

FRIDAYS AT FOUR
Volume Three Issue One

I was reviewing my company archives today. And there it was. Our first press release, dated October 20, 1993. "Winning Ticket Strategies to Serve Fair Industry"
Thirteen years later, we continue to work with our customers to increase their sales from food and beverage. We can proudly say that we have worked with almost every Fair from the Mexican border to the Canadian border, now that we worked with the Northwest Washington Fair in Lynden, Washington this year and worked with the Del Mar (now San Diego County Fair) in 1997 and 1998. How did we miss Fresno and Puyallup?

In addition, we have worked with Festivals from the Gilroy Garlic Festival, to the Portland Rose Festival to Seafair in Seattle, to the Freedom Festival in Detroit, Michigan.

Here are a few other highlights from our archives and culled from our press releases:

Oregon State Fair sets a new single day food sales record, to an all-time high of \$2.4 million.

Lane County Fair sets a new sales record.

Winning Ticket Strategies brings Festival Smart Card to Corvallis Festival.

Huston Livestock Show selects Winning Ticket Strategies.

Clatsop County Fair selects Winning Ticket Strategies to Assist with Selection of Year-Round Contractor.

Fast Forward to 2006 and the Press Releases have the same tone.

Deschutes County Fair sets all-time food sales record.

Clark County Fair breaks single day food sales record.

Northwest Washington Fair sales increase by 15 percent.

Since 1993, it is hard to calculate the additional net revenues that we have been able to gain for our many customers. We can now look forward to our next year.

Here is the big news for this year. While we expect to continue to add events that contract with us to provide on-site food auditing, Winning Ticket Strategies is going to work to expand our market to consulting studies for stadiums, arenas and expo centers.

These studies will help these venues develop long-range plans for how to increase their food and beverage revenues, or if they are undergoing new construction, work with these venues to help them with the recommended location for food service points, the contractor (s) to operate these food service points, or help these venues select a new contractor for food services. Stay tuned.

A few quick notes from the news as it relates to the next new thing in food and beverage trends and new concepts for increasing food sales.

Two items from the Wall Street Journal: A company called Creatable Media has signed a sales agreement with Clear Channel's outdoor unit to provide see-through trays at mall food courts that will allow advertising . The ads will be placed into tables under clear plastic screens. According to research diners spend an average of 32 minute in the food court, they will have plenty of time to take in the messages. **Contact us if you are interested in looking at this for your venue during your event.**

This trend is worth watching. Some fast food diners are able to pre-order their food using their cell phones and sending a text message to their local restaurant. The service is just emerging in some cities, with Mobo Systems testing it in Connecticut, and My Tango in the SF Bay Area. According to Mobo, cell phone users can skip the line and when they get to the restaurant and just pick up their order. Customers are not charged extra for the service and do not pay when they arrive. Their order is charged to their credit card.

And speaking of text messaging. **95 million Americans** are considered active text-messengers. Get ready for the in-box on your cell phone to fill up faster. It is just part of the fast growing field of mobile marketing. One Midwest store chain is already using it to notify its customers ahead of the print ads of specials and even offering cell phone specials. And one more from the recent Demo Conference. A company called **Pinger** will allow you to send the voice message to your friend's email or cell phone text message inbox. The user gives Pinger a list of contacts, and then users can dial Pinger from their phones and name the person, persons or a group of people they want to send a voice message to.

Remember, if your venue is looking to make a change in your food service company, wants to have a review of your current food service operations, or assistance with bringing new advertising options such as in-table ads, contact us.

Our recommended read for this issue is a book called **The Long Tail** by Chris Anderson. And our new product of the month comes from **The Republic of Tea**, with their line of BE WELL Red Teas...You can select from 9 varieties including Get it Going, Get Charged, Get A Grip, Get Lost, and Get Some zzz's.

WE will talk with you in our next issue, in two weeks.

Greg Flakus and the team at GF Strategies.