



**Restaurant Reality**  
**Incorporating Industry Trends**  
**..... into Real Life Airport Applications**



**Global Food, Beverage &  
Concept Development**

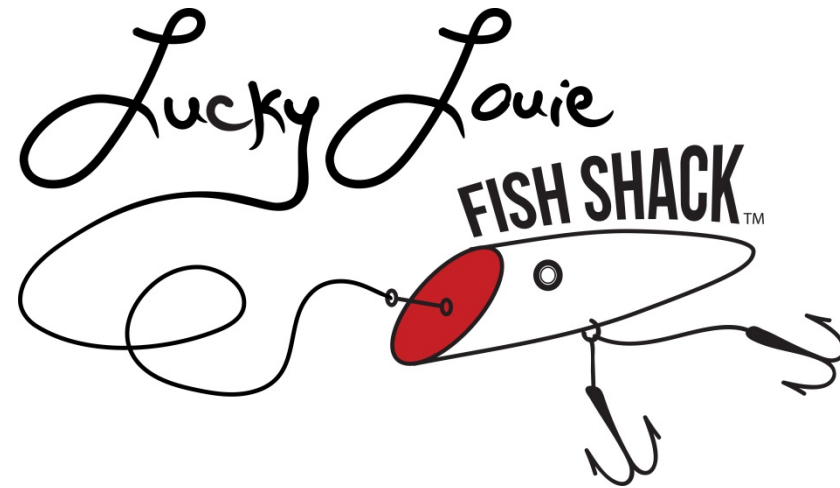
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It Can Get Kind of Crazy These Days . . .



You HAVE to Work Smart . . . and Develop Smart



**EATER**

*"People don't say, 'I want to be a chef, so I'm going to go to an airport and cook.'"*



# Reimagined Fast Food - The Next Generation of QSR & Comfort Foods

**Can Be:** Recognizable • Comforting • Local • Global Flavors • Specialty • Healthy

**Needs To Be:** Approachable & Appealing • Price w/ Value • Fast & Fresh



Old School – New School – Reimagined





# Healthy Halo & The Millennial Mindset

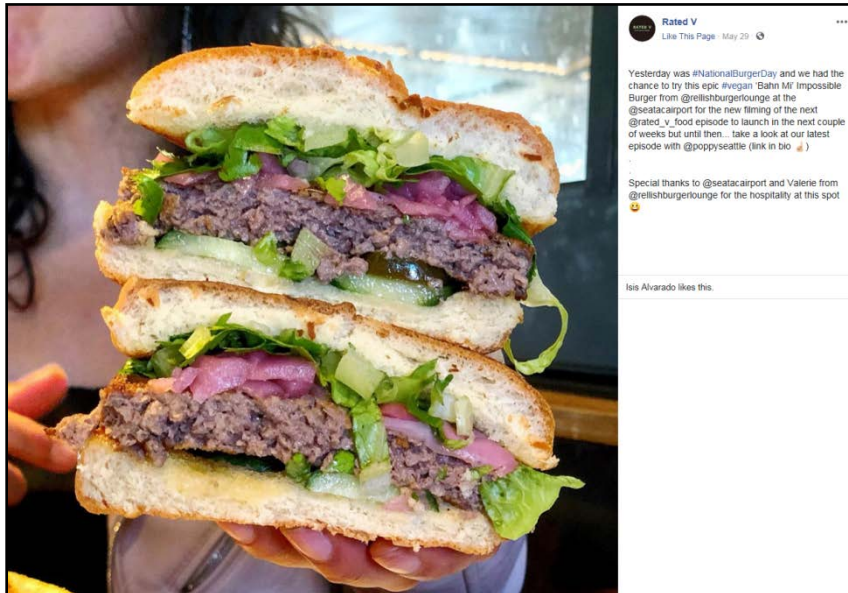
## Vegan – Vegetarian – Plant Forward – GF Options – Diet Specific

**Yesterday:** Vegetarian • Natural • Organic • Healthy

**Today:** Plant Based • Gluten Free • Paleo • Allergen Free • Keto • No Sugar • Wellness

**Just by adding a few items will gain you BIG FANS and long time customers who share the love.**

**Keep It Real – be sure if you say it, you're doing it** 😍



# Healthy Halo & The Millennial Mindset

## Vegan – Vegetarian – Plant Forward – GF Options – Diet Specific



According to a recent survey (Kerry Proprietary Consumer Research 2019), 65% of U.S. consumers seek added functional benefits from their everyday food and beverages.



The survey found that honey ranked third among the top 20 ingredients perceived to deliver functional benefits. Omega-3 Fatty Acids/DHA and green tea topped the list, while honey placed ahead of coffee, probiotics, and apple cider vinegar, among others.

**INGREDIENTS LIKE HONEY, GF OATS, CHIA, TUMERIC... ARE EASY TO ADD INTO MENU ITEMS**





# The Destination Layover - The Craveable Connection

- More and more guests pick their connection airport by what food is there.
- Destination Dining.
- Is it “Really” Local???
- Incorporate local flavor through “Speed Scratch”.
- Pick a few items that will work: e.g. local spirits/wine, pickled items, cheese, beer. Call it out on the menu.
- Specialty Retail – chips, snacks, candy... purchasing agreements need to be mindful that there is a need to go “outside of the contract”.





# Street Side Trends – Airport Environment

## The Instagram Wall

- Promote your venue and city!
- Adds FUN!
- Could be a designated terminal space and change out monthly to different concepts.
- Make it fun and people will pose!



## The Pop Up

Pop Ups – setting up for success!

- Concept Testing
- Small Business – a true test is the airport environment right for you?





# Street Side Trends – Airport Environment

## The Bar

### Non- Alcoholic Signatures

- Create a unique NAB platform that you can offer 2-3 different variations on.
- Mint is a must – but add other hearty herbs to the bar such as fresh rosemary or thyme.
- Offer an “Adult” NAB – think Q Tonic garnished with thyme, fresh citrus & cucumber served in an oversized wine glass.
- Add some easy wow like a butterfly pea flower tea topped citrus beverage, that changes color as you stir it.





# Street Side Trends – Airport Environment

## The Bar

### Expand the Back Bar

- Make the bar feel like a bar. A well stocked back bar creates more sales.
- Add local spirits to at least 1 signature drink.
- Consider new technology like Cocktails-On-Tap for speed of service.
- Dryer Drinking – fresh bar mixers, less sweet.
- Garden to Glass & Interesting Garnishes
- Unique Glassware – sturdy!







**SMILING MAKES ALMOST EVERYTHING BETTER**



## **New Concepts:**

- Local and Global Flavors are a must these days.
- Healthy Items and Options are a new standard.
- Menu and prep **MUST** be easy to execute but still interesting.
- Training is crucial.





## Additional Thoughts...

### Roll Out and Testing:

- Customers want their favorites and so menu items can have a very very long life – but seasonal items are important ... and looked forward to.
- Seasonal items are hard to roll out with logistics and some regulations.
- Testing new items is not 30/60/90 – its 7-14 days to see how it's working. This is cool!
- Many times it takes months to implement a menu change with larger concessioner companies.



Yesterday



## Additional Thoughts...

### Things to think about:

- Why are some airports TV stations regulated by the Port? What about some “other” programs: HGTV, Travel Channel...
- What is the new “sports bar”?
- Why can’t there be a movable “concept” – that goes to gates with delays – or busy times of day?
- There NEEDS to be actually healthy options – not just grab and go salads at every airport.

**LET’S DO IT!!!**

