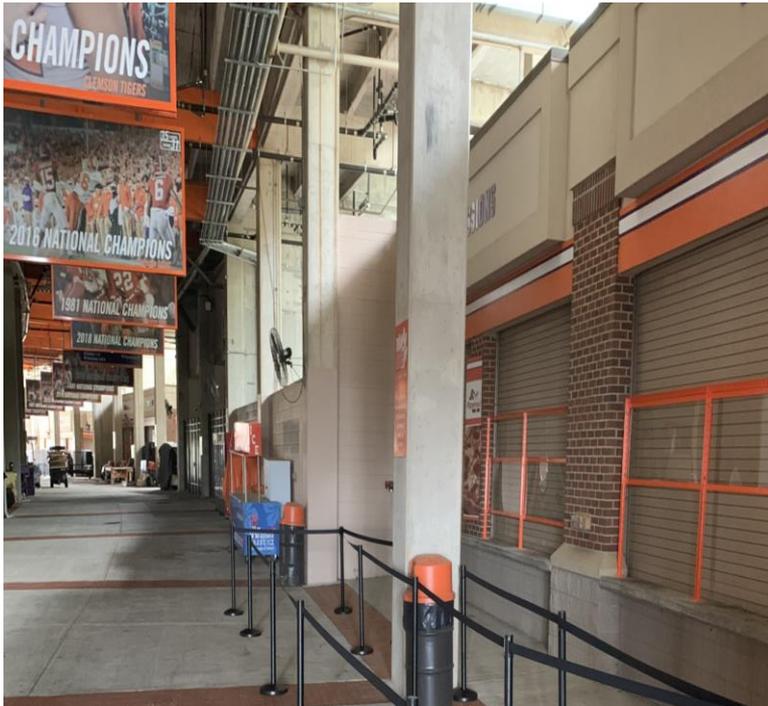


The State of Concessions

By: Mike Thar
 Manager, Clemson University
 NACC Treasurer

The definition of normalcy is “the quality or condition of being normal, as the general economic, political, and social conditions of a nation; normality.” In concessions words, sports and fans at our athletic events means normalcy. As we all know full stadiums and arenas are in the past for now. So how do we cope in this new normalcy you ask? Remember the big picture of things as we all begin fall/winter sports. You may be stressed on the inside, but you need to portray that happy cheerleader to not just your staff but also your vendors and non-profit volunteers. Non-Profit groups are essential to our business. Here at Clemson we are looking out for those groups working football and helping this year. We are raising the percentage they get back this year and raised the minimums so they will reflect a three-year average. We are doing this to ensure our volunteers know we care and to help retain them for next season.



world normal. I know some may not have sports this fall, so take time out of your week call your employees and check on them. We all should use this time to build those relationships with staff and volunteers. In the long run it will help when sports start back, they will be more willing to help or work for you because you did take that time and check on them and their families.



Take a step back and look at our business and what we can do to help with speed of service and the overall safety of our fans and guests. This may require streamlining our menus to just core items. Some may take things one step further or take away specialty items. Here at Clemson we are doing all prepackaged items and no hot food to get people through the lines faster. Whatever your college does decide to do, one thing that we have learned through these past 5 months of COVID-19-time is don't always think about the bottom line but remember what is important to you. For Clemson it's the safety of our workers, volunteers, students and guest.



So as our stadiums are getting a face lift with Plexiglas and sanitizer stands. Portray to our workers we are trying to keep them safe and doing everything in our power to do so. Yes, things are different, and they will continue to be for some time in our industry but eventually we will move close to normal or the concessions

Adding Global Food Items

By: Chris Lauber

Manager Ralph Engelstad Arena
NACC President

During the summer of 2019, Ralph Engelstad Arena was analyzing the concessions menus and decided it was time to expand the menu to include some global food cuisines. We had Tex Mex food but thought adding something else would be a great addition to the menu for the 2019-2020 hockey season. We decided that we wanted to go with something more popular not get into a very niche cuisine. The idea that came out on top to research was Chinese food. Now how do we do it?

I reached out to both my food distributors, US Foods and Sysco, and asked them both to set-up food testing with their in-house chefs. I gave them the idea we wanted to serve rice or noodles with a protein option. We came up with items like orange chicken, teriyaki chicken, sweet and sour chicken, Szechuan beef, shrimp option and several more. From there we waited until testing day and saw what the chefs came up with. We got to taste test all sorts of dishes and we narrowed it down to three options, the sweet and sour tempura chicken, teriyaki chicken, and a tempura General Tao shrimp. We sampled several fried rice brands and cooked up noodles and picked out the ones we could cook easily.



