

# **TRENDS**

**Nightclub, Bar &  
Restaurants**

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# What's a TREND?



**For our purpose:**

**A vogue (popular), or  
current style, as in**

**example:**

**Fashion**



# **Trends and Our Lodges**

**3 major areas are IMPACTED:**

- 1. Overall Facilities**
- 2. Bar Operations**
- 3. Dining Operations**

# Trend information sources

## Industry Expert Data

**The Nightclub & Bar  
Association**

**NIGHTCLUB&BAR**  
CONVENTION / TRADE SHOW

# Not all Suggestions are **TRENDS** some are **PLAIN** solid business advice.

In today's market:

- You need a **BRAND**.
- You need a **THEME**.
- Remember your lodge is a **BUSINESS**.
- **Social Media** is the **COMMUNICATION**.
- Customers have **MANY options**.



# What's a BRAND?

**It is How patrons see the Lodge ...**

**It is the Experience of the patrons ...**

**If the Lodge was a person – this is who  
the Lodge would be!**

**The BRAND and THEME combine to  
identify the PERSONALITY of the Lodge.**

## **BRAND examples . . . .**

- **Buffalo Wild-Wings: Family Sports Venue**
- **Ruby-Tuesday: Family Dining – Affordable selections – Signature Feature: Salad Bar.**
- **Olive Garden: Italian Dining Experience.**
- **Applebee's: Your neighborhood bar & grill.**
- **Outback: Steaks – signature feature: The Bloomin' Onion.**



# What's the **BRAND & THEME** of your Lodge?



What do patrons identify with your lodge?

It's **TIME** for a **BRAND** and **THEME!**

**Before we create a BRAND & THEME –  
and our Experience ....**

**You Must  
Answer ...**



# Is your Lodge S/Q a Business?

## **A self-Evaluation:**

- 1. Do you know your daily sales?**
- 2. Do you know if business is increasing?**
- 3. Do you know WHO are your patrons?**
- 4. Do you know what your patrons like and don't like?**
- 5. Do you evaluate expenditures to determine their return in revenues?**
- 6. Are operations decisions based on the overall income needs?**
- 7. Does the Lodge produce a NET income?**



**With knowledge of our  
Current Operations .....**

**We can proceed  
keeping in mind the  
advice from experts .....**

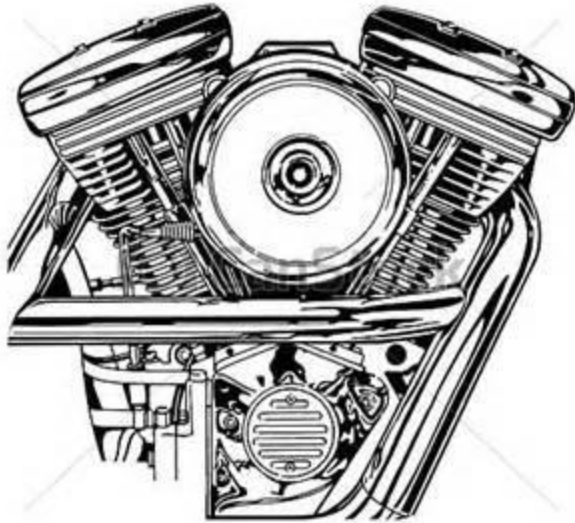
# Experts advice on business:

- **Promote – utilize Social Media.**
- **Test your promotion – determine what draws patrons.**
- **Don't spend for something that doesn't produce – put your money where the business generates.**
- **Marketing & Promotion are #1.**
- **If you have a poor operation – you MUST like it – otherwise you can CHANGE IT.**
- **Stop over pouring Excuses ... Stop blaming others ... You can have success if you want it – DO IT.**

# Issues & Solutions

- **Lodge is Dirty ..... CLEAN IT – FIX IT.**
- **Help is Non-Professional ..... TRAIN THEM – REPLACE THEM.**
- **Service & Product is NOT consistent .....  
Install STANDARDS and TRAIN – then hold staff accountable.**
- **Staff will make the BRAND – the “Friendliest Place in Town” – If you create the environment.**

# The Experience



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**THEME & BRAND**



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**TRENDS**

# Your Lodge S/Q CAN create an **EXPERIENCE!**



**Every SUCCESSFUL  
operation creates an  
Experience that patrons  
want to enjoy  
MORE THAN ONCE.**



# The BRAND ....



What do you **THINK**  
the Lodge

**BRAND**

should be?

What **THEME** can be  
used in S/Q?

