

# **IAAPA** Attractions **EXPO**

## *Menu Masters: Current Trends in Food and Beverage Operations*

Tuesday, November 14, 2006  
1:30 PM to 2:45 PM  
Room # B214



## Menu Masters: Current trends in Food and Beverage Operations

- Participants:
- Ken Whiting Whiting FS, Santa Cruz Boardwalk
- Tracy Barenco – SD Zoo’s Wild Animal Park
- Bob Amoruso Long Island, Adventureland
- Terry Capner Lagoon, Salt Lake City, Utah
- Lenny Freund Cox Concession Special Events

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## Items of discussion for today’s session

- What’s hot and What’s not in each of the categories below.
- Labor Saving Technology (15 min)
  - Menu items, what’s hot and what’s not (15 min)
  - Pass holder/membership promotions (10 min)
  - Gift Cards and Customer Loyalty programs (10 min)
  - New equipment and product technology (15 min)
  - Questions and Answers (10 min)

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## Labor Savings and Technology Tracy Barenco, SD Zoo’s Wild Animal Park

- Automated order taker
- Computerized Scheduling. Scheduling programs and internet viewing.
- POS
- Inventory Control Systems

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Menu Items: What's hot and What's not.  
Lenny Freund Cox Concession Special Events

- ✦ Gourmet sandwiches, panini, wraps
- ✦ Environmentally friendly products...fair trade and green.
- ✦ Apple Fries
- ✦ Dippin Dots, Minute Maid Frozen treats
- ✦ Souvenirs- Free Refills

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Pass Holder Promotions  
Bob Amoruso- Long Island Adventureland

- ✦ Season Pass holders/members make a commitment to your park.
- ✦ Park officials hold season pass holders in high esteem.
- ✦ They are our ever important repeat customers.

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Season Pass Holder Perks

- ✦ Free Parking
- ✦ Free Unlimited Soda
- ✦ Food and Beverage Discounts of 10-15% Park wide, or at specific locations
- ✦ Private Dining Areas
- ✦ Email updates and newsletters with park updates, special offers and discounts

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### How Food and Beverage Operators can Capitalize on Season Pass Holders

- ✦ The Season pass push timeline
- ✦ Pre-Christmas- Season Pass is usually the least expensive and contains the MOST EXTRAS
- ✦ Post Holiday- This offer is a bit more expensive and lasts until sometime in April
- ✦ Spring – The most expensive and lasts all season
- ✦ Note: Some parks offer a fall season pass, which may include the following season.

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### Strategies

- ✦ Design a park wide or targeted location discount for food and beverage
- ✦ New location or New Menu item discount (Draw the pass holder traffic where you want the action)
- ✦ Have a season pass holder sampling on specific dates, and times to work out your concerns on new menu items and locations

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### Off Season Focus Groups

- ✦ New menu items
- ✦ Pricing
- ✦ Packaging and Presentation
- ✦ Meet with mothers to work out kid friendly offerings
- ✦ Include popular park recipes in the season pass news letters or emails
- ✦ Discount on Souvenir Cups and refill incentives
- ✦ Corporate and Family Catering Package discounts

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Season Pass holders can provide invaluable knowledge and feedback on our parks.

We as operators need to LISTEN! to their input

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New Equipment and Product Technology  
Terry Capner- Lagoon

- # Ice machines with dispenser bins
- # Hoodless equipment
- # Motorized units to move mobile carts and ice bins
- # Anything to save work injuries, ie; auto lift on fryers

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Gift Cards and Customer Loyalty programs  
All Participants

- Gift Cards
  - # Technology
  - # Cost incurred
  - # Profits expected
- Loyalty Programs
  - # Which are being used in FS
  - # What's being tracked/helpful information
  - # Rewards
  - # Guest response

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## Questions and Comments

### Participants

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- Lenny Freund- Cox Consession Special Events

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