



Do You Want to Increase Gaming Revenues in Your Casino?

Food and Beverage in a casino is about building and facilitating gaming revenues not making food

Attract, Retain and Reward Customers

by Craig Pendleton – National Foodservice Consulting, Inc.

A programmed loss is not a bad thing. You just can't make it up in volume, only in increased gaming revenues

The days of the \$1.99 buffet are gone but not the concept of using casino food and beverage as a tool to attract and retain customers. Portions should be larger, quality higher and pricing lower than competitors. All of this is for the purpose of increasing gaming revenues. Note: the goal is not to see how many customers you can feed and how much money you can lose!

Price points should be set to attract gaming customers with the potential to stay and play. Rewards should be strongly involved in discounting customers who are players. There is a specific science to tuning the food and beverage operations at your casino to maximize the gaming returns. Consultants can work with your marketing, gaming and food and beverage department to arrive at the strategy that will get you the greatest results. This is what we do.

Food and Beverage in a Casino is a Marketing Tool....not just a Freestanding Profit Center

How much of an increase in gaming revenues will your food and beverage operations be responsible for this year?

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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