

and Grand Theft Auto V for rink use or retailing this holiday season and into 2014. (Activision's Call of Duty: Black Ops II, the most recent edition of that combat game series, earned \$1 billion in sales last year after only 15 days on the market, and that game, too, looks outstanding for rink activities this year.) From one end of your rink to another, Grand Theft Auto V and its licensed products can really boost your cash flow this winter and next spring.

Top games for 2013-14

Game experts and sales figures alike tell a tale of enthusiasm for an array of video games for now and the upcoming months. Be sure to put these games to work for you and your customers as you manage your bottom line: Arma 3; The Witness, another title from the creator of Braid; Command & Conquer; Watchdogs; South Park: The Stick of Truth; Battlefield 4; Total War: Rome II; Batman: Arkham Origins; and Elder Scrolls Online.

Low-calorie French fries

The trend toward better nutrition now looks toward reducing calories in French fries, and Burger King is leading the way. The quick-serve chain has gone national with its introduction of Satisfries, crinkle-cut fries that have reduced fat and calories, about 40 percent less than standard French fries. The company is advertising Satisfries heav-

ily this fall and winter, and that could boost demand for a similar product in your own foodservice area. (Other major quick-serve chains are looking into this option, too.)

When your rink customers are increasingly aware of the challenges of poor nutrition and obesity, but don't want to forego their ever-popular French fries, you now can step up and help them and your rink's profit picture. Ask your foodservice supplier for the latest innovation in French fries, and be sure to get the needed signage, promotions and discount incentives under way.

Ruffles Crispy Fries Potato Strips

Ruffles Crispy Fries Potato Strips are snacks cut from real potatoes and



shaped like French fries. This bagged snack food from marketing giant PepsiCo is offered in two varieties: Original and Cheese-Flavored. "The new product brings to life the French fry experience — from the shape and taste, to the crunchy texture and packaging," according to the company. "And, they can even be microwaved for that fresh-and-

straight-from-the-diner flavor." Contact your PepsiCo-Frito Lay supplier for details, availability in your market, and various marketing aids and incentives.

Gatorade G Series PRO

Gatorade remains the dominant beverage for athletes young and old, amateur and professional, and this PepsiCo brand works hard to stay ahead of its competition. Sports beverages are a natural winner at rinks nationwide, and Gatorade has introduced its latest brand extension to stay No. 1 with sports fans: Gatorade G Series PRO. This handsomely bottled Gatorade line encompasses a pre-game variety and snack, Gatorade Prime Sports Fuel and



Prime Energy Chews; a game-time formulation, G Series Thirst Quencher; and post-game formulations, Recover Post-Game Protein and Recover Protein Shake.

Do your rink "activists" a big favor by offering the latest Gatorade products. Ask your PepsiCo supplier for more on Gatorade G Series PRO, and get all the fresh signage and marketing materials you need to satisfy your customers. Gatorade G Series PRO enjoys strong, contemporary graphics on its labels, and that visually attractive quality will do wonders for you.

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