

**Fridays at Four**  
**Volume Four Issue Seven**

News and Trends of Interest from GF Strategies  
Finding New Revenues for Venues Food and Beverage Operations

News comes from the Wall Street Journal from Hershey Corporation. Seems that Mars has gained market share in the premium market with the Dove brand.

Hersheys has now identified six core consumer groups, including “loyal indulgers”, or older consumers who are loyal to specific brands, and “engaged exploring munchers”, who are the least price sensitive and most profitable.

More coming from the mobile phone world all the time. Microsoft now developing tests that will allow for advertising to be part of the XBox live and in-game advertising. Microsoft is calling these branded “advergaming” for mobile phones.

Food waste continues to be the hottest area for reducing the waste stream. Food waste makes up about 30 percent of the average household’s weekly garbage content. By composting this waste, methane emissions from these scraps would be eliminated. The executive director of the National Recycling Coalition said recently “this represents a great opportunity in the world of waste”.

The digital out-of-home media segment is the second fastest growing ad medium next to the internet. This segment is everything from tv screen ads at grocery checkout to ad screens at airports near the arrival and departure times to arena and stadium signage. PQ media expects the industry to grow 25 percent annually to \$2.6 billion dollars by 2011.

IKEA is testing a text message redeeming machine in their Seattle, Washington stores. The machine allows those who join “Ikea Mobile” to receive mobile coupons that can be redeemed in the store. “ Our customers seem to enjoy it” said a company spokesman. Seems like the trend emerging at special events we surveyed at the end of June has most venues reporting admissions revenues flat, food revenues up. This likely reflects the fact that food concessions pricing has risen over last year for the same items. Inflation is leading to the increases, not increased purchase volumes.

Another trend that was reported by venues we surveyed is the increased redemption of value coupons-either for admission or discounts on food. One event reported the coupon for two youth admissions with one full paid adult had a redemption rate three times as high as any other prior promotion of this kind.

Two books that we have recently read that we suggest you check out

Groundswell by Charlene Li (good overview of the social media and its impact and how to get started with it in your business)

A Whole New Mind by Daniel Pink (talks about the future and how it will belong to “right brain thinkers”)

Watch for our next edition of IAAM as we preview the upcoming IAAM meetings in Anaheim, California and survey more of the events that were held in June and July including a look at some events that are trying to go “all green” this year.

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