



Top Strategies for Food & Beverage Success

September 5, 2019

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**Ken Whiting, ICAE
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Ken has 40 years experience within the amusement parks and attractions industry. As President of his family's business, he operates food & beverage locations at the Santa Cruz Beach Boardwalk, other venues, and has provided F&B guidance to many attractions.

A long time IAAPA volunteer, he has been the Chair of the IAAPA Food and Beverage Committee, a member of the Board of Directors, and currently is 2nd Vice Chair of the Association.



Top Strategies for Food & Beverage Success

- **What You Sell.... *Your Menu***
- **How You Sell.... *Service and Value***
- **Where You Sell.... *Location Improvements***
- **Who You Sell To.....*Know Your Customers***

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5 Principles To Growing Your Sales

1. Do not focus on the one idea that will make a 100% improvement... look for 100 ideas that make a 1% improvement each.
2. Ready...Fire...Aim
3. Less Is More
4. Stay Connected
5. Set Your Staff up for Success



What You Sell.... *Your Menu*

Table Discussion

- Track what you sell....and replace poor performers
- Are local/regional food favorites represented
- Are you able to “feature” new menu items
- What is likelihood of consistent quality execution
- Do not sell what you like....sell what your customers want
- Are you selling Fun, and a WOW
- Quality Always Counts



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Santa Cruz Beach Boardwalk Food & Beverage



A photograph of a candy store named 'Mama's' with a large sign that says 'GRAB YOUR SWEETS & TREATS'. The store has a green and purple color scheme. A large glass bowl filled with colorful candies is in the foreground. The sign also features a logo with a woman sitting on a beach and the text 'since 1915'.

GRAB YOUR SWEETS & TREATS



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Where You Sell...*Location Improvements*

Table Discussion

- Peak Sales Period Capacity
- Service Format Adjustments
- Carts/Mobile Vending
- Staff Scheduling
- Graphics & Signage
- Menu Design and Layout
- Displays and Visible Preparation



Who You Sell To..... *Know Your Customers*

Table Discussion

- What do you know about your guests;
 - Where do they come from? How far from home?
 - Visiting for day or overnight visitor
 - What is their length of stay in the Park/Attraction
 - Is your Attraction a paid gate or free admission?
 - Can outside food and beverage be brought in?
 - How close are competing Fast Food and other Restaurants



- What About Brands?
- Pricing
- Menu Categories





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