



## *Trendy Ideas for Onsite Foodservice*

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## **Introduction**

- Challenges and Opportunities
- Know your customer
- Food trends
- Increase sales
- The Future
- Q & A



## TODAY'S CHALLENGES

- Downsizing
- Reduced or NO subsidy
- Do more with less
- No partnerships



## Why be in the Cafeteria Business?

- Keep the competition out
- Part of bid process-vending & manual
- You can make \$



## OPPORTUNITIES

- Bid right
- Negotiate well
- Stay focused
- Maintain Positive Relationship
- Ask For The Business!
- “What’s it going to take?”
- Pass if it does not fit



## Looking at the Challenges

- As a company downsizes, so must you
- Reduce hours
- Reduce levels of service
- Reduce variety
- Go to more self-serve
- Use more convenience foods
- Raise Prices
- Lower Prices



## Meet the Client

- Ask for a subsidy/cost plus
- Inquire about other revenue streams – vending, OGS, catering



## Establish a Partnership

- Always be sensitive to client's needs
- Know who is the decision maker
  - Facilities
  - Financial
  - HR
- Ask the Right Questions
- Never become complacent
- Work to compromise



## HR Approach

- Employee relations
- Employee benefits
- Employer benefits



## Subsidy is not always BAD

- \$50,000 annual subsidy
- 250 employees
- Cost to the company is \$200 per employee per year
- Sell it as a BENEFIT



## Know your customers

- Blue collar
- White collar
- Average wage
- Actual population vs. what they say
- Flex time
- Employee demographics



## Talk to the Customers

- Ask them
- Stay informed
  - Surveys
  - MBWA
  - Food Committee
  - One on One



## Four Broad Food Attitude Segments

- Adventurous
- Traditional
- Health Conscious
- Carefree



## Adventurous

- Willing to try anything
- Frequent diner
- Upscale, educated
- Lives in urban area



## Traditional

- Least experimental
- Live in smaller cities
- Often older
- Less frequent patron
- Likes comfort foods



## Health Conscious

- Concerned about what they eat
- Food choices are based on health concerns



## Carefree

- Opposite of health conscious
- Do not want to eat healthy
- Typically males over 50



## Hot Concepts

### FAST CASUAL

Appeals to 18-24 year olds

Panera Bread  
Chipotle Grill  
Noodles & Company

No fries  
No burgers

NO HOOD!



## Fast Casual

- Hand foods
  - Sandwiches
  - Wraps
  - Tacos/Burritos



## Fast Casual

- Bowl Foods
  - Noodles
  - Rice
  - Lettuce



## Food Concepts

- The cupcake station
  - \$2.75 each

### Examples:

Cookies & Cream

Spice Cake

Mocha Latte

Carrot Cake Delight



## Food Concepts

- Smoothies



## Food Trends

- Condiments
  - Salsa is HOT!



## Food Trends

- Top Spices
  - Paprika
  - Caraway
  - Chai
  - Safron



## Food Trends

### SPAGHETTI

Most frequent dinner meal



## Food Trends

- Ethnic Foods continue to be popular

#1 is Cajun



## Food Trends

- However preferred foods are:
  - American
  - Chinese
  - Italian
  - Mexican



## Food Trends

### Fantastic Fries for Dipping:

- Spicy Salsa
- Flavored Ketchup
- Flavored Mayonnaise
- Dressings
- Cheese Sauces
- Savory Sauces



## Food Trends

- #1 American favorite Mexican Food

» Burrito



## Food Trends

- Quick Cuisine
  - Self-heating meals
- 7 Eleven – Grocery stores
  - \$6 - \$7



## Food Trends

- Wellness
  - Whole grain products
  - Omega 3 containing products
  - Energy enhancers
  - Superfoods
    - Antioxidants
    - Black currants
    - Pomegranates



## Three Ways to Increase Sales

- Current customers spend more
- Add new customers
- Combination of the two above



## Suggestive Selling

- Contests
- Prizes
- Increase sales and profits



## Develop Signature Programs

- Signifies quality
- Creates loyalty
- Improves recognition
- Increases profitability
- Delivers value



## Signature Program Ideas

- Salads (Salad Bar)
- Deli sandwiches
- Nutritional item
- Omelet day
- Breakfast specials
- Desserts
- Display cooking
- And so on...



## Treat Your Proprietary Programs Just Like the Big Guys Do!

### Promote – Promote – Promote

- Signage
- Coupons (vendor support)
- Flyers
- Intranet



**Let's get one thing straight...**

*You do not serve a captive audience!*



## **Promotions/Themes**

Monotony Breakers

Daily Specials

Weekly Programs

Monthly Themes

**New – New – New**



(and don't forget the plow horses)



## VAP Approach

### Value Added Products

- Meal deals work
- Develop combos



## Ideas from Others

- Grocery stores
- Fruit/gourmet market
- C-Stores
- Fast food
- Quick service restaurants
- Casual dining
- Coffee shops
- Amusement parks
- Benchmark – Be Positive



## Distributor Program

- Distributor shows
- Distributor publications
- Distributor promotional items
- Use Distributor's resources



## More Ideas!

- Carts
- Kiosks
- Tables
- Sundry shop



## Even More Ideas!

- Catering
- Coffee service
- Showers
- Birthdays
- Grandchildren's Day
- Picnics



## And Yes, More Ideas!

- Care packages
- Fine dining
- Local chef day
- Customer recipe
- Gourmet meals
- Family dinner
- Holiday specials
- Box lunches/dinners to-go



## Don't Create – Be a Copy Cat

- Baked potato
- Gourmet cookies



## Satellite

- Day care
- Meals-On-Wheels



## Take-Out Stats

- Half of Americans bring home take-out food at least once per week
- Ordering “in” 2-3 times per week has increased 38%
- 33% of restaurant meals are carried out
- Pizza and sandwiches
  - 42% of all take-out
- 40% of B&Is offer take-out
  - 54% say this is increasing
  - 80% say it is profitable



## Perceived Value/Real Value

- Products
- Presentation
- Merchandising
- Quantity
- Packaging/Labeling
- Price
- Quality
- Name



## Exceeding the Customer's Expectations

- Attention to detail
  - The “Little Things” count
  - Dare to be different
  - Feedback
  - Delivery
- (Do what you say you can do – only do it better)



## The Future

- More use of carts
  - Breakfast
  - Sandwiches/Salads
  - Beverages



## The Future

- Less cash
  - Credit
  - Debit
  - Payroll deduction



## The Future

- Lunch Only
  - 1-2 staff
  - 10:30AM-1:30PM
  - Monday-Friday
  - Either carts or more self-serve
  - Same menu everyday with one special that rotates weekly, ie on Tuesday is meatloaf and mashed potatoes



## The Future

- In smaller facilities you may see a combination of carts, self serve and vending (for snacks, beverages and even desserts).



**K.I.S.S.**



## **80/20 Rule**

- You will do 80% of your business with 20% of your product line, so keeping it simple does pay off. This may mean that you use chicken 10 different ways, but it is still part of the 20%. Be smart when developing your menu.
- KFC and Taco Bell are two great examples of this



## The 10% Rule

- Manage your business so your pre-tax profit is at least 10% or you should invest it!
- Your costs: food, labor/benefits, supplies and G&A should not total more than 90% of any operation.
- So on a \$250,000 piece of business you should net \$25,000 (or more)!



Thank you

QUESTIONS?

