Foodservice Trends in Zoos & Aquariums

Chuck Banicki
Restaurant Associates
Wolfgang Puck Catering
Factors Fueling Trends

- **Institution**
  - Growth
  - Additional Revenue Streams
  - Competitive Advantage
  - Improve Visitor Experience

- **Consumer**
  - Sophisticated and Informed
  - Seeks New Experiences
  - Wants to be Educated and Entertained
New Revenue Sources

- Catering
- Carts
- Membership Programs
- Product Sponsorships
- Gift Cards
- Groups Sales Menus
- Public Access Cafes
Trends

- Food Service Management
  - Diversity
  - Greater Emphasis on Training
  - Knowledge of Client Mission and Culture
  - Corporate Resource Support
    - Specialization
  - Focus on Sanitation and Food Handling
Trends

- **Menu**
  - Signature Items
  - Exhibit Driven Food Programs
  - Organic and Sustainable Seafood
  - Locally Sourced Foods
  - Highlighting Source of Food
  - Bio-Friendly Packaging
  - Beverage Choices
  - Merchandising Food
Trends

- **Facility design**
  - Modern Finishes
  - Complimenting Facility
  - Unique Features for Catering Spaces
  - Ballrooms
  - Technology
    - Energy Savings
  - Centralized Cashiers
Trends

- Marketing
  - Educating the Visitor
  - Website
  - Databases
  - Email Messaging
  - Signage
  - Food as PR Fuel
  - Partnership
Trends

- Catering
  - Celebrity Chefs
  - Best of Class Vendors
  - Dedicated Event Space
  - Venue Themed Menus
Trends

- Technology
  - Cashless Cashiering
  - Guest Self Checkouts
  - Plasma Screen Menu Boards
  - POS Software
  - Security
  - Gift Cards
Questions?