

# PROFITALK

## Opening Letter

### ONE QUESTION WORTH ASKING

If you're truly interested in the success of your company, there's one question you need to be asking... **"Why?"**

Your "why" is how you personally define your motivation. (Think beyond the paycheck!) First, realize that motivation is a central driver to any business. Motivation is linked directly to productivity. And productivity is what will determine revenue. So, it benefits the entire company to invest in your own motivation and that of your employees as well.

*A recent Gallup poll revealed a startling **90 percent of workers stated they were either "not engaged" or "actively disengaged" from their jobs.** Even if that doesn't describe you, it means that chances are there are individuals in your organization who feel that way.*

#### *How can you solve that problem?*

Discover and develop the "why." Why are you at this company or in this industry? Why did you choose your specific line of work? At Yale, a study was conducted interviewing custodians at a major hospital. What came up in the discussion was not their job duties or monetary compensation, it was the influence they had to help patients and their families. Employees are motivated by more than just dollar signs. They need challenge, engagement and meaning.

#### *How can you apply this with your employees?*

- Simply have a conversation to discover the "why" that most motivates them. Listen and then create ways to incorporate this into their jobs.
- Celebrate your employees' successes. Remind them of what they've accomplished. Show your appreciation.
- Look for opportunities to encourage learning and growth. Develop goals of where they'd like to be in two years.
- Find ways to add experiences of value by volunteering your time and services in the community, for example by hosting a carnival day for children at a local hospital.
- We're fortunate to work in an industry with a "fun factor." Be proactive in incorporating that into your workplace. For instance, make free popcorn available to employees during the work day.

Try it and see how connecting with your "why" brings positive results!

**Sincerely,  
The Gold Medal Team**



## Tech Talk

### Give Your Customers a Head Start with these Pre-Season Tips

*Touching base with your customers in the pre-season is essential. Nobody wants an equipment problem to come up during their busiest season. Now's the time to act. With the right advice, you can address potential issues upfront.*

#### Here are some tips that you should share to help them prepare:

**A Good Cleaning.** Give your equipment a quick cleaning using a mild detergent and water. Heavier soils or grease should be cleaned up with Watchdog™ Concession Equipment Cleaner. Before applying power to your equipment there are a few things to look at first.

**Visual Inspection.** Any cracks or splits in the insulation (plastic jacket) around the cord means it's time to replace the cord. Do not use a cord with cracks or splits as personal injury or death can occur. The lead cord for your popper should be undamaged and dry. Contact your Gold Medal dealer for service options or CFESA.com for someone in your area that can perform the repair.

**Check Moving Parts.** Before applying power inspect those "hand movable" parts for correct ease of movement. For example, does the kettle dump correctly or does the ice pusher move freely. Inspect the bearing and gears at the top of the agitator shaft on your hanging kettle. Does the bearing move smooth

and free? Inspect the power switches; are they secure and do they function as designed? **If something does not move as it should a call to Gold Medal Technical Service should provide the answer.**



**Plug It In.** Matching the machines electrical requirements to your electrical supply, plug the machine in and turn it on. Listen closely for any noises that are out of the ordinary. Any suspicious noises should be reported to Gold Medal Technical Service. Are motor driven components moving as they should? Did the kettle heat up? Is the heated cabinet warm? Once again, Gold Medal Technical Service can assist you should something not work as it should.

**Try It!** The best way to know that your customers are getting your best is to sample your product yourself. Was the prep time correct? How does it look? How does it smell? **And most important, how does it taste?**





## Q&A Corner

*If you attended the Distributors' Conference, you heard the buzz about grocery stores. Perhaps you have doubts, questions or just need more information to capitalize on this unique opportunity. Gold Medal recently had the chance to interview with Progressive Grocer magazine. These four questions will help you address the info that grocery decision-makers want to know.*

### **1. Please summarize what products/solutions Gold Medal offers to grocery retailers.**

Designed with grocery stores in mind, Gold Medal offers a turnkey solution, nicknamed the Sweet Shop Set-Up. This completely customizable line of equipment includes options for creating a variety of delicious products including: gourmet popcorn, fudge, pralines, cotton candy, fresh roasted nuts and gourmet caramel/candy apples.

### **2. What snacking trends does Gold Medal specifically address?**

Eating occasions are now overwhelmingly linked with snacks. A recent report found 91% of consumers are snacking multiple times a day. Gold Medal's Sweet Shop Set-Up is a unique way to offer consumers grab-and-go convenience combined with a fresh in-store experience that engages the senses. Plus, gourmet popcorn provides a product that is so versatile. With flavors ranging from savory snacks to sweet treats and even health-driven varieties, you can satisfy customer demands.

