



Expanding Your F&B Operations

- Let's get started
 - The basics: Isn't that enough?
 - New Trends
 - Groups & Catering: Where to start?
 - Helpful Hints
 - What's next in FEC food service
 - Questions & Answers

The Basics: Isn't that Enough?

- My facility will be too small to add new products
- My guests don't want "fancy" items
- You have to work too hard and make too little money with too many food options
- How do I start to explore the possibility to adding new items?
- Everyone always sells the same old stuff. Why do I have to be different?

The Basics: Isn't that Enough?



- My staff couldn't handle complex food items
- Don't people come to our centers to escape reality and want to enjoy the "sin foods"?

New Trends




- New trends = Big money, right?
- Where can I learn about what's new?
- How do I get a decent ROI for my improvements?
- Combos – Still popular?
- Digital menus – Is that the next step?
- More healthy foods?
- Should I offer free soft drink refills?


New Trends




- "Starbucks" design factor
 - McDonald's example
 - Dunkin Donuts
 - Next generation of FEC's

New Trends 

- Design trends – Colors, “Fresh” image
- Budget conscious times
 - Wendy’s \$1 Menu
 - Subway \$5 foot-long subs
 - Examples


Groups & Catering 

- Where do I begin? I mean, literally, what is the first step?
- How do I price my menu options?
- Do I need a group / catering agreement document?
- What if the group tells me they will have 50 people and 90 show up? How do you control that?
- What if the group tells me they will have 50 people and 10 show up? Do I literally have to ‘eat’ the rest of it?
- Can my vendor help me with suggestions?

Groups & Catering 


- What if a group wants options that I don’t have on my menu?
- How do I know how much people will eat / drink? Are there some hints out there?

Helpful Hints



- What suggestion could you give that could get me jump-started in offering F&B options to groups?
- Can't I just call Domino's?
- All this applies only to big centers bringing in hundreds and hundreds, right?
- What are some things other centers are doing?
- Is there a source out there that can help me market my new group catering options?
- Any suggestions for learning how to set up a display for my group?

What's Next?



- Types of Operations
 - Pizza buffets
 - Made to order
 - Fast food
- Equipment
 - What multi-function equipment is out there or coming out?
- Design
 - What are the "big guys" doing in their new centers?
