

HOT SPOT

By Art Snyder

With school events, hockey competition, birthday parties, and a host of other sessions — public and private alike — packing your rink with eager fans, this is the best of times. And with your admissions kicked up, so, too, is your potential for robust profits. If you take full advantage of our listings below, of course. Fortunately, everyone from the hit music duo Florida Georgia Line and Mountain Dew to Reese's Peanut Butter Cups and Oscar Mayer Bacon Jerky, is helping to turn your winter hopes into green-cash reality. See how, below.

Mountain Dew, Florida Georgia Line

The hit-making duo Florida Georgia Line has partnered with Mountain Dew to promote the group's Anything Goes concert tour throughout 2015. Building on their gold Anything Goes album and the platinum single Dirt, the progressive country act won the Country Music Association Vocal Duo of the Year and Artists of the Year awards, in addition to numerous Billboard (and other) prizes. The band also has enjoyed crossover success with Nelly and Jason Derulo, beyond recent hit-making work with Jason Aldean. The time is ripe at many rink sessions to key in on Florida Georgia Line music, and look for licensed FGL items for drawings, giveaways, redemption area products, and other prospects. Citrus-flavored Mountain Dew is part of the PepsiCo portfolio of billion-dollar brands. Talk with your supplier right away to get the best promotions for your loyal rink customers. For more, visit FloridaGeorgiaLine.com, MountainDew.com, and Facebook.com/mountaindew.

Kettle Brand Chips news

Your customers demand change and excitement, and that's where Kettle Brand Chips can help step up your game and profits. Known for their innovative flavors, Kettle Brand Chips has just introduced three bold, new varieties: Red Curry, Pepperoncini, and Roasted Garlic. They're available everywhere in grab-and-go, 2-ounce bags. Among the nearly 20 other varieties in this line are Sriracha, Maple

Bacon and Backyard Barbeque. Further, the Kettle Brand Thick + Bold lineup of ridge-cut potato chips now includes Dill Pickle and Carolina BBQ flavors. Kettle Brand, a division of Diamond Foods Inc., is online at KettleBrand.com. Talk to your purveyors of snacks to get the latest Kettle Brand fare into your foodservice and vending areas, and don't be shy about seeking

discounts and marketing materials.

Oreo Churro

Whether you have a sizable Hispanic customer base or simply have adventure-some customers who enjoy novel snack experiences, consider Oreo Churros for your foodservice area. These mouthwatering treats have a crunchy exterior and soft, warm interior flecked with bits of Oreo cookies. Available nationwide in stick, double-twist, and bite-size formats (and served with Oreo crème dip and dusted with sugar), Oreo Churros look like an easy-snacking winner with rinks from California to New York. Oreo Churros are available from J&J Snack Foods, the leading maker of churros, sometimes called "the Spanish doughnut." Brands include Tio Pepe's Churros and California Churros. For more on Oreo Churros, visit JJSnackFoodservice.com and consult with your cookies-and-sweets suppliers to bring this attractive item onto your menu.

Reese's and sports

Reese's says "Yes! Yes!" to sports. This major brand in the Hershey Co. portfolio is now an official, multi-year sponsor of several events televised on cable TV's numerous ESPN channels. The Reese's-ESPN partnership continues the brand's overall presence in and commitment to NCAA intercollegiate athletics. Your rink

should be able to parlay all this exposure into major sales growth for Reese's Peanut Butter Cups and other Reese's candies during most of your public and private ses-

sions alike, including hockey events. Ask your supplier of Reese's candies for marketing materials to ensure this outreach.

Katy Perry, Pepsi and sports

Katy Perry is becoming the go-to superstar of the music, entertainment, and sports worlds, thanks to her recent NFL Super Bowl promotional efforts on NBC on behalf of Pepsi. The Pepsi Super Bowl Halftime Show ranks No. 1 in the world with total viewers, at more than 120 million, and Perry's music exposure there should bump demand for any related rink



Oscar Mayer Bacon Jerky

It's a rare skater who doesn't love the chewy flavor of beef jerky, and Oscar Mayer recently perked up its menu of convenient dried-meat snacks: The company has added Bacon Jerky to its line of munchies. Oscar Mayer Bacon Jerky has two varieties, Bourbon Barbecue and Teriyaki Ginger. The high-protein snack is made of 100 percent shelf-stable bacon (no refrigerated storage is required), making it a ideal for on-the-go rink snacking. (Oscar Mayer is a major brand of the Kraft Foods conglomerate.) Contact your Oscar Mayer supplier for marketing materials. For more, visit OscarMayer.com.

Hostess Danish Pastries

The question: What's sweet and tasty, but more than just candy? The answer: Hostess Danish Pastries. This top-selling line of high-energy desserts has grown, with four new flavors introduced nationwide this winter: Apple; Berries & Cheese; Cheese; and Chocolate. Single-serve Hostess Danish products are priced right at \$1.79 and should hit the spot with active skaters. Look to your supplier for signage and sales incentives to boost this big-name addition to your snack, vending, and food-service areas. (Hostess also has introduced several other new doughnut and muffin snacks.) For more, visit HostessBrands.com, YouTube.com/user/Hostesssnacks, and Facebook.com/Hostess.

Simply Beverages

Great taste and nutrition are in the spotlight for 2015. The Simply Beverages brand from The Coca-Cola Co. has introduced two new flavors of its youth-oriented juice drinks, Fruit Punch and Tropical. These single-serve chilled beverages are available in 11.5-ounce rink-friendly PET bottles. Marketing support includes TV and the gamut of social media, so demand for all-natural Simply Fruit Punch, Simply Tropical, Simply Lemonade and other tasty varieties should be terrific. For more, visit SimplyOrangeJuice.com, Facebook.com/simplyorangejuice and YouTube.com/user/SimplyOrangeJuices. Contact your Coca-Cola supplier for all the necessary signage, promotional materials, and discounts to make the Simply Beverages family a huge rink success this year.

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Florida Georgia Line, Reese's Peanut Butter Cups in the news

tie-ins. Now's the time to bask in the Perry-Pepsi glow with the right array of signage and session promotions. Be sure to upgrade your redemption area, too, with a mix of licensed items with the Perry image, and get your music lined up to showcase her many hits during your teen and school sessions throughout the week. (She's had 10 hits rule the charts, along with several multi-platinum studio albums.) Her current global tour has seen more than 100 stadium sell-outs. With Perry at their side, the PepsiCo family of top brands — Frito-Lay, Pepsi, Gatorade, Quaker, and Tropicana, among others — should see substantial demand and growth at your rink. Contact your suppliers for some winning approaches to Perry-mania.

Chicken sandwiches gain on burgers

Hamburgers and cheeseburgers are basics at some rinks, but a major challenger is at hand: breaded-chicken sandwiches. As convenient and competitively priced as burgers, breaded-chicken sandwiches have seen three times the sales growth of burgers in the past year. Further, breaded-chicken sandwiches have settled into mainstream acceptability with school lunch programs, not to mention big-budget restaurant chains like KFC, Chick-fil-A, Burger King, Chipotle, McDonald's, and Popeyes Louisiana Kitchen, among others. This enhances familiarity and demand