



# MINNESOTA STATE FAIR

Twelve Days of **FUN** Ending Labor Day



# Minnesota State Fair

"Against the Grain"  
In the Fair Food world

# Minnesota by the Numbers



- Attendance . . . . . 1,943,719
- Food & Beverage Sales \$ 36,489,151
- Beer & Wine . . . . . 10,462,026
- Total . . . . . \$ 46,951,177
- Per Cap . . . . . \$24.15

(All gross sales as reported 2016 not audited)



## Brief History of Food at the Fair

Church and Fraternal Organizations dominated the food scene at the Minnesota State Fair in the early 1900's continuing well into mid century and still a few yet today . . . . .

# Church Dining in a Fair Building



# Typical Food Operations 1940's





One Major Church Dining Halls final year

Left due to lack of volunteers ongoing need for maintenance and capital work . . . . .

Gross Sales their last year \$94,000



## Remodeled by a local Irish Pub

O'Gara's had a small presence in our Food Building and he was given the opportunity to take over the dining hall and grossed \$495,000 in food, beverage & beer sales



## Minnesota Turkey Growers

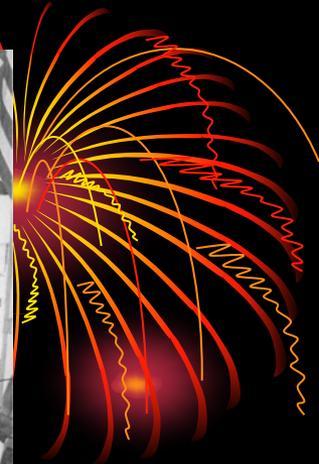
Very humble beginnings some 60 years ago . . . .

**Gross Sales \$490,000**



# Minnesota Turkey Growers Today . . .

Caught on a slow day but a quality simple good value of a Roasted Turkey Sandwich loyal following of a premium item



Twin City Milk Producers Association

Now known as the Midwest Dairy Association  
(MDA) part of the National Dairy Association (NDA)

