

Foodservice Beverages – The Basics

Independent C-Store Expo

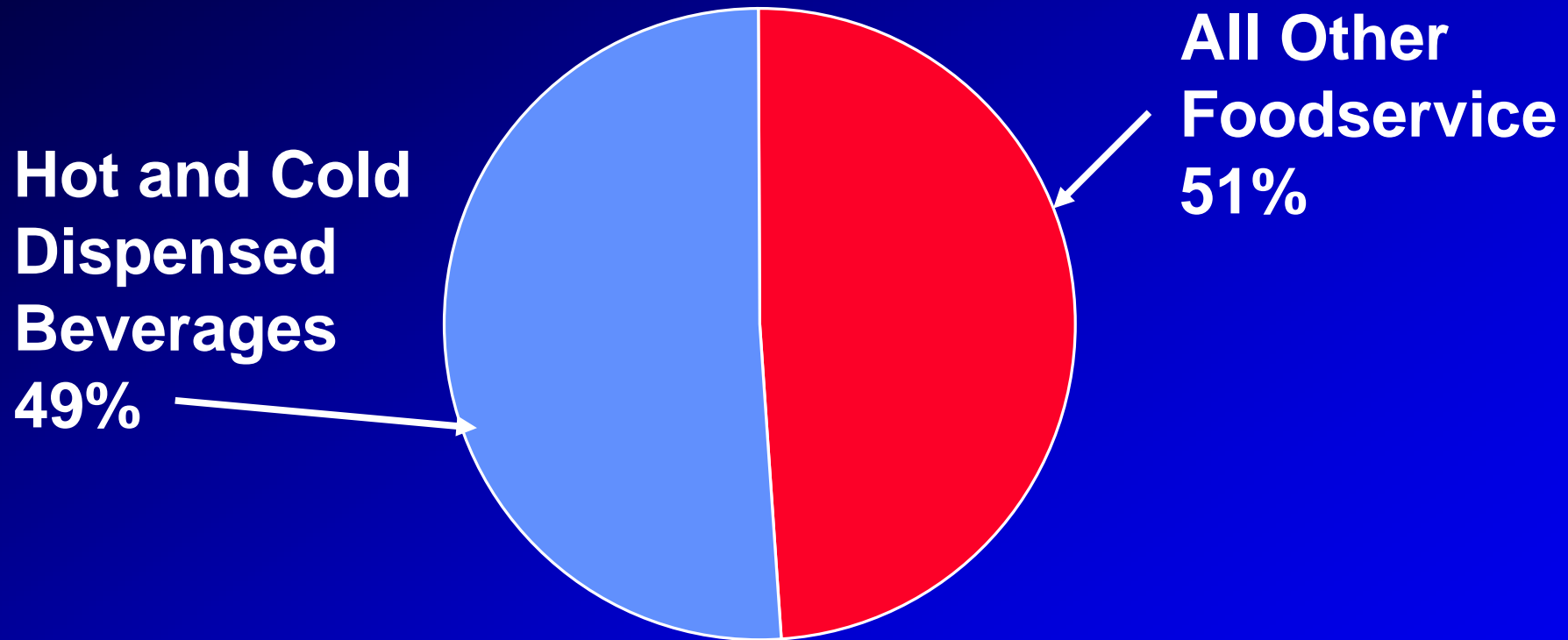
February 15th, 2007



Agenda

- **Foodservice By The Numbers**
- **Basic Foodservice Criteria (Outside → In)**
- **Foodservice Beverage Success Elements**
- **The Fountain Offer**
- **The Coffee Offer**
- **Q&A**

Foodservice Category Sales / Gross Margins Analysis



The Competition



Success Elements – Physical Factors

- Room to Pass (B Brush Rule)
- Queuing - L – T – R
- Landing Area
 - Purpose of area and / or
 - Cross merchandise
- Fixings Area

Fountain Success Elements – Equipment

- **Select Supplier(s) (single vs. dual cola)**
 - May yield funding / equipment opportunities
 - Buy or “lease”
 - May or may not satisfy market demand
- **Determine Appropriate Number of Heads**
 - Too many for volume = ‘s old product
 - Too few - loss revenue
 - Other drinks (energy / non-carbs)
- **Do You Want to Offer Flavor Shots (free/pay)**

Success Elements – Layout / Signage



Fountain Success Elements – Cups

■ Cup Set

- 21/22, 32, 44, 64? Oz.
- Car Cups
- Daily use / hard plastic / special events



Fountain Success Elements – Merchandising

- Merchandise Both Major Brands on the Machine (assuming dual cola)
- Signage
 - Conveying sizes / prices
 - Indicating cup size (oz or relative size)
- Pricing
 - One price fits all or
 - Price varies by size
 - Match / beat competition

Coffee Success Elements – Physical Space



Coffee Success Factors – Right Brewing Method



Coffee Success Factors – The Product

Branded vs. Unbranded

- **What Does Brand Bring?**
 - Market recognition?
 - Signage?
 - Advertising
- **Branded – No Matter Whose?**
 - Create own brand
 - Can upscale with details
 - » layout
 - » Signage
 - » others



Coffee Success Factors – Throw Weight

- **Varies By Market (1.25 – 2.5 oz)**
- **Varies By Customer Profile**
- **Varies by Product**
 - Dark Roast
 - Traditional Roast
- **Positioning in Market**
 - Can Be Changed
 - Explain, monitor, commit
- **Coffee Program Execution**

Coffee Success Elements – Cups

Paper



Foam



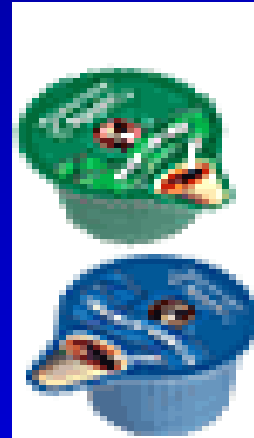
Fat Foam

Hybrid



Coffee Success Elements – Creaming Solutions

Powdered



Portion Controlled



Bulk

For More Information Contact

Steve Montgomery

b2b Solutions, LLC

240 Dover Circle, Suite 101

Lake Forest, IL 60045

847-295-2418 – phone

sjm@b2bSolutionsLLC.com

