

FOOD AND BEVERAGE MARKETING

Differences and Synergies to Traditional Gaming Markets

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F and B and the Casino 1997 - 2007

1997

- Buffets
- \$1.99 Prime Rib

2007

- Celebrity Chefs
- \$150 Kobe Steak



Celebrity Chefs in Casinos



Wolfgang Puck



Kerry Simon



Emeril Lagasse



Paul Bartolotta



Bobby Flay



Joel Robuchon



Thomas Keller



Daniel Boulud

SYNERGIES

- Targeted and effective planning
- Divisional plans tie into overall resort/casino business plans
- Utilizing outlets as “destinations” in resort marketing initiatives
- Data capture and database enhancement

DIFFERENCES

- Greater ability to change/adapt products and services than gaming operations
- Offering product discounts to entice traffic flow
- Encouraging resort club card enrollment to participate in discounted pricing
- Ability to promote accomplished chefs as a traffic driver
- Generally more opportunity for higher levels of associate to customer interaction

OUTLET SPECIFIC MARKETING

Is it a justifiable and quantifiable expense?

- Email marketing
- Internal Marketing
- Usage of various mediums, TV, radio, etc.
- Is increased outlet traffic quantifiable to gaming

BUILDING PLAN

Executive Summary – to articulate entire plan into a concise summary

1. Business Evaluation: determine present day status
2. Strategic Focus: determine where you are going
3. Outlet Specific Plan: each outlet's goals, objectives and accountabilities

1. BUSINESS EVALUATION

- Past performance's key achievements
- Using business advisors/consultants
- SWOT analysis
- Financials: identify key performance indicators
- Organizational and management capabilities
- Regulatory compliance

2. FOCUS

Mission for all individual outlets

- Products and services
- Customer group
- Value proposition
- Competitive advantage

3. OUTLET PLANS

Integrate all goals and strategies into a cohesive plan with focus.