I went on to source Chinese take-out containers to serve the food in. I went with these containers so other fans would see the container and would know that we offered some type of Chinese food in the arena. If we served the items in plain bowls, we would not have free advertising walking around.

Finally, we trained our staff and off we were. First major menu rebrand in the arena in a long time. We have tweaked menus and items over the years, but this was a major menu rebrand. We even offered Bacon and Duck Cream Cheese Wontons as a snack item. Now you may be thinking how it went. Well here are some numbers.

The old menu was gourmet fresh never frozen burgers. We sold on average 34 burgers a game. During our exhibition hockey game and the first night of the new Chinese menu items we sold 85 entrees. Okay, so we got the word out and people wanted to try the new menu, so how did it fare all season? At the end of the season we were averaging 120 entrées per game with a season high sales night of 166 entrees. I think we did it, a successful menu rebrand.



Moving forward this year, we are looking at changing the shrimp from fried to grilled, as we had trouble keeping up in the fryer. We are also looking at replacing the duck wontons with egg rolls or spring rolls to increase sales there and adding some prepacked Chinese snacks to fill out the menu. I hope this maybe sparks in interest for your operation to take a slow menu and rebrand it. Good Luck!



NACC Conference 2021

Taking Care of Yourself

By: Chuck Aldridge
Executive Director
NACC

What are you doing this coming June? I know a great conference for you to attend in Las Vegas! Shawn Corr and the UNLV staff have a great conference planned for us.

The South Point Hotel and Casino will be the host hotel for the 2021 Conference. This year's rate is \$75. It includes resort fees and a complimentary breakfast voucher for each day.

Due to COVID 19, we have adjusted some activities for this year's conference. The Vendor Product Development Advisory Committee will not convene this year and the Tuesday Member / Vendor networking activity will be at the hotel's hospitality room. We'll have some interactive games, door prizes and lunch! Vendor Sponsorships will be available for the activities.



Tuesday evening officially kicks off the conference with an opening reception in the Strip View Pavilion located at the Thomas and Mack Center with amazing views of the Las Vegas Strip.

Wednesday we'll head back to the Thomas and Mack Center for education sessions and the popular trade show! Our Vendor Appreciation Dinner will be held at the South Point Hotel.



Thursday starts off with more education session at the South Point Hotel and the conference ends at the conclusion of the meetings. Dinner will be on your own.

Go to NACC-online.com for more information. See you in Las Vegas!

By: Chelsea Luhta
Director of Business Development- Aramark
NACC Secretary

As the fall semester begins and classes are underway, we're reminded of how fluid planning can be (and downright stressful). Same logic goes for our sport venues and how we strategically plan, react, and adjust. The pressure of the unknown and ever-changing logistics can consume the most seasoned.

Collectively, the need to remain nimble and the ability to adjust to day-to-day changes (sometimes hour by hour) are unique to our current environment. Here are some controllable tools that we can practice daily, that may help with becoming more centered. Ultimately, in an era that is filled with many changes, it's important to share and provide meaningful interactions with our colleagues, families, and teams.

Self-Care Toolkit

Meditation & Mindfulness

Developing your awareness and attention through deep breathing exercise and informal mindfulness practices can help promote the following benefits.

- Reduce stress and anxiety
- Promote happiness
- Ignite peace and calmness
- Lower blood pressure and heart rate
- Reduce tension
- Improve focus and concentration

Mindful Art & Photography

Studies have shown that after engaging in something creative, people feel not only happier and calmer, but have more energy too.

Mindful Movement

Keeping our bodies in motion is key. Some suggestions include a brisk walk, sharpening your yoga skills, and scavenger hunts.

Food & Nutrition

Taking time to access our food, puts an entirely different spin on things. How is the presentation? How many different color variations do I see? Being able to notice your food, allows you to consider variety and take in the delicious observations. Consider different snack alternatives and get creative in the kitchen!

