

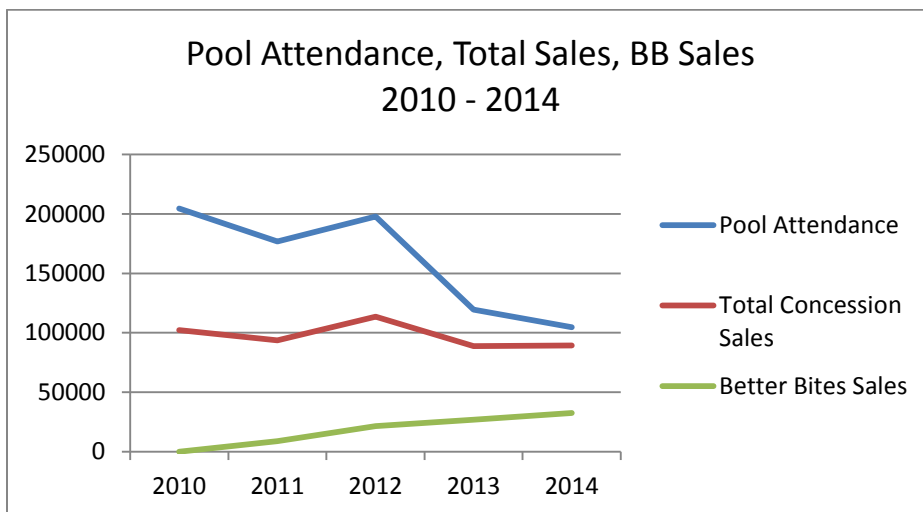


**Better Bites Report**  
**May - August 2014**

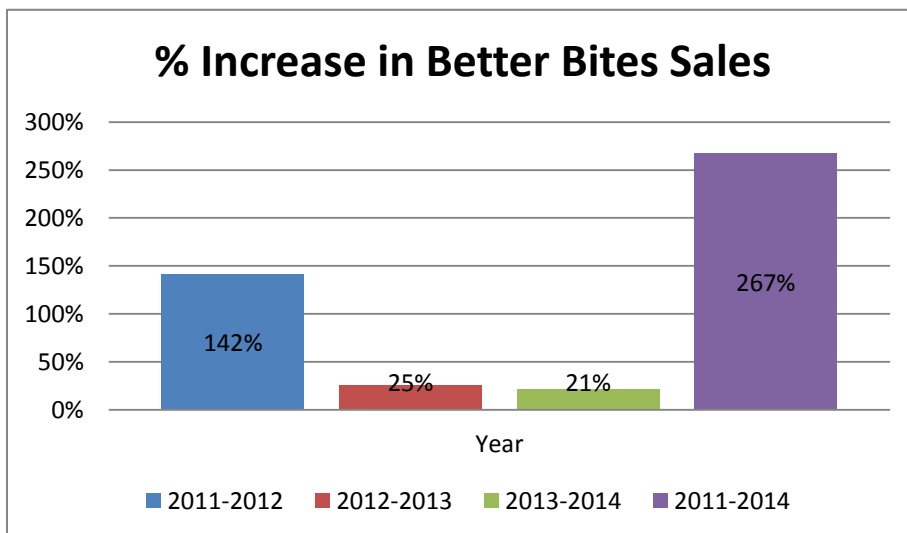
**Concession Sales: 2010 – 2014**

	2010	2011	2012	2013	2014	% Change '13-'14	% Change '11-'14
<b>Pool Attendance</b>	204535	176753	197747	119428	104780	-12%	-41%
<b>Concession Sales</b>	\$ 102,157	\$ 93,525	\$113,701	\$88,893	\$89,319	0%	-4%
<b>BB Sales</b>	\$ -	\$ 8,856	\$21,388	\$26,806	\$32,542	21%	267%
<b>BB % of Total Sales</b>	0%	9%	19%	30%	36%		

