

POPPIN' GOOD NEWS

Summer 2007



A Newsletter Devoted to Fun Foods Ideas

What's Poppin'?

Here's the latest issue of Poppin' Good News, the newsletter designed for the Fun Foods Industry. Each Issue is full of useful ideas and information to help your business reach its highest possible profit goals. Have fun reading the articles, try to put at least one new idea to work, and keep us informed of your results!

As your dedicated Fun Food supplier, we will continue to send you, our valued customer, complementary issues of Poppin' Good News as they are published.

Please Route To:

Tricks of the Trade

Easy ways to increase your summer sales.

Now is the time of the year when all of the ice cream parlor, summer concessions and outdoor sporting arenas are ready to make money. Cleaning up what winter has left behind is usually the first priority, but rethinking menu items and selling prices is a close second.

2007 is destined to be a busy year for summer food retailers. The economy with gas prices on the rise, could possibly keep travel out of the budget for many Americans, but those who are planning to travel will probably be vacationing in the state, meaning that resort areas will have a banner year.

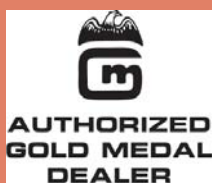
But, increased sales are not guaranteed. It is important to remember that just because you have store traffic doesn't mean sales increase from year to year. There are three ways to increase per capita revenue, thereby generating more sales.

The first, and most obvious way, is to increase prices. After all, if you increase prices, then the amount that each customer spends must be more. But, you must be careful not to increase them to a point where your customers think you are taking advantage of them.

The second way to increase sales is to get your customers to visit your establishment more often. There are several ways to do this, but probably the most effective way is to offer some incentive for them to come back. Try contests, in-store coupons, happy hours or other ideas to get them to come back the following day, weekend or whatever.

The last way to increase sales without increasing traffic is to offer "Signature" or "Trademark" items that you can get top dollar for. These are items that you invent that your customers can't get anywhere else. Even if you don't sell many of them, by just offering these items, you can gain exposure via word of mouth. Whether you sell a "trash can" sundae

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What New Snack Should I Add?

If this is a question you ask yourself at the beginning of every season, event, month or even week, give us a call we'll be happy to help you out.

We know that there are over 100 different fun food items available today (we carry most of them), and it is very easy to get confused. Let us provide the peace of mind and get the help you need to generate the big profits you want!

Fun foods go hand in hand with fun times. It's all part of the event! An occasional indulgence never hurt anyone! That's why fun foods continue to sell!

The many fun food items available today offer you more opportunities than ever to make the highest profits. With a typical selling price of less than \$1.00, show a 75% to 80% profit on every sale! Even with higher end product costing up to \$2.50, the profits are grand!

Back to the original question – What should you add? We will help you add anything you want, but here are a few things to consider to help you determine the perfect item to enhance your menu:

1. Will the new item destroy the sales of another menu item?
2. Will sales dollars from the new item come over the counter at a substantially lower profit percentage than the average menu mix?
3. What skill level is required to prepare this new item?
4. What item or items must you eliminate (if any) to make room for the new one? How much profit do you give up on the new item?
5. Is it easy to gauge the production of the new item? For economy sake, do you make a little bit for slow periods and easily increase production if demand increases?
6. What is the inventory requirement? Are there any logistical problems involved?
7. Is there local service and support for equipment?
8. How well has this item worked for a similar location? Are the results documented?
9. Can you run a test or trial for a short time to prove the validity of the item in your location?

These questions come down to one important point. Do your homework and your research. We will help any way we can, but we cannot sell the product or guarantee the customers will line up. It is up to you to research, market and sell your exciting new snack idea.

Start with a unique idea, call us to ask questions, visit similar locations, and compare menus. Then, think about costs and figure out a way to make a quick return on investment and big profits. When you have finished all of this research and are happy with your results, call us again and we'll get you started!

