

Theming your food area brings more attention, greater returns

By Dan Wortman, U.S.A. Rhode Island

The concession stand (snack bar, restaurant) is in many ways the heart of our facilities. It is not only a beehive of employee activity with retail sales and the hub of birthday services, but it's also the gathering point of almost every customer to recharge during the fun.

Theming your food center can showcase your menu and food specialties. Your theme idea can stand alone to bring in extra attention to just your food area and menu, or tie the theme to your entire facility.

Theming creates a fun and exciting atmosphere and helps your customers think of your facility as more than the sum of its individual parts. Either way, it will enhance the draw to your menu and make the experience more memorable for your guests. And, after all, isn't creating terrific memories what we're all about?



Located in the center of the skating floor, the food and redemption game area at U.S.A. Rhode Island is truly the center of the outer-spaced themed rink's "universe."

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