**FOOD & BEVERAGE PROGRAMS**

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Genoways Events

Memphis in May International Festival, Saint Louis Art Fair, Tempe Oktoberfest

Rockford, Illinois

Presentation Length: 60 minutes

**Introduction**

A well-run food and beverage program can add to both the event experience for the event attendees and the bottom-line of the event. This session will cover the components and considerations of successful on-site food and beverage programs.

**Session Objectives**

* Provide an overview of common industry food and beverage programs.
* Review current trends in the food and beverage categories.
* Discuss how demographics impact product selection and pricing.
* Create an awareness of effective and efficient revenue management.
* Examine the need for, and the process of, creating professional cash management and efficient inventory control systems.

1. **Explore Food and Beverage Revenue**
2. Identify amount of event revenue that food and beverage sales generate.
3. Review current industry food vendor program fees and options.
4. Review beverage program process and operation.
5. Explore trends in food and beverage product offerings.

# Importance of Demographics

* 1. Influence on product selection.
  2. Determine product pricing.

1. **Successful Food and Beverage Program Attributes**
2. Impacts on revenue generation.
3. Cash management and inventory control.
4. Transaction methods.
5. Maximizing revenue.
   * 1. Internal and external risks.
     2. Cash and ticket sales.
     3. Product sales.
6. **Potential Efficiency Systems**
7. **Small Group Brainstorming (time allowing)** 
   1. Select one event.
      1. Discuss food or beverage offerings and process.
      2. Identify areas to improve offerings or process.
      3. Brainstorm new programs.

# Report to class.

1. **Conclusion**
2. Questions