



TRENDS

**Nightclub, Bar &
Restaurants**

What's a TREND?



For our purpose:

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

example:

Fashion

Why do we care about Trends?



**Trends drive
BUSINESS**

Trends are the fuel.

**Patrons radiate to the
latest popular
TRENDS**

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**

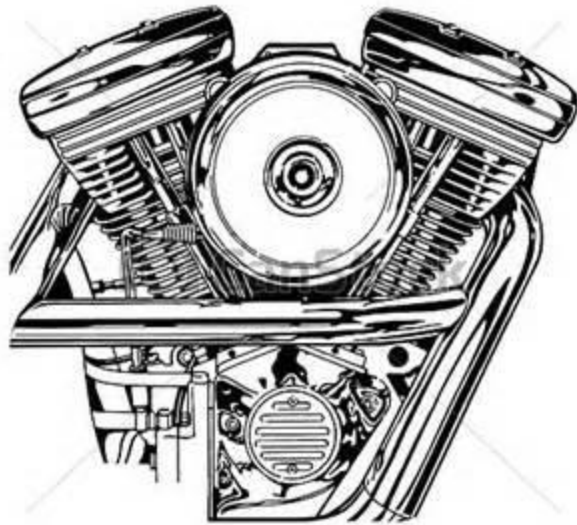
Experts advice on business:

- **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



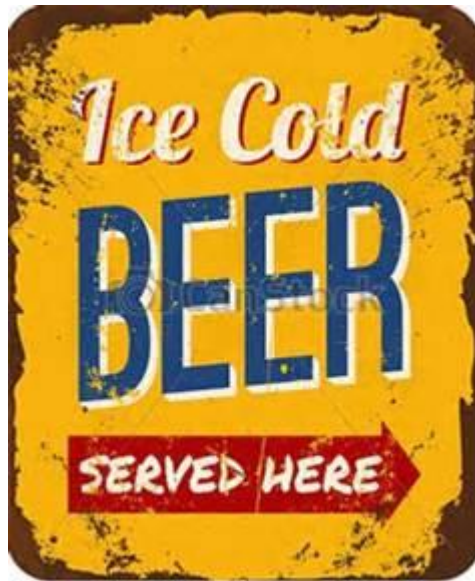
1. BEER must be an Experience!



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.



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**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!

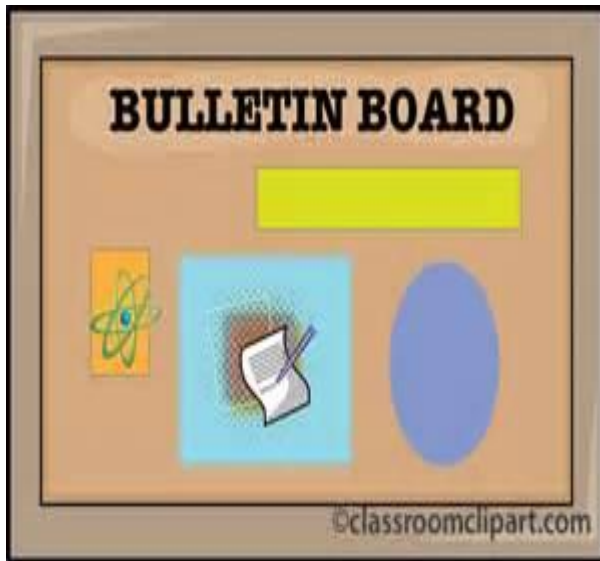
It's a DIGITAL WORLD ...



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



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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

