

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

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)

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

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

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.

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

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.

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

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

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

We as operators need to LISTEN! to their input

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

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

Questions and Comments

Participants

- ▣ Ken Whiting- Whiting FS, Santa Cruz Boardwalk
- ▣ Tracy Bareno- SD Zoo's Wild Animal Park
- ▣ Bob Amoruso- Long Island, Adventureland
- ▣ Terry Capener- Lagoon, Salt Lake City, Utah
- ▣ Lenny Freund- Cox Consession Special Events