(Tricks of the Trade, continued from page 1)
(that includes 10 scoops of ice cream, 4 toppings, etc.) for \$9.99 or a trash bag size of cotton candy for \$20.00, you'll be known for that item. And, by adding value-added items of foods that you already sell, you'll make even more money. Ice cream parlors should offer Belgian Waffles a la mode and bake their own waffle cones. Any place that sells hot dogs should also sell corn dogs... for a higher price.

But that's not all! You have to make the person purchasing your item part of the game. If it's a specialty Hawaiian Ice frozen treat, include a lei! If it's a trough of popcorn, slap a sticker on his chest that reads, "I'm a pig!" Whatever you do, you'll surely see an increase in sales and an increase in the "fun" value of your shop. Your employees will enjoy their work more than ever before, and you will enjoy balancing your checking account more than ever before.

It all boils down to promotion. It is an important part of every successful business. Make sure it is an important part of your business!



Have the “Coolest” Sno-Kone Machine for the “Hottest” Season!

What’s the “hottest” frozen treat this summer? Sno-Kones! For those of you who may not know exactly what this treat is, it’s a finely shaved ice served in a dish smothered with the tropical flavor of your choice.

You’ve probably seen a few of the little stands popping up in your area, so why not grab a piece of the high profits? Just give us a call – we have it all!

Start with our brand new Sno-Bliz. This automatic shaver has it all. The Sno-Bliz has a heavy duty molded polypropylene cabinet to last a lifetime. The cast aluminum shaving mechanism includes double safety features to protect the amateur operator. It’s fast, safe and durable, and should be the easiest machine you could ask for when it comes to removing and sharpening the shaver blades. And you can plug it in anywhere because it runs off of 5.5 amps.

You’ve got the machine, now you need the accessories. You guessed it – we can help you with all of that too. Over 35 varieties of ready-to-use and concentrated flavor syrups from which to choose, with more being introduced all the time! Then you can double your inventory with our Sour Attitudes. This product is the liquid additive for beverages to make it a nice sour flavor instead. This one product will allow you to double the inventory-- ex. orange flavor AND sour orange flavor -- and increase profits! This is an extremely good way to add some excitement to your menu and increase profits cost effectively. Place the mixed syrups into upscale clear bottles to accurately show the flavor’s color and label them with the Sno-Kone label if you wish.



Present each serving in a dish or cone carrying the same logo, and add a spoon. If you want to go for an even higher perceived value product, add a slice of fruit or offer a flavor rainbow combination.

If counter space is an issue, why not try a complete set-up with a 4-wheel cart and awning to attract attention or to start-up a new operation. Give it a try and watch the people stand in line, hand you their money, and tell everyone they know what a great frozen snack you offer. What better way to advertise than by free word of mouth!

Kreative Korner

Ah summer, the days are hot and the lake is cool. Evening setting and the campfire's aglow. What more could you ask for? SMORES! Did you know you can make smore flavored popcorn in the Caramel Cooker? It's only a few more additional steps to the caramel corn process but it is absolutely delicious!

Here's the extras you'll need:

- 1 cup of chocolate chip morsels (not the minis**)
- 1 cup of small marshmallows (not the minis**)
- 1 pack of graham crackers (not crumbs).

** (The minis melt too fast and leave nothing but goo.)

Here's how you do it:

1. Make your caramel corn as you normally do.
2. To prepare the graham crackers, break the graham crackers into pieces by squeezing the bag in three or four different places. Do not make graham cracker crumbs. You want pieces no larger than a silver dollar and no smaller than a dime.
3. Just before you dump your caramel corn out of the mixer, add the chocolate chips, marshmallows and graham cracker pieces.
4. Continue to mix 20 seconds or 3 to 4 revolutions; long enough to distribute the chocolate chips, marshmallows, and graham crackers. Do this without melting everything. We want to be able to see the chocolate chips and marshmallows pieces.
5. Dump contents into a cooling pan and mix gently. Leaving pieces together.

This recipe can be used with the Basic and Chocolate Concentrate mixes.

Got creative? We'd love to hear your stories about how you are creatively using our products. Please email us at kmoore@gmpopcorn.com.

