Why Visual Merchandising?

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Visual Merchandising

- Is an essential part of the food service operation
- Captures attention
- Translates to increased sales
- Turn passive lookers into active buyers
- Upscale the guest experience
- Need to incorporate the key elements of merchandizing: Color, Elevation, Mood and Contrast

What does the color say?

- Blue – Productive, relaxing, trustworthy, reliable
- Green – Pleasing, restful, tranquil, fresh, natural
- Red – Passion, excitement, youth, bold
- Yellow – Warmth, happiness, optimism, clarity
- Orange – Exhilarating, vibrant, friendly, cheerful
- Purple – Creative, imaginative, wise, whimsical
- Brown – Eco-Friendly, healthy, dependable, solid
- Black – Powerful, sleek, wealthy, luxurious
- Pink – Calming romantic, feminine, innocent
Elevation

- The ups and downs of merchandising
- Elevation can help with display in adding space
- Raising items above others will spotlight an item
- Varying the elevation creates interest
- Elevation a great solution for congested areas
**Contrast**

- Contrast can attract attention to a display
- The touch and feel of a display

**Mood**

- Décor is the cherry on the top to enrich the display
- Attention grabbing element for the passive looker
- Décor should enhance a display not clutter it
- Decorative items adds perceived value
- Creates a positive image of your cafe
Mood

Communication

- Simple language and an easy to read font
- Don’t display too many signs, creates visual clutter and will confuse customers
- Maintain consistency throughout the location
Signage

Allergen Awareness

Color

- The soul of merchandising
- Warm colors or cool colors
- Color is eye-catchingly
Challenges

- Due to HHFKA: 15% decrease in participation
- Training of staff from “heat and serve” to “scratch cooking”
- Unique concept needed to increase participation
- Create the “Wow” factor
- Be innovative
- Bridge the gap between traditional serving lines and college concepts
**Inspiration: Chipotle Mexican Grill**

- Combining a few ingredients or “base items” to create a unique product
- The first part of the cooking (par-cooking, pre-cooking, alternative recipe) is prepared off-site or behind the scenes and the final dishes are finished in the cafeteria or the serving line
- Recipes within a recipe that are already completed
- Allows the operator to “fast forward” through part of the process while still providing the end product as intended
- Think of it like the Food Network – in the oven and out a minute later

**Generation Z or zGen**

- Can be characterized as technology-savvy, socially-engaged youngsters with short attention spans
- Generation Z demands natural ingredients. Known as: “Fresh Foodies” and “Generation Salad”
- Focus on simplicity and health
- 80% of money spent on healthy food options
- Willing to wait – time is not an issue (Why? Cell phones!)
- *Chipotle-zation* of society
- Fresh ingredients, made to order, willing to wait for quality

**Speed Scratch**

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**Speed Scratch Ingredients**

- Choose your protein
- Choose your whole grain noodles
- Choose your vegetable
- Choose your sauce – international flare:
  - Hoisin, pesto, marsala, vindaloo, ginger, garlic
  - Sweet and Sour/General Tso
- Choose the container – Par-Pak container/Asian food container
- Process takes about 30-40 seconds
- Each entrée is customized and cooked to order

**Induction Cooking**

- Choose your protein
- Choose your whole grain noodles
- Choose your vegetable
- Choose your sauce – international flare:
  - Hoisin, pesto, marsala, vindaloo, ginger, garlic
  - Sweet and Sour/General Tso
- Choose the container – Par-Pak container/Asian food container
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**Food Items: Components**

- Noodles – Whole grain or non-whole grain with waiver
- Vegetables – 1 cup in recipe (customer can scale to ½ cup)
- Protein – Beef, chicken (commodity)
- Sauce-cost can range significantly as well as nutritional. BE CAREFUL!
- 2 OEZ Grain
- 1 cup veg (dark green or red orange)
- 2 oz. lean protein
-  
- Food cost can range from $0.75 to $1.06
Vegetables
• Fresh spinach
• Shredded carrots
• Peas, carrots (peas and carrots)
• Salsa
• Tomatoes
• Stir-fry vegetable blend
• Broccoli

The possibilities are endless!

What Makes a Meal?

Other Concepts to Consider
• Gourmet grilled cheese
• Breakfast for lunch (omelet’s)
• Folded flatbreads
• Mac-and-cheese bowl
• Mashed potato bowl

The possibilities are endless!
Mobile Cart/Mobile Kiosk

- Multiple Uses – Breakfast, lunch, Grab-and-Go, specialty items, concessions, pre-game meals, after school snacks
- Another serving line
- Increased sales
- Return on investment
- Can be wheeled anywhere in the building or even outside
- Refrigerated containers/reusable ice
- Hot cabinet/hot tiles/insulated bag

Mobile Solutions

Breakfast Cart

- Set up in hallway
- Both à la carte items and reimbursable meal
- Set up with laptop connected to wifi
- Connected to Menu Management System

Don’t Forget:
- Point of Sale – AJFA Poster
- Close to hand washing
- Lockable drawer or apron
Breakfast Cart

Cart: Lunch (Grab and Go)

Focus on Brown Baggers

*Increased revenue by $100/day*
Cart: Lunch (Panini Station)

Other Possible Concepts

• Salad bar
• Panini station
• Breakfast for lunch
• Specialty pizzas/flatbreads
• Sushi cart
• Soup station - SLURP!
• Spice/sauce station
• Staff appreciation
• Concessions

When Purchasing A Mobile Cart:

10 Things To Consider

1. Included features – Do they meet your specific needs or not?
2. Ease of mobility and handling
3. Weight of the cart – Is it difficult to push?
4. The wheels – Do they lock? Make sure they're sturdy and meet your needs; indoor or outdoor terrain.
5. The height and width – A narrower cart can squeeze in tight spaces but may not have enough capacity to meet your needs.
6. Is the cart sturdy and well constructed?
7. Is the cart easy to clean and sanitize?
8. The style and design – Will it represent the theme or branded concept of your program?
9. Is the price within your budget? Consider the ROI prior to purchasing
10. Do your research first – Where is the best location for your mobile kiosk?

The objective is to bring your mobile merchandising concept "to the consumer" making it an easy and impactful way to assist in increasing sales and revenue.