Penn State, Student Affairs: Health Promotion & Wellness – Student Engagement Programs

https://studentaffairs.psu.edu/sites/default/files/HPW_SelfCareToolkit_06_20.pdf

Adapt and Adjust

By: Paul Schertz

*Manager- Bryce Jordan Center- Penn St.
NACC Vice President*

After the Big 10 postponed fall sports, I thought about how long it had been since I had not worked a football season. It has been 16 years that I haven't had a fall where I was working football! As I will try to enjoy watching football games this fall, it does sadden me that I will not be a part of it. I am pushing forward to keep myself relevant, despite the changes around me. I was watching The Herd this past week, and Colin Cowherd said something that has stuck with me, and that is that no one can afford to be rigid right now. Those that aren't adapting and adjusting to the changes are going to struggle the most.

If there is one thing that I feel applies to concessionaires is that we adapt and adjust, as we are never given all the information. We are all in uncharted waters. We are used to the events coming to us, and us making them work. We are now at a point where there are no events, and so we need to adapt and adjust to make sure our value is still seen.

Here at Penn State, we have done some adjusting and adapting in our arena, as we are holding classes in the arena bowl to be able to distance the students in some of the larger classes. With classes being here in the building, we are opening for breakfast and for lunch to accommodate the students coming into the building. We are now a week in and are looking at adjusting and adapting more as we have seen that we need to pull more students in that are walking by the building. We are putting together more marketing to get the word out that we are open to draw more people in.

Another idea we are planning on is to open a tent on Fridays to sell chicken tender baskets, which would be outside by where all the students are walking toward campus. The students love the chicken tender baskets at football, and so our hope is that we can capitalize on the fact that there isn't an opportunity to get these chicken tender baskets any other way. Our plan is to run this every Friday in September, and then see if we need to continue into October, as we want to ideally push them inside to buy from the stand we are using for classes. If you are interested on how this works out, please feel free to reach out.

If this doesn't work out, or students get sent home, we will then look at what we can do then. The key is to adapt and adjust. I do hope everyone is doing well out there, and I would love to hear how everyone else has adapted and adjusted to keep themselves going, as what you're doing might be the adjustment I need to make to keep things going for me

WE ARE ALL IN THIS TOGETHER.....

By: Mimi Ford

*Vice President Education Business Channels, J&J Snack Foods
NACC Allied Board Member*

Being back on the Board for NACC as an industry member is an honor. I can't express how grateful I am to be a part of this organization and the team during these very trying times.

Over the past several months we have all been challenged with our own unique issues but also with a whole host of similar ones. Uncertainty is one we all share- however we know that we are all better together. Now more than ever we need each other. We need ideas, solutions, conversations, collaboration, patience and of course ZOOM, Teams or any other method of the now famous virtual conference calls as we are all maneuvering thru this new normal together.

I often have outsiders amazed that we as industry work together albeit being competitors... as I have always said – “working together is for the good of the order”. We are a unique group with amazing talent, ideas and solutions so please collaborate and communicate which takes time which I know we never have enough time.

So, ask us:

What are your needs from vendors? Please let us know how we can help you. Do you need new graphics in new formats for ordering apps? New packaging solutions? Decals for equipment for products that are now fully wrapped and no longer visible? I encourage all to use the NACC website to communicate and needs and/or workable solutions you have found to manage your business during these unique times. As a group we will all be better together finding the BEST solutions and sharing with each other so please take the time to use NACC website -communicate and collaborate. We will get through these very challenging times better together and although next June may seem far away remember to renew your membership, encourage more schools to become members and plan to attend next year's NACC conference in June in Las Vegas.

Social distance and reach out if you need FREE floor decals visit our website www.jjsnackfoodservice.com for more information. Stay safe, stay healthy and stay strong. We appreciate all your partnerships.



See you at UNLV for the
2021 Conference!

June 15-17, 2021.

www.nacc-online.com



NACC Conference Trade Show

The NACC thanks all our vendors for their support of the 2019 NACC Conference!

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- Copa Di Vina
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- Bypass
- Casio
- CBORD
- Chanks Pizza Cone
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- Dippin Dots
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- JR Simplot
- Kelloggs
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Not a member of NACC?

Join Today!

Visit nacc-online.com

There are many benefits of being a member of the NACC. From ongoing education and discussion groups in the forum and blog pages to just knowing that you aren't alone you're your concession/catering questions and issues.

BENEFITS of MEMBERSHIP

- Biannual Newsletter
- Facility Profile Survey
- Annual Conference
- Professional Development
- Concession Menu Survey
- Vendor Product Information
- Membership Directory
- Colleague Networking
- Catering Menu PDFs
- Forum
- Job Postings
- Sharing Best Practices