



FAST FUEL

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PRICE

Making money is a primary goal of concession stands. Offering healthful items should not take a bite out of profits. Fast Fuel strategies are here to help!

Fast Fuel strategies geared to sustain or improve concession profits:

1. Smart Pricing
2. Combination Meals

1. Smart Pricing

Price can influence what customers buy. Therefore, price healthful items more conservatively and know your costs.

Conservative Price Markup

- Price healthful items (e.g., carrots) more conservatively, and price less healthful items (e.g., candy) higher
 - Healthful items: 50-150% markup
 - Less healthful items: 175-250% markup
- Encourages buyers to choose Fast Fuel options
- Ensures concession stand is profitable & easy to run

Set prices to make a profit!

\$0.75 **\$2.00**

SMART PRICING
STRATEGY

Fast Fuel
A Fargo Cass Public Health Initiative

Knowing Costs

- Keep preparation needs in mind
- The cost of each item will help set the final price
- Include cost of condiments & serve ware





2. Combination Meals

Have the option for customers to buy items separately *or* as a combo. This option:

- Increases profits from selling more items
- Helps customers save money

Combination meals should include:

- A healthful side (e.g., fruit or vegetable)
- Items that may not be as profitable on their own or have a shorter shelf-life

EXAMPLE

- > BBQ Sandwich: \$3
- > Baked Chips: \$1
- > Bottled Water: \$1

Sold Individually -- \$5.00

Make It a Combo -- \$4.00

Concession Price – Cost = Profit Margin



Profit Tips

Adjust prices to promote items you want to sell.

Strategically place the items that are quick-to-purchase out in front to help move people through the line faster and increase sales.

Record sales to help track best selling items and concession success!

Use a price calculator to strategically price items for profit:
omnicalculator.com/finance/markup