

FRIDAYS AT FOUR
Volume 4 Issue 8
Year In Review 2007

GF Strategies began sending this email to our customers four years ago. WE have heard and received good feedback on the stories and trends that we highlight in this little email. So if you missed any of our editions during 2007, here are some of the highlights.

And by the way, those of you attending the WFA convention in San Diego will want to ask us about our three day on-site reviews of your food and beverage program. WE worked with Del Norte and Kern County this past year with great success. Changes are in store that will enhance the food and beverage program at these two venues.

Biggest new word to be aware of in 2008—Search personalization. For more information on how this works visit [HYPERLINK "http://www.collarity.com" www.collarity.com](http://www.collarity.com)
Another new word for you to look up is from MediaWeek—the “outernet”. Defined as all of the communication tools outside the internet (text message, Instant Message)

A book we recommended to you is still one of our favorites...Everything is Miscellaneous, by David Weinberger

Emerging demand for Fair Trade products. Also a huge growth in prepared meals taken from grocery stores. Up 538 percent since in ten years and 150 percent in just the last three years.

The move to ban plastic bags, collect food waste, reduce plastic bottle dumping all became part of one of the biggest areas of buzz—E tailing. selling services and products that reduce waste and are good for the Earth

Another book we recommended, and a gem on customer service was Setting The Table by Danny Meyer.

And Wal-Mart, the retail giant made a move to organize all marketing around three consumer groups—brand aspirational, price-sensitive affluents and value-priced shoppers. Can anyone say varying gate pricing?

This comes from Fast Company Magazine, one of our favorites. Andrew Zolli talking about the next great revolution being the Eco-Innovation Revolution.

Another new word, this one from ad executive Carla Hendry...She coined the phrase “creative optimizers” and stated that new hires are coming with a deep understanding of analytics.

News from the Specialty Food world and more fruit flavors—mango, papaya, guava, pomelo, yuzu and tamarind.

Also we reported on the latest in future technology at the grocery store from “digital product locators” to “movement triggered promotions” to “embedded tracking chips”. Yes some stores now allow you to pick up a handheld device and as you wander the store guide you to specials, look up pricing, tell you what the ingredients are, and suggest other items to go with the product you just scanned.

An interesting end of year survey from the National Restaurant Association. They asked their members the following question—what trend do you see accelerating the most in 2008....Here are the results... Green and environmental practices 38%,health consciousness 32%,culinary tourism 13%,Exotic flavor exploration 10% and beverage focus 7%

We close with another book recommendation—REN GEN by Patricia Martin

And here is a quote to take forward into 2008—

‘The supreme happiness of life is the conviction of being loved for yourself, or more correctly,being loved in spite of yourself’ --Victor Hugo

Thanks for your business this past year and in the future.

Greg Flakus and the GF Strategies team.