



Tracking Trends with JGL:

So many of our cultural institution clients are seeking ways to remain relevant and deepen their visitor's connection to the institution. From our perspective food can be a great way to accomplish a heightened experience and connection. Millennials, Gen Xers, and Baby Boomers alike will respond to special food and beverage opportunities. Whether it is a pop up restaurant tied to an exhibition, an add on lounge experience before or after a performance, or a young professionals First Friday with cocktails and passed hors' d'oeuvres, food and beverage can be the common denominator. Like any other effort it needs to be well marketed, promoted, and executed.



Project Spotlight: Brandywine River Museum of Art - Chadds Ford, PA

In November of 2015 JGL completed an RFP process with the Brandywine River Museum of Art to find a new exclusive food service provider for the café and for catered events. In January of 2016, the Brandywine River Museum of Art



began their partnership with Blanch and Shock Catering under the leadership of Chef Macgregor Mann. Chef Mann is the Executive Chef and owner of the successful restaurant, *Junto* in Chadds Ford, PA. Brandywine was attracted to Mann's use of locally sourced, fresh products found in the Brandywine River Valley. The Millstone Café at the Brandywine River Museum of Art is an excellent example of a food service operator enhancing the mission of the organization through the culinary experience. The menu created for the café is incredibly unique and delicious; if you are in the Chadds Ford area, we encourage you to check it out!



The next generation of food service management:



Many clients (especially in the B&I sector) are looking for innovative ways to enhance their food offerings that maintain value for staff and offer a competitive dining experience. Fooda is a food service company that has figured out a way to meld restaurant quality food within an on-site managed cafeteria. Fooda manages relationships with local restaurants and develops a customized program to allow a variety of restaurants to ‘pop up’ in a client’s café. Fooda arranges full service catering, drop off catering and pop up restaurant service. This Chicago based entity has made its way into the following cities:

- Chicago
- New York
- Boston
- Philadelphia
- Atlanta
- Los Angeles
- Nashville
- Omaha

The Fooda concept is designed to encourage flexibility and value which speaks directly to

millennials and the up and coming Generation Z. JGL predicts that Fooda’s presence will continue to increase across the country pushing food management services into a new direction.

Interested in reducing your subsidy?

Clients who offer subsidized food service are always looking for ways to strike that balance between a robust ca and subsidy reduction. JGL has worked with many clients to help them find the magic recipe that achieves both goals.

3 quick subsidy reduction strategies:

1. Participation – Has participation gone down? If so, can you track the peaks and valleys? Reviewing your sales monthly with your food service operator can help you gain a better understanding of how your business trends and why. This will keep an open dialogue between you and your provider to work together in making informed decisions.

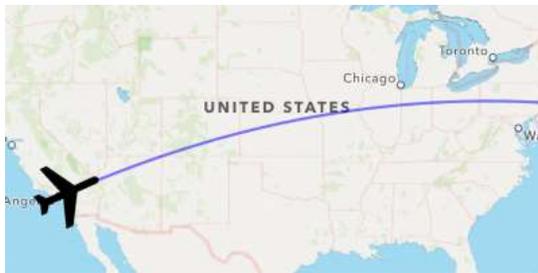


2. Catering – Do you require that all on-site catering be handled by your in-house provider? This is perhaps the most effective way to off-set your company’s subsidy. It is incredibly important to enter into a partnership with a

food service provider that meets ALL of your organization's needs.

3. Technology – Is your food service provider using technology to help promote sales? Food Service Providers that have developed apps, kiosk ordering and/or web based ordering options have seen significant increases in overall sales and participation.

JGL is Coming to a City Near You!!!



Over the next two months, JGL will be making stops in the following cities meeting with new clients. If you have questions about your existing or potential food service operation, we would love to meet you! Contact Brooke Botwinick at JGL to schedule an appointment: brooke@jglmanagement.net

- Boston
- Denver
- Detroit
- Minneapolis
- New York
- Oklahoma City
- Seattle
- San Francisco

JGL will be presenting at Building Museums in February:

The Mid Atlantic Museum Association Annual Building Museums Symposium is February 24 – 26, 2017 in Washington DC. JGL and several colleagues will be on a panel discussion about the planning of the restaurant, event, and museum shop at the \$84 million Norton Museum of Art's Foster and Partners expansion. Check it out.

<http://www.midatlanticmuseums.org/building-museums.html>



Season's greetings to you and yours!
Wishing you every happiness this holiday season and throughout the coming year.
Sincerely,
JGL Food Service Consultants

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