

Food and Beverage Trends

**In Amusement Parks, Water Parks, Zoos,
Family Entertainment Centers, and Fairs & Festivals**



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Introduction

- Whiting's Foods
Santa Cruz Beach Boardwalk
Kaiser Permanente Arena
Fairs, Festivals & Special Events
- WAVES for Success
- North Star Food & Beverage Associates
- IAAPA



Trends in Food & Beverage

In Amusement Parks, Water Parks, Zoos, Family Entertainment Centers, and Fairs & Festivals

Top 7 Trends In Leisure time and Recreational Food & Beverage

- #1 Graphic Presence**
 - Building Signage
 - Location Signage
 - Menu Boards
- #2 Value**
- #3 Crew Incentives**
- #4 Branding**
- #5 Online Sales**
- #6 Technology**
- #7 Menu Development**
 - Beverages
 - Allergen Free/Gluten Free/Nutritional/Healthy
 - Culinary
 - Indulgent



Trends in Food & Beverage

#1 GRAPHIC PRESENCE

Building Identification

- **Impacting Purchase Decisions – From a distance**

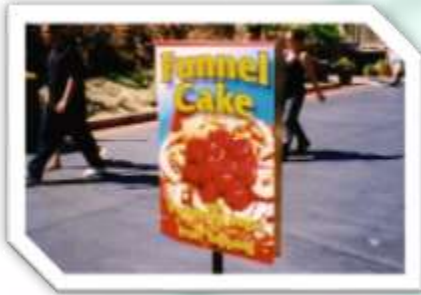


Trends in Food & Beverage

#1 GRAPHIC PRESENCE

Location Signage

- **Creating the Desire to Stop**





Trends in Food & Beverage

#1 GRAPHIC PRESENCE

Menu Boards Guiding the Purchase Decision



Trends in Food & Beverage

#1 GRAPHIC PRESENCE

Before and After



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#1 GRAPHIC PRESENCE

Digital Menu Boards



The Concession & Hospitality Expo

July 15-18
2014

Denver Marriott City Center
Denver, CO

Trends in Food & Beverage

#2 VALUE

SANTA CRUZ BEACH BOARDWALK
Great \$80.00 in savings! Bikes • Games • Souvenirs

STERLING SILVER BRACELET Present the image of the Sterling Silver Bracelet to the Santa Cruz Beach Boardwalk. Save \$10.00 off the retail price of the bracelet. (See image for details.) \$10.00 off the retail price of the bracelet. (See image for details.) \$10.00 off the retail price of the bracelet. (See image for details.)	FREE CHAI TEA LATTE Present the image of the Chai Express Card and receive one (1) free chai latte. (See image for details.) \$1.00 off the retail price of the chai latte. (See image for details.) \$1.00 off the retail price of the chai latte. (See image for details.)	FREE COTTON CANDY Present the image of the World's Fair Cotton Candy Card and receive one (1) free cotton candy. (See image for details.) \$1.00 off the retail price of the cotton candy. (See image for details.) \$1.00 off the retail price of the cotton candy. (See image for details.)	SANTA CRUZ GIANT DIPPER POSTER Present the image of the Santa Cruz Giant Dipper Poster and receive one (1) free poster. (See image for details.) \$1.00 off the retail price of the poster. (See image for details.) \$1.00 off the retail price of the poster. (See image for details.)
SAVE \$1 ON NACHOS Present the image of the Santa Cruz Nacho Card and receive one (1) free nacho. (See image for details.) \$1.00 off the retail price of the nacho. (See image for details.) \$1.00 off the retail price of the nacho. (See image for details.)	FREE DRINK at World Grill Present the image of the World Grill menu and receive one (1) free drink. (See image for details.) \$1.00 off the retail price of the drink. (See image for details.) \$1.00 off the retail price of the drink. (See image for details.)	FREE CORN DOG AT BARBARY COAST RESTAURANT Present the image of the Barbary Coast Restaurant menu and receive one (1) free corn dog. (See image for details.) \$1.00 off the retail price of the corn dog. (See image for details.) \$1.00 off the retail price of the corn dog. (See image for details.)	SAVE \$1.00 DIPPIN' DOTS Ice Cream of the Future Present the image of the Dippin' Dots menu and receive one (1) free ice cream. (See image for details.) \$1.00 off the retail price of the ice cream. (See image for details.) \$1.00 off the retail price of the ice cream. (See image for details.)
\$2.00 OFF SHARK HARBOR Present the image of the Shark Harbor menu and receive one (1) free shark. (See image for details.) \$2.00 off the retail price of the shark. (See image for details.) \$2.00 off the retail price of the shark. (See image for details.)	FREE CORN DOG AT BARBARY COAST RESTAURANT Present the image of the Barbary Coast Restaurant menu and receive one (1) free corn dog. (See image for details.) \$1.00 off the retail price of the corn dog. (See image for details.) \$1.00 off the retail price of the corn dog. (See image for details.)	SAVE \$1.00 DIPPIN' DOTS Ice Cream of the Future Present the image of the Dippin' Dots menu and receive one (1) free ice cream. (See image for details.) \$1.00 off the retail price of the ice cream. (See image for details.) \$1.00 off the retail price of the ice cream. (See image for details.)	SANTA CRUZ OR CALIFORNIA HAT Present the image of the Santa Cruz or California Hat and receive one (1) free hat. (See image for details.) \$1.00 off the retail price of the hat. (See image for details.) \$1.00 off the retail price of the hat. (See image for details.)

