

Fridays At Four
Volume Two Issue Five

We open this edition with a cartoon we saw courtesy of Randy Glasbergen. If you want a good laugh everyday, he really does some great things.

The caption says "I'm wealthy beyond my wildest dreams. Unfortunately, my dreams were never very wild"

Food Management reports six of the latest emerging trends in food services:

Chimichurri--...look it up on Google...it's a sauce

Churrasco- Brazilian barbecue

Specialty breads. no surprise here

Regional Mexican

White Tea

Dulce de Leche. The new hottest drink

Subways Founder reports that Subways breakfast program is proving to be a great move.

Over half of the sales are sub sandwiches. One of the company's key measurements is cents per customer now standing at 40 cents. Fred DeLuca hopes to see that rise to \$1 by 2011.

A study done by the National Association of Convenience Stores and Coca Cola "Building loyalty with the next generation, examined the 14-20 year old segment. The shoppers were segmented into three categories based on how many categories of products they purchase at C-Store. Low variety teens, Moderate variety teens and Low variety teens. The study also divided teens into four segments that represented meaningful differences:

timekeepers, carefree, independents and materialists. Timekeepers represented 33 percent, and are busy teens and regular shoppers. Carefree teens (24 percent) don't feel rushed and buy only a single item, Independents (22 percent) often spend less and feel rushed, yet have the highest retail frequency. Materialists are born shoppers who do more than half their shopping at c-stores. (Convenience Store Decisions Magazine)

Another way to measure demographics came to our attention. Called geodemographics, this tries to measure people's lifestyle attitudes. A company called Synegos Technologies has developed a product that can study neighborhoods by geodemographic characteristics and measures consumers' lifestyle attitudes in ten areas. For more information on this firm you can reach them at [HYPERLINK "mailto:lwoodring@popstats.com"](mailto:lwoodring@popstats.com)

lwoodring@popstats.com.

A new book that tracks the connection between Food and Mood is out. Titled Food and Mood, The Complete Guide to Eating Well and Feeling Your Best by Elizabeth Sommers. Sommers says what you eat in the morning can impact your mood all day.

Visa is out with some research that has measured the speed of checkout for various payments. Cash 34 seconds, Standard credit card 24 seconds, Contactless credit card 15 seconds. Discover Card is testing cell phones with contactless chips that will allow the customer to wave their cell phone at a checkout counter and the purchase will be captured. One forecaster predicts there will be 25 million contactless cards in use in the United States by the end of 2006. Atlanta and New York are the largest markets at this point for this kind of card. The key point is that Visa has found that average purchase amounts were 22 percent higher than those with cash.

And this from a conference we attended this week in Portland, Oregon. The Innotech Conference had a presentation on the new Web and how it is changing. If you are not familiar with the following terms—blogging, tagging and wikis, then find a teenager (13-17 years old) and have them show you what these are doing to change the Web from one way to a “platform that leverages collective intelligence”. (Marqui.Inc.)

Specialty Food Magazine reports that Mintel reports that the fastest growing categories in the Specialty Food area are Yogurt and Kefir and Juices and another term you need to learn “Functional Beverages” with growth rates in excess of 50 percent.

And to close out this issue look up the following hot grains that are becoming what one study is calling Miracle Grains—Quinoa and Amaranth. If you want to follow the latest in this area visit the Center for Culinary Development Web Site.

And remember if your venue is considering any changes in your food and beverage contractor, you would like a review of your current food services, or assistance with achieving higher spending on food and beverage at your venue, we can help.

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