



Annual National Conference 2019

A Frothy Idea!

Coffee Shops go Viral

By: Paul Becker & Beth Stevens

Affiliation or Financial Disclosure



Nothing to Disclose



A Bit About Our District



- Fort Zumwalt School District
- Located in O'Fallon, MO
- 19,000 students
- 18% free/reduced
- 4 high ,4 middle & 16 elementary schools



How to Sell Concept to Administration



- Identify needs through student focus groups
- Convenience factor to help punctuality
- Boosts school spirit and pride
- Targets individual school dynamics



Making a Concept into Reality



- Determine the amount of funds available for construction
- Location
 - Water availability
 - Sewer access
 - Proximity to adequate electricity
 - Wifi capability



Student Input



- What items are students looking for?
- What will your food versus drink percentage be?
- How much are students willing to spend?
- Hours of operation
- Student Ownership
 - Naming rights
 - Raffles
 - Drink names
 - Specialty products



Customer Service



- Key to success of the concept
- Be intuitive to the student's needs
- School pride
- Speed of service
- Frequency cards
- Environmentally friendly products
- Latte of the month/drink specials
- Staff delivery service



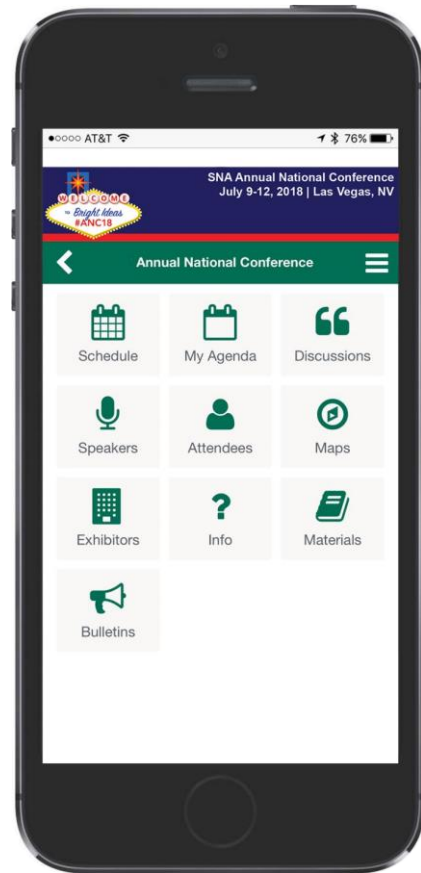


Panther Perk P&L 8/18-11/18

	August	September	October	November
North High 2018/2019 Profit and Loss				
DRINK SALES	\$3,112.30	\$5,089.15	\$5,601.00	\$4,406.20
SNACK SALES	\$2,511.05	\$4,272.10	\$5,417.95	\$3,842.90
TOTAL SALES	\$5,623.35	\$9,361.25	\$11,018.95	\$8,249.10
COST OF GOODS SOLD	\$3,262.20	\$4,062.44	\$3,076.06	\$2,440.58
WAGES 18-19	\$1,492.79	\$2,181.77	\$2,526.26	\$1,952.11
BENEFITS 18-19	\$896.45	\$896.45	\$896.45	\$896.45
Personnel Costs	\$2,389.24	\$3,078.22	\$3,422.71	\$2,848.56
NET PROFIT(LOSS)	(\$28.09)	\$2,250.59	\$4,520.18	\$2,959.56



Evaluate This Session



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One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.





Thank you!

Paul Becker

pbecker@fz.k12.mo.us

Elizabeth Stevens

estevens@fz.k12.mo.us