



IAAPA Food & Beverage Committee

Outline

Constituency Lunch for FECs:

Food & Beverage Trends 2013 - A Focus on FEC`s

Stay current with 2013`s latest food trends, with a focus on family entertainment centers. Learn about the latest trends, new products, and food-related promotions in this informative session that will examine tools, tips, tricks, and ideas for even the smallest settings. Discussions will also address ways to drive food revenue, control theft and waste, streamline menus, and identify the pros and cons of branding. The session will include an attendee Q&A period to address challenges faced by today`s FEC operators.

Presented By:

Ken Whiting

IAAPA F&B Chair, Whiting`s Foods, Santa Cruz Beach Boardwalk

Albert Cabuco

Vice President - Food and Beverage, Palace Entertainment

Christopher Seaton

Mulligan Family Fun Center, General Manager

Bernie Campbell

Whirley DrinkWorks!

I. Streamlining Menus

A. 5% Rule – Menus must be designed for peak sales and kitchen capacity.

- 1. Improved Guest Service**
- 2. Food Quality**
- 3. Speed of Service**
- 4. Revenue Increase**
- 5. COG Improvement**
- 6. Improved Operational Efficiency**
- 7. Reduce Labor Hours/Lower Labor Cost**
- 8. Training Improves**

II. Driving Revenues

A. Visual Merchandising

- 1. Prep-Displays-Packaging-Employees**
- 2. Wow Factor: Sight-Sounds-Smells**

B. Signage & Menu's

- 1. Represent Core – Not Confusing**
- 2. Use Graphics to Drive Volume**
- 3. Must be Visible**

C. Signature Items

- 1. Products they can only get from you**
- 2. Show Well**

D. What is Measured WILL Improve

- 1. Act on actual results**

E. Engage Staff for Sales Success

F. Set up Staff for Success

1. Simplicity

III. Branding

A. Guests Know What to Expect

1. Single Unit FEC's
2. Multi Unit FEC's

B. Pro's

1. Training
2. Lower Cost of Sales
3. Standardized Specs
4. Marketing Support
5. Name Recognition

C. Con's

1. Royalty Fees
2. Marketing Fees
3. Initial Fee
4. Capital Expense
5. Mandated Menu

D. Non Traditional "Branding" Ideas

IV. Controlling Theft and Waste

A. Shrinkage

1. Increase Inventory Counts
2. Just in Time Ordering

3. Cross Checking Inventory

V. Tips and Tricks

A. Menu Flexibility

- 1. Experiment with new items.**

B. Digital Menu Boards

- 1. Ease of implementation**

C. Presentation is Everything

D. Highlighting certain items

E. Beer and Wine

- 1. % of Sales**
- 2. Responsible Serving**
- 3. Priced for your benefit**
- 4. Group & Private Events**

F. Equipment

- 1. Inefficient Equipment Needs to be replaced**
- 2. Increase Throughput**
- 3. Increase Quality**
- 4. Improve Employee Moral**

VI. New Beverage Trends

A. What's Hot and Cold?

- 1. Ice Coffee**
- 2. Specialty Drinks**
- 3. Frozen Drinks**

4. Smoothies

VII. Souvenir Beverage Containers

A. Can they work at FEC's?

1. What it takes to be successful

B. Reinvent your Slush Program

1. How?

VIII. Successful New Food Related Promo's

A. Ideas solicited from your constituency.

B. Ideas from the "Room"

1. Don't be shy.

IX. Question and Answers with the Panel.

