

# HOT SPOT

By Art Snyder

There's no letup in sight as summer rolls to its conclusion, and that's great news for rink operators like you. Profit-making activity abounds with everything from a new yogurt from Pepsi to increased advertising from parent PepsiCo for several of the company's brands, such as Gatorade and Mountain Dew. Also, Kellogg's® has a new Internet site designed to help small businesses with the marketing and sales of the company's many iconic labels, such as Cheez-It crackers, Keebler cookies and Rice Krispies Treats®. You'll find all the details below.

## Yogurt from Pepsi

The cola wars may be never-ending, but a new battle is looming on the horizon for beverage giant Pepsi. The battleground? Yogurt. Yes,

yogurt from Pepsi and its top-ranked snack division, Frito-Lay. Thanks to a partnership with a German dairy company — Theo Müller — Pepsi

is gearing up to make yogurt a staple in its beverage-and-snacks empire. The joint company will be known as Müller Quaker Dairy, and its upstate New York headquarters is under one directive: to make yogurt a "fun for you, better for you, good for you" daily snack. That means Pepsi is rely-

ing on its vaunted labs and marketing knowhow to devise yogurt varieties that'll taste great, engage the youth consumer, and succeed against national competitors like Dannon, Fage, Chobani and Yoplait. Two varieties of Pepsi's Müller by Quaker yogurt are available in square (rather than round) packaging. "Besides traditional fruit flavors like strawberry and blueberry, [yogurt] supplements include caramelized almonds, tiny chocolate-covered crunch balls and granola," according to a company press release. "A third variety is called Fruit Up, because the fruit comes in a mousse that sits on top of the yogurt for the consumer to stir in. That allows the consumer to smell the peaches or raspberries as soon as the foil cover is removed." For rink operators across the country, look to your local Pepsi-Frito-Lay supplier to let you know when Müller by Quaker

to enjoy the rise in profits that has marked PepsiCo's beverage brands this year.

## Gatorade's 'Beat the Heat' campaign

Formulated for warm weather and sports activities, Gatorade has made a successful name for itself as the go-to brand for proper hydration. The Gatorade Company, a division of PepsiCo, has recently allied itself with the pro sports world of the NFL, the NBA and MLS for the company's "Beat the Heat" program. This educational outreach is dedicated to helping young athletes and their parents, teachers, coaches and others to be aware of proper hydration strategies, especially during hot weather and intense competition. Rink operators correctly include their venues whenever high-energy skating is the norm, as with after-school sessions and roller hockey match-ups. Look to your Gatorade supplier for important "Beat the Heat" signage, and ask about Gatorade promotions that should do well at your rink.

## Kellogg's® 'Food Away From Home' program

It's a dollars-and-cents plus when manufacturers of snacks, vending items and beverages for rink consideration go the extra mile and provide help with marketing such fare. That's what Kellogg's® now offers with its "Food Away From Home" program. The company Web site, at fafh.com, is where the FAFH ("Food Away From Home") lineup begins. A visit there allows you to choose by category the type of retail operation you have, such as Business & Industry, Vending or K-12 Schools. Rinks incorporate aspects of those three categories, and there are several other categories that might prove beneficial, as with Convenience Stores. From those categories, you can learn about products from Kellogg's like Rice Krispies Treats®, Famous Amos® Cookies, Cheez-It® Crackers, Keebler® Cookies and Stretch Island Fruit Co.™ All-Natural Fruit Leathers. This knowledge should help you learn which company snacks might prove best suited to your customers. Then you can click on the Tools section of FAFH to download the Snacks Brochure — "This full listing of the Kellogg's™ snack portfolio helps you put together a winning snack assortment, from fruity to cheesy to spicy" — or the Vending Product Guide — "Download this guide that lists crackers, snacks, cereals, cookies and wholesome bars that help you build a winning vending product mix." Further, the company lists several promotions and product recommendations, as well as their latest

## Batman, Cracker Jack, Madagascar 3 in the spotlight

will be available in your area. Be sure to get all the fresh signage you need for your rink, and ask about discounts and incentives to promote the snack. And get an announcement out to local schools, scouting groups and others about your rink's commitment to good nutrition. It should pay off handsomely later this year.

## Pepsi advertising

Good news for rinks that feature three giant brands synonymous with adventure, fun and the youth demographic: Pepsi Cola, [Gatorade](#) and [Mountain Dew](#). The parent company, PepsiCo, has announced that those three flagship brands are getting a 40 percent jump in their advertising and marketing budgets this year. Results for the first half of 2012 suggest PepsiCo is on track with this boost. The Pepsi family of brands is up 4 percent, while the several varieties of Mountain Dew are up 6 percent, and the booming Gatorade group is up 8 percent. Part of the marketing renewal is under the "Live for Now" campaign that keys on youth-oriented music and sports themes (Pepsi is returning to Super Bowl halftime festivities as a sponsor in 2013, as well). See if your supplier of Pepsi Cola, [Gatorade](#) and [Mountain Dew](#) brands can work with you with special promotions and sports-oriented signage and other marketing materials. It's time for your rink

