

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

OCEANS BALLROOM

Ballroom is 16,400 sq ft.

Features Two Large Aquatic Observation Windows

The only Atlanta Venue with *Live* Entertainment

Seated Events for up to 1,100 Guests

A Separate Certified Kosher Kitchen

Catering Exclusively by Wolfgang Puck Catering

The logo for Wolfgang Puck Catering, featuring a stylized signature of the name 'Wolfgang Puck' in white cursive script above the word 'CATERING' in a smaller, white, sans-serif font.

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



Our Mission

Restaurant Associates & Leaping Frog Café

Restaurant Associates' mission is to provide food offerings that support a responsible environment and the mission of the Wildlife Conservation Society.

Supporting this mission, The Leaping Frog Café offers

- Organic foods such as breads, chicken, salad green & dairy
- Antibiotic-free beef and chicken
- Troll or line caught tuna
- Seafood Watch approved fish and Wild Salmon
- Fair trade, shade grown coffee
- Seasonal, locally grown produce as available



 Our Menu boards mark these organic and sustainable menu items with the Leaping Frog symbol.

Kids, look for your favorite foods that are healthy too!

- Kids Meals packages featuring fresh fruit, organic milk and served in a keepsake bag
- Trans-fat free French Fries
- Organic Peanut Butter & Jelly on Chocolate Bread

The Leaping Frog Café uses the following responsible environmental practices:

- Recycling of glass, paper and metal
- Bulk condiments to minimize waste
- Disposable packaging made from renewable resources
- No Styrofoam products



To support the WCS mission of conservation through education, table tents throughout the café provide "Did You Know" facts about our food choices along with fun facts about the animals in the zoo.



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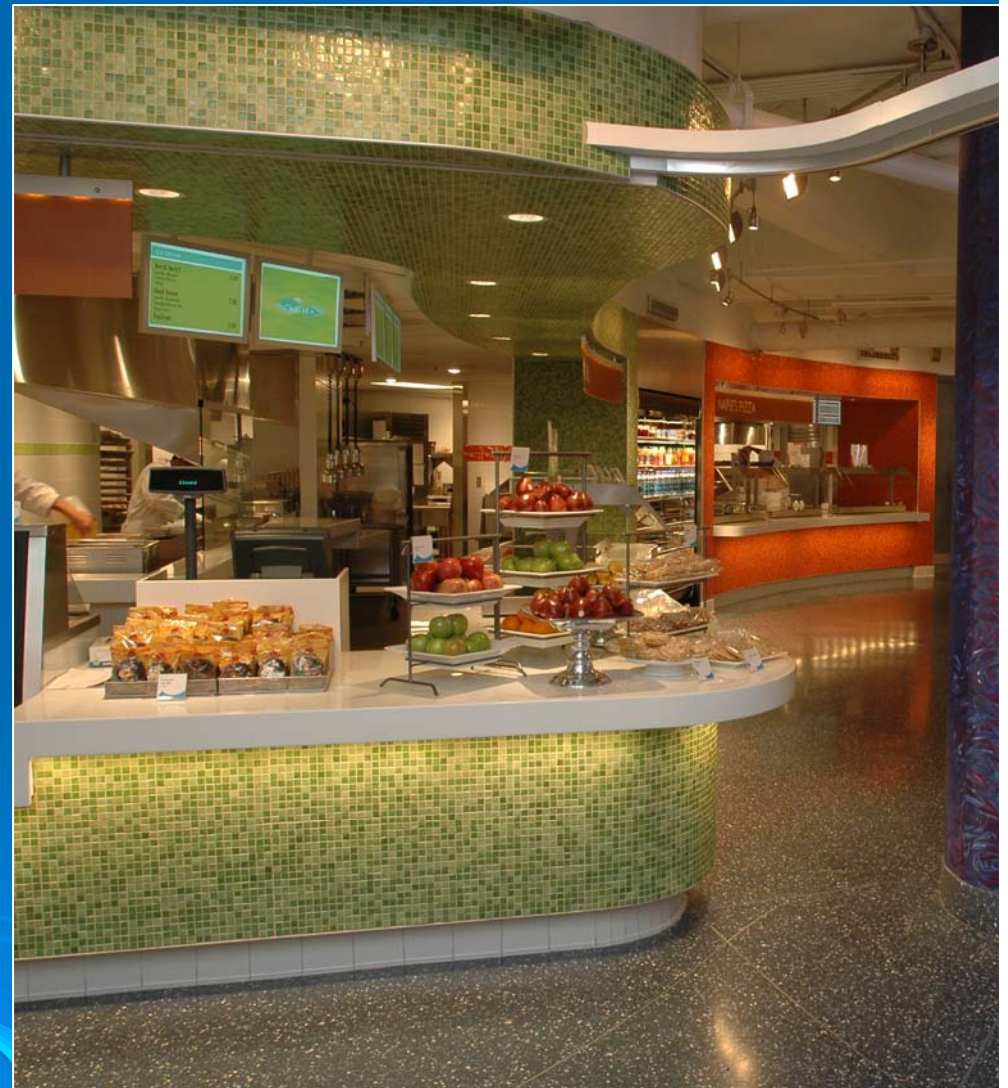
Trends

- 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

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Did You Know?

All of the...
Frog Cafe...
greens. Org...
farmers who...
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Did You Know?

Sustainable Seafood is from sources, whether
fished or farmed, that can exist into the long-term
without compromising species' survival or the
integrity of the surrounding ecosystem.

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WILDLIFE CONSERVATION SOCIETY

CENTRAL PARK ZOO

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?

