

foodservice and vending areas, and many could be used with school, birthday, family, church, teen and other sessions.

**Call of Duty: Modern Warfare 3**

Your rink lives on the success of your efforts, from your DJ announcements and redemption line-up to your game areas and your fountain and other beverage zones. So remember this: The past year's hottest game across the country and with most youth-dominant demographic groups is Modern Warfare 3. In the entire history of entertainment,

tional industry.)

Now with this short-and-sweet list of goodies, see how you can incorporate at least some of them into your snack and vending areas, or use them for school sessions when you want to generate some buzz with a few freebies and drawings.

**King-size candy bars rule**

Not to give you a sugar overload, yet another candy development looks very promising: big candy bars. Whether they're called king-size, giant or any other superlative, these candies offer



no other game, product, movie franchise or other cultural phenomenon has equaled the knock-down sales record set by Activision's Modern Warfare 3. The numbers? The game grossed a billion dollars (yes, billion) in only its first week (yes, week) of release. Look to rink-friendly Modern Warfare 3 products and licensed fare to use in drawings and giveaways during school, teen, hockey and any other session that'll be filled with fans of the videogame or any of its previous versions in the overall Call of Duty franchise.

**Candy winners**

Ah, candy! This has been an especially active time of year for the world of candy and sweet snacks, and it's time for a few awards, thanks to The National Confectionery Sales Association (NCSA). This industry association recently awarded its New Product Awards in six candy and snack categories. Prize-winners were Snickers Peanut Butter Squared (chocolate candy); M&M's Star Wars Lightsabers (licensed or limited-edition candy); Natural Vines licorice varieties (non-chocolate candy); Cacao de Chuao Origins (premium/gourmet candy); Orchard Bars (snacks); and Juicy Oozers Gummy Vampires (seasonal).

"Product introductions are a driving force in the candy and snack industry, and we were delighted to honor companies that value innovation, research and development with awards recognizing their hard work," said NCSA president Alastair Northway. (The National Confectionery Sales Association is dedicated to furthering positive growth and acceptance of confectionery products, and recognizing the achievements of category leaders from all sectors of the interna-

mounds of taste at more economical pricings. According to the authoritative Hershey company, "the king-sized candy bar has emerged with the fastest-growing pack type. Year-to-date, king-size is up"



nearly 20 percent. Blazing the large-size trail in recent months have been Reese's Minis and Hershey's Drops, and 2012 should see new, large-format varieties and packaging of existing brands. Among them are Hershey's Drops, Cookies 'n' Cream, Hershey's Pieces Milk Chocolate with Almonds, and Jolly Rancher Crunch 'N Chew. Hershey is the sales trendsetter in the king-size category, with 55-percent dominance of the segment. As the year continues, be sure to incorporate large-size packages, bars and bags of many of these Hershey brands into your everyday offerings. And look for all the marketing materials, signage and other sales incentives that'll help ensure ever-greater rink profits.

**Transformers'**

We've said it before, but it bears worth repeating: Transformers has been and should continue throughout 2012 to be a monster player in the realm of films. From marketing whizzes at parent Hasbro, the Transformers brand (including films, games and a slew of licensed products) has tallied well more than \$1.4 billion. Talk with your staff to get a Transformer session under way this winter, and look for new, novel ways to help the brand please your customers and ratchet up your profits. Money is waiting to be made.

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# Unique map of rinks found in Pa. basement



*An impressive collection of stickers from rinks all over Pennsylvania adorn this custom-made map.*

**B**renda and Roy Artz, owners of LaRose's Skating Rink in Leighton, Penn., found this sticker map (circa 1962-63) in their basement recently. The map was made by Bob Mack, a rink owner from the Allentown, Penn., area, who was a good

friend of Brenda's grandfather, Morris LaRose. Bob skated at rinks throughout Pennsylvania, collecting stickers along the way. A "code" on the far right of the map indicates what the three line colors extending out from each rink location to its sticker mean. Blue meant

the rinks were using music played on the electric organ, red indicated rinks using music from records or tapes, and yellow referred to rinks that used juke box music. (A side note: LaRose's has been family owned and operated since 1926!)