

FRIDAYS AT FOUR

Volume Two Issue 3

Greg Flakus will be speaking at the IAFE Zone One meeting in Vermont in May. The Champlain Valley Expo Manager Dave Grimm has invited Greg to speak on food trends and how they can be used at Fairs and Expos to increase revenues.

Also, in the February issue of Venues Today, Greg was interviewed on the trends he is seeing in the Performing Arts Centers around the country. One of the major trends he noted in the article was the move to pre-orders by customers so that their order is ready at intermissions. HYPERLINK "http://www.venuestoday.com" www.venuestoday.com has more of the article.

We always like to open each issue with a quote...this one is taken from the Tampa Tribune of February 11.

“He’s not one of us”.... Lee Stevens Past President of the Showmen’s Club, speaking about Fred Rosen of NAME, and founder of Ticketmaster.

And lets follow that up with a quote from the founder of North American Midway Entertainment, Fred Rosen, in the same article:

“Every industry that is large and institutionalized started out as a family business”. “Why do people think this industry is exempt from modern business principles..

Anyone want to bet against Rosen and his vision for the carnival of the future? Or are you like Mr. Stevens and want to have things the way they always have been?

Speaking of the future, a news item comes from McDonalds. McD is launching its first restaurant redesign in 30 years. This new look will be in more than 6,000 locations by year-end. Customers will have three zones to choose from based on their dining needs. Counter seating for the eat-and run customers, soft lighting and plush chairs for those looking to linger, and another area where tables can be joined together in a flexible seating area.

“Its something they should have done years ago,” says analyst Howard Penney. –Time Magazine

A new marketing strategy is coming from the mobile phone...Its called “Brand in the Hand” marketing. This is going to be the next way to market a product, especially to the young consumer, who tends to be a technology multitasker. The latest way to reach this consumer is to allow them to engage in promotions by text messaging certain codes on their cell phones. The real advantage to this “brand in the hand strategy” will be its ability to reach the consumer right where they are and possibly influence buying decisions. This article talks about television being “lean back” and involving little interactivity. The new mobile phone marketing is “lean forward” and requires interactivity. The biggest question will be whether consumers will be willing to “opt-in for communications from marketers on their cell phones. –Sloan Management Review Fall 2005

News from Chipotle the Healthy Mexican Food Chain, that fax in orders have now been advanced by a new online order technology. The program called “DSL” by the chain for

Don't Stand In Line allows customers to specify which unit and at what time they want to pick up their order. They then go to the web site where they build their meal, when the order is complete they are given a phone number to confirm their order and pick it up at the designated time. –Restaurant Hospitality February 2005

Ron Paul, the noted restaurant industry consultant is out with his six issues for 2006. Traditional casual dining chains will focus on differentiation. How to stand out. “Upscale casual” is where the growth will be. (Can you find ways to offer this at your venue?

The level of value and price promotions will increase over 2005 levels.

“Bar food” and bar menus will be everywhere.

Operators will feel competition from beyond restaurants. Grocery chains like Whole Foods are having an impact on restaurants, where the shopper can create a meal at these locations.

Internet marketing will come of age. –Restaurant Hospitality February 2006

From this same issue comes the 2006 Beverage Trends...If your vendors are not serving these on their menus, then find vendors who are.

Pom juice..Pomegranate juice, Latin Flavors, Asian Flavors such as green tea, ginger and exotic fruits, Fresh and Organic, Hot brands such as Ketel One, Absolut, Flavored Spirits, White hot (Flavored Vodkas), Berry nice, Infusions (infusion jar cocktails have been revived) Half bottles, (wider selection of wines in half bottles.

At the recent National Association of Convenience Store Meetings, Tom Vierhile, of Products can Online on new product trends. His five megatrends were Health, Wellness, Convenience, Sensory/Indulgence and Authenticity One of the sleepers he mentions in the Wellness area is “brain” foods, which include ingredients that purportedly promote better memory and increase alertness. This is what is being called FUNCTIONAL Food. Look for more Health on the Go Products such as yogurt in a tube, juice paks with a straw, bottled smoothies. –Food Management January 2006

And a last article comes from a survey of suppliers to Convenience Stores. They were asked what technology will have the greatest impact on food sales within their stores. “The suppliers will need to create simpler solutions, be more creative with flavor profiles and create better packaging.”

And we close with a quote to think about and a book to recommend.

“A sale without PROFIT is nothing more than a Donation with a risk”

Our book is a real gem and is Integrity by DR. Harry Cloud.

Thanks until next time...And remember if you are looking to increase your revenues from

food service, seeking assistance with analyzing your current food service, contact us at GF Strategies, 360-573-7027...www.gfstrategies.com.