

# Fast Fuel

A Concession Stand Initiative from Fargo Cass Public Health

[www.FargoCassFastFuel.com](http://www.FargoCassFastFuel.com)

## What is Fast Fuel?

Fast Fuel is an initiative through Fargo Cass Public Health that aims to make it *fast* and *easy* for concession customers to select foods and beverages that provide the best “fuel” for athletes, families, and fans.

Additionally, a goal of Fast Fuel is to guide concession stands in being profitable while focusing on unique **pricing**, **placement** and **promotional** strategies.

So why a newsletter? As a way to reach concession champions, like yourself, and ideally shape the concession environment in a positive way, this newsletter provides quick information and takeaways that are easily implemented. Small changes can have a big impact. Let's do it together!

## Why do concessions matter?

While often considered a convenience, the reality is that concessions are becoming meals upon which millions of families rely on each year. Concessions are a promising setting for promoting nutrition. Approximately **45 million** children are playing an organized sport.

## There's a toolkit for that!

Looking for more strategies and information on concession stand strategies? A toolkit was created to provide concise, easy to digest (implement) information. Find the toolkit at [FargoCassFastFuel.com](http://FargoCassFastFuel.com).

## Fast Fuel Fast Fact

A recent study found that parents were generally dissatisfied with food options available in youth sport settings. Parents also felt the food environment promoted unhealthy nutrition habits.

- Thomas, et al. (2012)

**Fargo Cass  
Public Health  
has equipment  
and staff  
available to  
assist on site.**

**FargoCassFastFuel.com  
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