

new products for retail consideration. In all, the FAFH motto "Helping you build your business with trusted brands and innovative promotions" rings truer than ever.

**Batman — 'The Dark Knight Rises'**

As predicted here, the latest Batman thriller, *The Dark Knight Rises*, has proven to be a box office blockbuster, heading for a sales total near \$1 billion, and climbing. Still, tragic events in Aurora, Colo., on opening night insist that rink operators remain careful and respectful while tapping into the commercial energy of the film. That suggests guns and violence, as themes, are unwelcome with rink promotions and sessions. Still, you should embrace the action and fantasy of *The Dark Knight Rises* with school parties, drawings and giveaways, and Batman-licensed foodservice items in your snack and vending areas. (See the segment below for more.)

**Mountain Dew Dark Berry**

Mountain Dew is going blockbuster itself this year. The company has announced that it has teamed with the Hollywood studio Warner Bros. and *The Dark Knight Rises*

in a promotion entitled "Go Inside Gotham City." Elements of the campaign include a new Mountain Dew flavor, Mountain Dew Dark Berry, which will see significant advertising online and on radio and TV. Other venues include theaters and point-of-purchase retail displays. All of this hype should swell demand for Mountain Dew Dark Berry at most rink sessions, especially school-based parties and similar activities. Mountain Dew is now a \$5 billion brand from parent PepsiCo, and in-rink sales of Mountain Dew Dark Berry ought to prove bountiful for your bottom line. Talk to your distributor about related marketing materials, signage and other incentives, such as a 2-for-1 Mountain Dew Teen Night.

**Cracker Jack**

Cracker Jack boxed snacks have been around seemingly forever, and to veteran rink operators, Cracker Jack snacks might seem old hat. For your newer skaters, however, Cracker Jack might be the next big thing. That's how the thinking and marketplace planning are shaping up, according to the parent corporation Frito-Lay, a unit of the PepsiCo conglomerate. The strategy is to promote Cracker Jack as a value brand,



especially as the stubborn U.S. economy persists, and that marketing and pricing sensibility should prove a boon to rinks everywhere. Check with your Frito-Lay distributor to be sure to incorporate the Cracker Jack brand into your rink foodservice and vending areas, and think about adding a Cracker Jack incentive to freshen your birthday party sessions. Your customers will appreciate it.

**'Madagascar 3'**

Hollywood remains a bounteous place for rinks. Sessions themed to the latest films remain an attractive promotional opportunity, and licensed candy, beverages, snacks, session prizes and redemption fare that play on alliances with hit movies are almost guaranteed to prove profitable. In addition to *The Dark Knight Rises* (see above), *Madagascar 3: Europe's Most Wanted*

(also known as *Madagascar 3*) is a certified smash, a 3D, computer-animated comedy from DreamWorks Animation. Look for candy and other licensed items, including back-to-school prospects like backpacks and notebooks, to offer throughout your rink profit centers, or to use with prize drawings for the new school year. (The next installment of this column will feature a full roundup of films for the autumn and holiday seasons suitable for rink tie-ins, so be sure to look for it.)

**In brief**

A digital game and a new energy drink look especially promising for potential rink use in the months ahead: *World of Warcraft: Mists of Pandaria* and *XYIENCE*. The *Warcraft* installment looks to continue the game's dominance among game-players. *XYIENCE*, the official energy drink of the UFC, has added *Melon Mayhem* and *Tangerine Twister* to its stable of popular energy drinks. Both *Warcraft* and *XYIENCE* have great rink potential. Talk to your staff for promotional ideas with the two properties.

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**Bullet** **RADAR WHEELS**

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