* ANY SAVE \$1 ON 20% OFF OCTOPUS GARDEN

FREE REFILLS!
Day of Purchase

99¢ Refills
all other days

Collector Series Bottle \$8.96

SEASON DINING PASS

SixFlags DISCOVER FAMILY MEAL DEAL

4 Rocket Ship, 4 Reg. Drinks, Onion Rings, Fries

Upgrade from a Circle K or Super Bottle for Only \$1.99 Extra

\$4.99

FLASH YOUR PASS

SAVE HERE

SixFlags SEASON PASS

UNIVERSAL Meal Deal

EAT ALL DAY LONG!

Adult \$10.00
Child \$6.00



Trends in Food & Beverage

#3 CREW INCENTIVES



Grand Prize choices for your crew are shown below:

Prize #1
Coke Zero Mountain Bike



Prize #2
Dasani Beach Cruiser



Prize #3
Ipod Nano



Prize #4
BellHowell HD Camcorder



Prize #5
Coca-Cola Fridge





EMPLOYEE INCENTIVE BEACH BOTTLE PROGRAM PRIZES

You will receive 1 point for every beach bottle you sell.
Each ticket entry must be accompanied by a receipt for proof of purchase.

POINTS ARE EARNED PERIODICALLY AND ARE NONTRANSFERABLE.

You can win these great prizes when you sell!

50 points \$10 Best Day Gift Card	100 points \$25 Gift Card	200 points \$50 Gift Card	750 points \$150 Gift Card
500 points \$250 Gift Card	750 points \$500 Gift Card OR \$500 Target, Wal-Mart, etc. Gift Card	1000 points \$750 Gift Card OR \$750 Target, Wal-Mart, etc. Gift Card	1250 points \$1000 Gift Card

* Gift Cards redeemable at most locations that accept American Express *

BONUS!
Earn 350 POINTS
by June 30, 2012
and win a **BONUS**
\$25 Gift Card!