# Potential THEMES for the S/Q:

- **Sports:**
  - **Requires sufficient televisions to display sporting events.**
  - **Suggest Uniforms as employee uniforms.**
  - **Develop meal offerings that reflect attending games in person.**
- **Speakeasy:**
  - **If your lodge Social Quarters' is aged with dark and heavy wood tones.**
  - **Uniforms of black pants/white shirt/black vest.**
  - **Develop Draft Beer and Gin and Whiskey signature offerings.**
  - **Menu offerings should feature: steaks –and other beer items.**



**The Theme . . . . .**

**Must create the basis of the  
EXPERIENCE**

# 7 top TRENDS for 2017



# 1. BEER must be an Experience!



# What's UP with Beer?

- **Old stable domestics (Bud Lite-Bud-Miller Lite-etc.) are down 8% in sales.**
- **IPA beers are on the rise!**
- **Craft Beers are filling the voids of stable domestics.**
- **Draft Beer has an increasing patronage – for the right brands.**
- **Beer tasting is a popular offering.**
- **Beer promotions are sales drivers.**

# Beer Promotions



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- **Theme Nights**
- **Limited production brands – sole source labels.**
- **Beer & ???  
Combinations**
- **Red Solo Cup Party**
- **Trade Up**

# Beer Promotion – Sample:



**Welcome to B-night**

**Beer**

**Burger**

**Brats**

**\$ 4 each – U Pick**



# About DRAFT Beer



## **Draft Beer Needs:**

- **Throw out the MUGS.**
- **Unplug the FREEZER.**
- **Pints for lagers/ales.**
- **Pilsners for lights and pilsners.**
- **Clean the lines 15 days**
- **Push with CO2 – low pressure – short runs.**
- **Draft can command 4x cost.**

## 2. Those days of **WINE** and ...



**Its popularity is on the  
RISE**

**BUT ....**

**Its marketing has  
changed!**

# What's with the WINE . . .

## What's TRENDING now . . . .

- 1. Wine is moving to boxes and bags – to maintain freshness.**
- 2. Sell the bottle – not the glass.**
- 3. Wine theme parties are the latest hit.**
- 4. Offer wines with meal pairings.**
- 5. Limited & Local offerings Top the List.**
- 6. Price is NOT the issue – Offerings drive the \$\$\$.**

# WINE party anyone . . .



- **Tasting parties.**
- **Wine & Canvas (Art)**
- **Wine & Cheese**
- **Tour of Italy or Napa Valley theme nights**
- **Charity Events**

# Proper Presentation of **WINE**



**Will GENERATE solid  
PROFITS**

**Bottles can go 3x or 4x  
cost.**

**Parties with a door fee  
can price from \$40 up  
per person.**

### **3. PING the promotion!**



# Social Media ... the “in”

- **2 Billion** SMART PHONES world-wide!
- LBA (Local Business Advertising) – in 2018 will generate **\$15 Billion** in sales!
- **1.1 Billion** hit FACEBOOK monthly!
- **310 Million** hit TWITTER monthly!
- There are **15 popular Social Media sites** – the lowest user gets **15 Million** hits per month!
- The average person checks their Smart Phone **150 times per day!**

# Using Social Media

- **A picture** is worth a thousand words!
- **10 seconds** is the recommended message time.
- **At least 3** times and **NOT more than 10** times per week is recommended delivery schedule.
- **Thursday & Friday: 4PM – 8PM** have highest impact.
- **Coupons/Special Offers** allow you to **measure the success** of your messages.
- You need someone responsible to **create consistent** solid messages.
- **Lodge** needs to **control** the Source – don't allow outside postings.



# Digital Media Experts ...

- **SUGGEST as a weekly message Plan:**
  - **MONDAY:** Use a photo – Special/Unique
  - **TUESDAY:** Send a “Did You Know” message.
  - **WEDNESDAY:** Send a news item.
  - **THURSDAY:** Send a “What’s New” offering message.
  - **FRIDAY:** Send a “FUN FACT”
- **These are attached with a promotional message for the business.**

## **3b. Pay attention – Digital Use.**



Download from  
Dreamstime.com

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Eyal (Dreamstime.com)

**Every patron can be a  
REVIEW**

**Pictures  
Video**

**Written Comments  
Sharing their EXPERIENCE.**

# **Create the GREAT Experience!**

**A good experience is OFTEN shared ... But a BAD experience is ALWAYS shared!**

**This is the importance of operating your LODGE as a BUSINESS!**

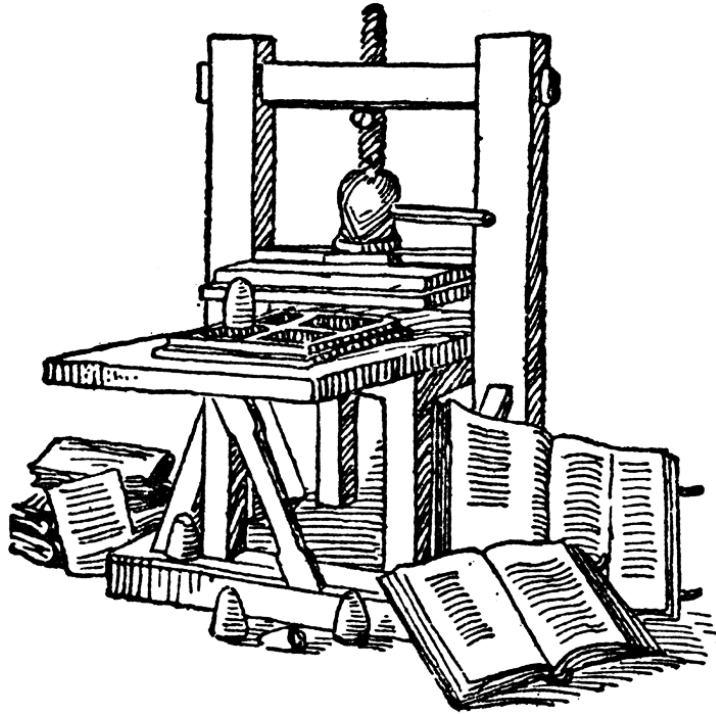
**What kind of EXPERIENCE will your Lodge serve?**

