

## Fridays At Four Volume Two Issue Seven

Two stories this week caught our eye. Both deal with finding ways to run vending machines and ATM machines into dispensers for other items.

Chase Bank is testing using its ATM machines as Instant Win machines, where by using an ATM Machine, 5,000 winners will get tickets to the US Open Tennis Tournament. Users check the back of their receipt slip to see if they are a winner.

A Coca Cola bottler and MasterCard are going to equip 1,000 vending machines in Philadelphia with the ability to accept Visa and MasterCard. So called cashless vending has been slow to take off. MasterCard research shows that transactions valued at less than \$5.00 accounted for \$1.32 trillion in consumer spending in 2003. USA Technologies will be providing the technology to put in its e-port system. The firm will charge a five cent processing fee for every dollar spent at the machine. (Wall Street Journal)

This is being called the year of the Super Fruit. More people are opting for new food categories termed: "fashionable" and "adventurous". Fruits such as mango, papaya and Pomegranates have now become mainstream. Consumers will be opting for these super fruits to boost their mood or energy levels, and berries such as acai, guarana and goji are also in the market. (Food Industry.com)

We wrote about this in a past issue. The latest effort to grab part of the bottled water market share comes from a firm H2Om of Los Angeles. They have unveiled what they are calling the world's first "vibrationally charged" bottled water. The bottles label alters the water and transmits a "vibartional frequency that the water absorbs And this form the same article... "People have ignored the possibility that liquid water can have multiple structures" according to Rustom Roy, a materials scientist at Penn State. Will we see "Vibrationally charged" water this summer? And how about Pink2O, an enhanced water targeted at women.

One more thing on beverages. If you are looking to carry the market leader in sports drinks, latest stats show that Gatorade X Factor had growth of 241.2 percent in the 52 weeks ended in June 2006. Monster Energy had growth of 206 percent.

This fact comes from NPD Group Convenience Store Monitor. In 2001, the number of customers reporting they purchased 8 or more items at the local corner quick store such as 7-11 was 35 percent. Last year that was 29 percent. Stores are working to find ways to increase the "average ticket".

GF Strategies has for many years worked with our customers to find ways to increase the average length of stay, which will then lead to a higher average ticket or per person

spending.

The Marin County Fair in California just reported a record for food and beverage sales at this year's fair. The most impressive figure was the per- person spend per paid attendee.. That figure was \$10.08. One of the reasons for this is the average length of stay at the event. Another factor may be the long-standing practice of Fair admission including all carnival rides. This allows customers to have more cash for their food spending.

WE leave you with a hot word to look up as it reflects one of the major trends to watch according to Business Week Magazine. Ethnography. For other great news on innovation, visit the web site [BusinessWeek.com/Innovate](http://BusinessWeek.com/Innovate).

You are welcome to comment on any of our news and to pass along this to other members of your team.

**If you are seeking to increase your revenues from food and beverage at your venue or event, contact us today at [www.gfstrategies.com](http://www.gfstrategies.com).**