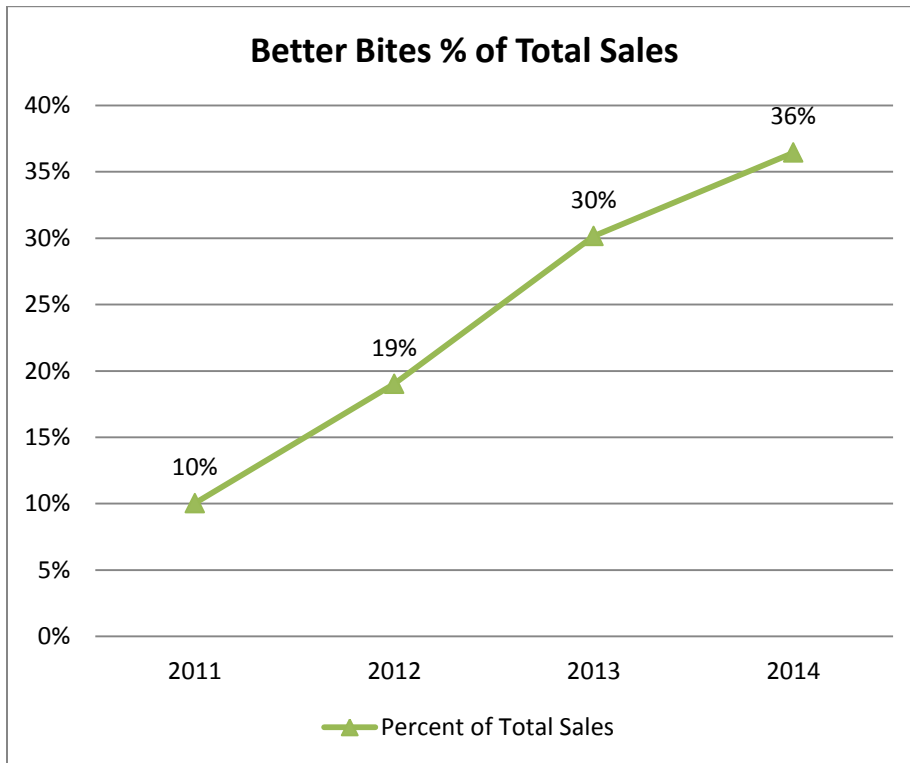
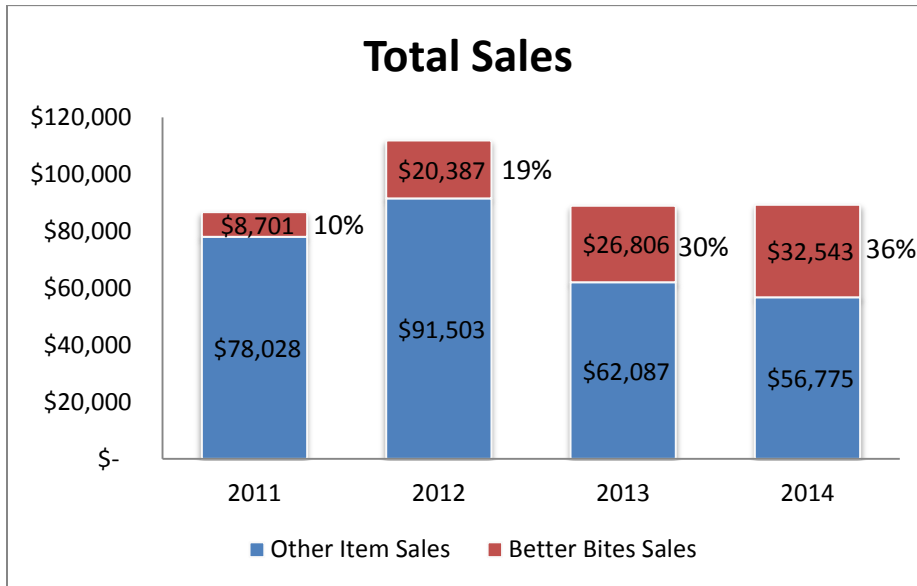
Average Temperature May-August 2013 and 2014: 73°F



- From 2013 to 2014, pool attendance decreased by 12%, there was no overall change in total concession sales, and Better Bites sales increased by 21%.



**Better Bites Sales as a % of Total Sales**



- From 2011 to 2014, Better Bites sales show a linear, 267% increase; accounting for nearly 40% of total sales in 2014.

**Better Bites Sales by pool: 2013 vs 2014**

Pool	2013	2014	% Change
Southland	\$14,935.00	\$15,980	7%
Woodland	\$10,015.00	\$12,151	21%
Shillito	\$1,856.00	\$4,412	138%
<b>TOTAL BB SALES</b>	<b>\$26,806.00</b>	<b>\$32,543.00</b>	<b>21%</b>

- From 2013 to 2014, Better Bites sales showed a 7% increase at Southland Pool, a 21% increase at Woodland Pool, and a 138% increase at Shillito Pool.
- Better Bites sales increased by 21% from 2013 to 2014.

**Overview of Items Sold**

Most Popular Overall (Money)		
Frozen Yogurt	6302	\$ 12,466.00

Most Popular BB Sold		
Frozen Yogurt	6302	\$ 12,466.00
Water	2631	\$ 2,631.00
Fruit	2592	\$ 1,944.00
Popsicles	2015	\$ 1,701.75
Banana Dippers	1181	\$ 1,189.00

Least Popular BB Sold		
Veggie Burger	127	\$ 317.50
Cup of Water	210	\$ 52.50
Chicken Salad Sandwich	263	\$ 705.50
String Cheese	354	\$ 384.75
Chicken Sandwich	364	\$ 1166.00

Most Popular Other Sold		
Pepsi	8264	\$ 10,329.50
Baked Chips	4390	\$ 5,099.00
Nacho/Cheese or Salsa	3648	\$ 3,031.50
Candy	2725	\$ 2,955.25
Hot Dog	2528	\$ 3,630.50

Least Popular Other Sold		
Chicken Nuggets	282	\$ 987.00
Nugget Basket	523	\$ 2,387.50
Pretzel	732	\$ 1,146.50
Hamburger	1121	\$ 2,802.50
X-cheese/salsa	1282	\$ 830.50

- The top selling food item was frozen yogurt, a Better Bites item, which accounted for 17% of total sales and generated nearly \$12,500.
- 75% increase fruit sales from 2013 to 2014
- Fruit was more popular than chicken nuggets.
- Water was more popular than Gatorade.