## 3c. It's a **DIGITAL WORLD**



**Your LODGE**  
**MUST**  
**provide free and strong**  
**signal**  
**WIFI!**

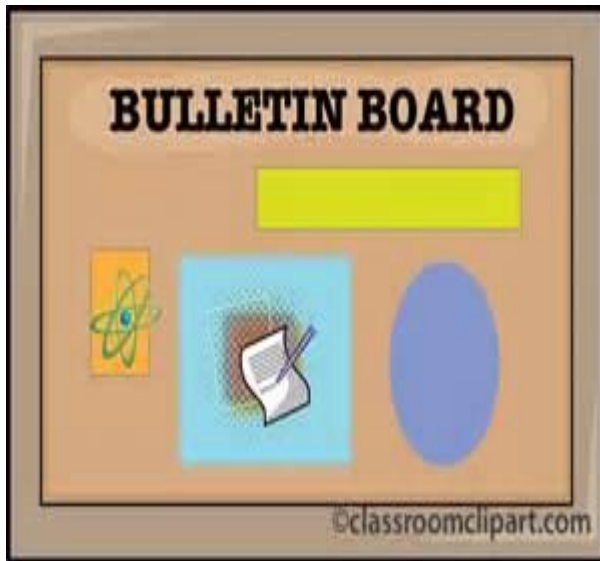
**It's a DIGITAL WORLD ...**



**Move over Gutenberg ..**

**Don't forget  
CHARGING STATIONS**

# Say “good bye” to the . . . .



**Messages today are  
posted on video screens:**

**Flat Screen TV  
Media Player  
Video Software  
Responsible Person**

## 4. Customer Service RULES



The **EXPERIENCE** only works with **GREAT** Customer Service!

### The Customer:

- We deserve it!
- We want it NOW.
- We want it OUR way.
- We want to be HEARD.

# Customers have options . . . .

To earn their repeat business ... We **MUST**:

- Maintain a **FRIENDLY & CLEAN** environment.
- Provide **PROMPT** service.
- Offer **QUALITY** products.
- Deliver an **appealing (PRESENTATION)** product.
- Hire **employees with POSITIVE attitudes** – TRAIN them to be polite – helpful – expedient – and dedicated to deliver the **GREATEST EXPERIENCE!**



# Customer preference . . . .



HitToon.com #217396

**For ALL**  
**population Groups**

**SMOKING** is at its  
**LOWEST levels**  
and **FALLING!**

## 5. Inside .. Creating the Experience.



### The trending **INSIDE** designs:

- **Flowing Floor Plans.**
- **Color/Back lighting.**
- **Floors-Walls-Ceilings that blend.**
- **High Top Tables.**
- **Theme design.**
- **Balance the Sound.**
- **Don't become stale.**

## 5b. Create the inviting OUTSIDE



## 6. What's on the MENU?



- Pictures NOT words.
- Special pairings.
- Promotional offerings.
- Healthy Offerings.
- Kid size offerings.
- Late Night Specials.

# 7. Community Service

**YOU GOTTA BE  
FREAKIN'  
KIDDING ME!**

**YES!**

**We got this one!**

**Today's generations look  
to businesses to be good  
NEIGHBORS**

# It's a NEW Generation!



**Just as we try to  
understand the  
Millennial Generation**

**Along comes  
Generation**

**“Z”**

# The “Z” Generation!

- **Born between 1996 and 2010 – they will be potential members in 2017!**
- **They are visiting the lodges today as children and grand-children of members.**
- **25% of the population will be Generation “Z”.**
- **Early assessment: Value Work/Life Balance – want Career stability and have an Entrepreneurial sense.**

# Other PRIME market groups

## Baby Boomers:

- **70 Million**
- **1946 – 1964**
- **Blue Collar**

## Millennials:

- **80 Million**
- **1986 – 1995**
- **Higher Education**
- **Late Nights**
- **Experience NOT Price**



# Other market Generations

- **Baby Boomers:**
  - 1946-1964 Birth Years
  - 70 Million in the U.S.
- **Generation “X”:**
  - 1965-1982 Birth Years
  - Known as the MTV Generation
  - 80 Million in the U.S.
- **Millennials (a/k/a: Generation Y):**
  - 1982-1995 Birth Years – “The Class of 2000”
  - 80 Million in the U.S.

# Promotion & Marketing



**Experts Agree**

**The best Brand & Theme  
– creating the Greatest  
EXPERIENCE**

**Without Promotion &  
Marketing**

**FAIL!**

**The TIME has COME .....**

