



Are your outlets just serving food and drinks?

by Craig Pendleton – National Foodservice Consulting, Inc.

Food and Beverage operations are one of the top five drivers of guest satisfaction and gaming revenue in casino properties

Do you **“Own” the food in your marketplace**: What does this mean?

What do your **guests say about your F&B outlets and products**? Do you really have signature items that draw in guests?

Why do most casinos **fail to fully integrate the tool of Food and Beverage into planned and forward thinking marketing and promotions**?

Do you **accurately Measure the use of food and beverage outlets and promotions in your marketing programs** or are you just counting heads?

How do you **Define and Fulfill the needs of each player demographic group** with different food and beverage products and experiences? Or is it a free room night? Or is it a free round of golf?

Can you still **make a profit while giving away discounted and free meals**?

How do your Food and Beverage Outlets **generate and increase gaming revenues**?

We’ve got an app for that!

We’ve been assisting tribal and casino clients with customized programs for the past 25 years to **achieve results in these areas where most of the competition fails**.

Craig Pendleton is the President of National Foodservice Consulting, Inc. He has worked in the industry for over 40 years in both individual and corporate food service positions for many major industry chains. He has been involved in over 75 new openings and re-concepts. His services are hands-on and onsite to independent operators, chain operators and tribal casinos. Craig is available to assist in your current or upcoming project. Project consulting is available worldwide.

Please review our website for additional information

<http://www.nationalfoodserviceconsulting.com>

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