Trends in Food & Beverage

#4 BRANDING

- **Manager/Team**
Members Training
- **Lower Cost of Sales**
- **Standardized Specs**
- **Marketing Support**
- **Name Recognition**



Trends in Food & Beverage

#4 BRANDING



Knott's Berry Farm



Trends in Food & Beverage

#4 BRANDING

Pacific Park



Trends in Food & Beverage

#4 BRANDING

Lagoon Amusement Park,

Lagoon

SUBWAY



Trends in Food & Beverage

#4 BRANDING

Six Flags



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#4 BRANDING

Dutch Wonderland



NATIONAL ASSOCIATION OF
NAC
CONCESSIONAIRES

Trends in Food & Beverage

#4 BRANDING



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#4 BRANDING

“We Proudly Serve”



Trends in Food & Beverage

#5 ONLINE SALES



Season Dining Pass
Pass Holders enjoy lunch
and dinner on each visit.



Online Meal Deals



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#6 TECHNOLOGY



NATIONAL ASSOCIATION OF
NAC
CONCESSIONAIRES

Trends in Food & Beverage

#7 MENU DEVELOPMENT - Beverage

NOT JUST CARBONATED SOFT DRINKS AND BOTTLED WATER

- Variety



- Coffees



- Teas



- Milkshakes



- Energy Drinks



- Juices



- Frozen Carbonated Beverages



- Smoothies



- Slush



- Beer/Wine



- Packaging





Trends in Food & Beverage

#7 MENU DEVELOPMENT - Beverage

Create Your Own



Trends in Food & Beverage

#7 MENU DEVELOPMENT –

Allergen Free/Gluten Free/Nutritional/Healthy

[illegible]

HERSHEY PARK FOOD & BEVERAGES

ALLERGEN INFORMATION

Hersheypark is committed to helping our guests with food allergies make the best possible dining choice during their visit. We hope the following information will be beneficial to you when planning a trip to Hershey.

Restaurant Allergens

We have allergen information for many of our restaurants! If you are interested in allergen information associated with a specific restaurant in the Park, please [view our list of restaurants here](#).



Specialty Food Items

- **Gluten Free Hamburg and Sandwich Roll** – offered at Craftman Kitchen, Overlook Food Court, Decades, Shore Line Grill, Country Grill, Whistle Stop, and Spring Creek Smokehouse.
- **Gluten Free Hot Dog Roll** – offered at Overlook Food Court, Timber Treats and Country Grill.
- **Gluten Free Chicken Tenders** – offered at Overlook Food Court and Hollow Pizza.
- **Gluten Free French Fries** – offered at Overlook Food Court and Hollow Pizza.
- **Gluten Free Pizza** – offered at Overlook Food Court and Founder's Way, Hollow and Boardwalk Famous Famiglia.
- **Divvies Caramel Popcorn and Udi's Cookies (Chocolate Chip and Snickerdoodle)** – offered at Craftman Kitchen, Overlook Food Court, Simply Chocolate, Decades, Whistle Stop, and Planet Pepsi.
- **Vegetarian Items** – offered at most restaurants.

Allergen FAQ'S

THE PARK

Narrow Your Search

REMARK

Type

- ☒ All
- ☒ Breakfast
- ☒ Buffet
- ☒ Concession
- ☒ Lunch/Dinner
- ☐ Indoor Seating
- ☐ Indoor or Outdoor Seating
- ☐ Outdoor Seating
- ☐ Patio

Allergy Category

- ☐ All
 - ☐ Dairy Free
 - ☐ Fish Free
 - ☐ Peanut Free
 - ☐ Soy Free
 - ☐ Vegetarian
 - ☐ Egg Free
 - ☐ Gluten Free
 - ☐ Shellfish Free
 - ☐ Tree Nut Free

LocationAll

5 Operational Calendar

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#7 MENU DEVELOPMENT - Culinary



Trends in Food & Beverage

#7 MENU DEVELOPMENT



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#7 MENU DEVELOPMENT - Indulgent



Fried Foods
Are Still
The King



Trends in Food & Beverage

#7 MENU DEVELOPMENT - Indulgent

Fun On A Stick



Trends in Food & Beverage

#7 MENU DEVELOPMENT - Indulgent

Indulgent Foods



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