue Eight

Welcome to Fridays At Four. And speaking of clients, as we began the Fair and Festival Season we are pleased to let you know we have two new customers and welcome back one for this season.

We are pleased to welcome two Fairs in Washington, the Southwest Washington Fair in Chehalis and the Benton-Franklin Fair in Kennewick-Pasco. We will be working again with the Alameda County Fair in Pleasanton, California.

A recent study finds that detailed imagery on menus can improve customer evaluations of meals after the fact. Descriptions such as “bold” “tangy” “fiery” or “zesty” work. The study “Descriptive Menu Labels Effect on Sales” showed that 150 diners chose descriptive menu items 27 percent more than normally labeled menu choices. Courtesy R and I Magazine

I highly recommend a new magazine to you. I attended a conference in Chicago that was at the same time as the National Restaurant Show. The Retail Delivery Systems Show. More on that later. ERI Magazine..Extended Retail Industry Magazine..If you want to find out what Target, Best Buy,.REI and other retailers are doing to innovate and lead, visit HYPERLINK "<http://www.retailsystems.com>" www.retailsystems.com and subscribe at no cost to this new magazine.

A new term that is emerging in the retail world....Customer-centric strategies. According to ERI Magazine, companies are realigning their business models to ensure the delivery of service and experience meets the precise wants of their customers.

At the National Restaurant Show we attended a session on What Fast-casual and Quick Service Restaurants Can Learn from Each Other. Fast Casual would be like Baja Fresh, Panera, Chipotle, and QSR is the Wendys and McDonalds of the world.The key point made was that it is all about the brand. Brand was defined as the suma of all of the experiences and impressions about the concept as held by the minds of consumers. Fast casual has excelled at the customer experience. For t he fast casual operations, the challenge is to expand while preserving this customer experience. The authors of the study, WD Partners stated that FC must preservie the elevated experience, and QSRs must elevate the brand experience.

A good parallel to entertainment venues as to how to plan the event to “elevate the brand experience”.

We attended a very interesting panel while in Chicago on the Future of Supermarkets. All speakers looked at the future layout and other factors. The one factor that came up was “time in the store”. Most designs are now being done to increase “time in store”...To make shopping an experience. Cited was the Whole Foods Supermarket concept in the US and

two large chains in Europe.

Two of the panelists were from Procter and Gambles Future Customer Business Development Team. They pointed out that 30 percent of consumers represent 70 to 80 percent of the profits. The two spoke about the wide separation going on now....either you are a really strong brand or you are a commodity.

A great quote from Mark Ciccone of Procter and Gamble from William Gibson—“The future is already here. Its just unevenly distributed”.

Finally a book that was mentioned frequently that we recommend you consider buying... The Knowing Doing Gap by Robert Sutton.

Its been a great week for us, with the Restaurant Show and the Retail Delivery Show at the same time In Chicago...Lots learned, and a possible new alliance with a company that does broadband management services for large franchise restaurants and venues. More on that in our next issue of Fridays at Four.

I leave you with our word of the week—“fresh-centric”. And Remember GF Strategies can help your venue make more revenues from your food service.. Let us work with you on that common goal.