### **3. How is Gold Medal partnering with grocery retailers to help drive sales?**

One of the most attractive aspects of the Sweet Shop Set-Up is the profit potential. Gross profit margins average as high as 80% on some items, giving stores huge flexibility in pricing when compared with other comparable prepackaged items.

### **A Sweet Shop creates a variety of sales opportunities:**

-The full sensory experience with the delicious aromas and engaging sights prompts impulse buys.

-Serve parties and events by offering popcorn bars or assorted party trays.

-Use decorative packaging to create gift bags or tins for holidays and special occasions.

-Create a private label brand that can be produced at a central location and sold into other locations and venues.

### **4. What cross-merchandising opportunities exist for your products in the supermarket channel?**

We encourage stores to get creative with the cross-merchandising potential.

#### ***Here are a few illustrations:***

-With the deli, pair snack-sized popcorn with a sandwich and drink for a lunch combo.

-Bakeries can offer a party platter special with a cake purchase for birthdays or other events.

-Host a beer and wine pairing that showcases different complementary flavors of popcorn.

-When a new movie DVD release comes out, promote a special jumbo-sized popcorn.

-Create a display near the cash registers to drive more impulse purchases.



**Feature Article**

## Market Trends You Should Pay Attention To

*One of the challenges of the concession foods business is how many different markets you are trying to reach. Each has its own unique needs and concerns. But how do you tailor your approach to what's important to them? Let's address some of the current news that will help you get your prospect's attention.*



-Stadium foodservice is becoming more important in terms of fan expectations. For example, Food Management reports that the Atlanta Falcons are gearing up to offer radically reduced concessions prices in the 2017 season. The menu will include hot dogs, popcorn, nachos and pizza slices all priced at \$2 - \$3.

-Because concession foods offer such low costs and high profit margins, you can give stadiums great flexibility on pricing. Help decision-makers understand that this is where they can be competitive. Use a profit calculator to demonstrate the overall value you can provide.

### • Schools

-Schools continue to be governed by the Smart Snacks in School standards created by the USDA.

An article by Food Business News discussed how nutrition experts are working with school districts to come up with compliant snacking options.

-One solution you can offer schools is SunnyPop®. Popcorn has always been a best-seller for schools. And many had to stop selling because they didn't have a product that met the new standards. This is a smart opportunity to get into school cafeterias.

### • Movie Theatres

-Nation's Restaurant News reports that movie theaters are one of the fastest growing recreation foodservice segments. With the influx of luxury dine-in theaters, the pressure is on for all cinemas to offer creative ways that they can engage guests' movie-going experience through food.

-Movie theaters can find success with gourmet popcorn sales. It's a growing market because it is such a natural transition. Already familiar with popcorn, adding flavors allows them to expand their menu and entice more purchases. Plus, it introduces sales potential that extends beyond just movie-watching to private labeling.





**Feature Article**



**Grocery Stores**

*“Mixing convenience with quality, grocery stores can capitalize on this with an in-store gourmet popcorn shop.”*



-Candy & Snack Today reports how ready-to-eat popcorn sales continue to surge. Leading the snacking category with dollars up 17.7 percent, flavored popcorn shows no signs of slowing down.

-Mixing convenience with quality, grocery stores can capitalize on this with an in-store gourmet popcorn shop. It's a win-win for stores with higher profit margins than on-shelf products, plus the sights and aromas add to the in-store experience and encourage impulse buys.

**• BONUS: Up & Coming Markets**

-One way to generate sales is to not just take advantage of existing trends, but also be aware of what's on the horizon. Where are we seeing products getting traction?

-Breweries and wineries are prime locations for offering tasting events paired with gourmet popcorn flavors. They're attracted to the low costs and minimal labor.

-Two other emerging targets are ice cream shops and coffee shops. Both need products that are complementary to their primary offerings, yet offer distinct benefits that their customers can't get from competitors. Because you can scale gourmet popcorn set-ups for either small operations or large chains, it is an appealing option for any size location.



## Target Markets



**Timing is everything. Don't wait! Act now to make contact and get in front of these key targets:**

- Amusement Locations
- Auto and Horse Racing Locations
- Campgrounds
- Churches and Community Centers that hold Easter Egg Hunts
- Coffee Shops
- Country Clubs and Golf Courses
- Family Entertainment Centers
- Farmer's Markets
- Flea Markets
- Grocery Stores
- Hotels and Motels
- Ice Cream Shops
- Park and Recreation Departments
- Party Rental Companies
- Realtors and Home Builders hosting Open Houses
- Swimming Pools
- Tourist Attractions
- Youth Sports (baseball, soccer, etc.)