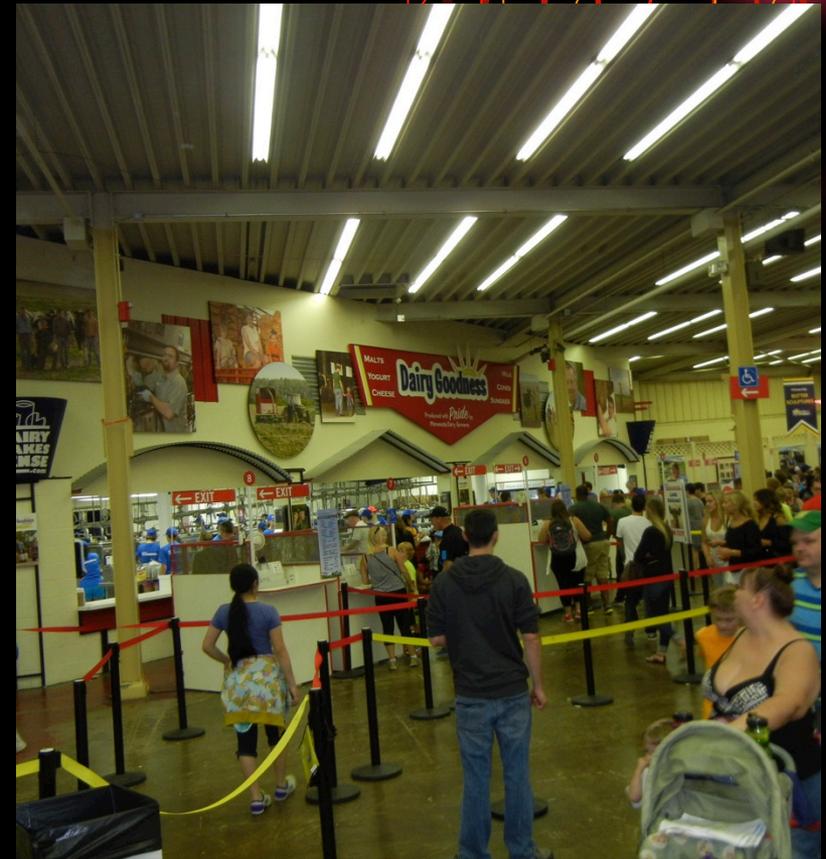


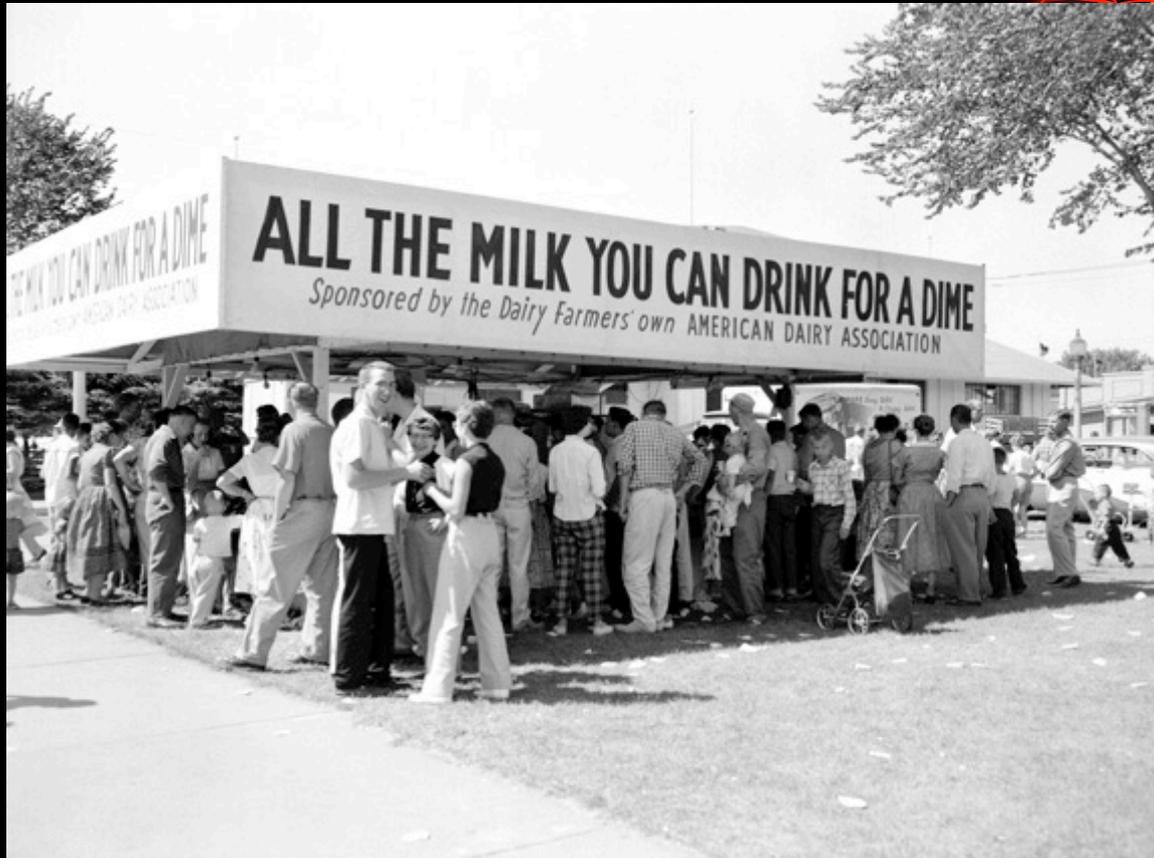
## Current Dairy Products Building

Featuring along with the MDA many of Minnesota's commodity groups, Turkey growers, Beef Council, Pork Board, Broiler and Egg and so on . . . .

# Midwest Dairy Association Featuring Malts, Cones & Sundaes

Gross sales \$945,000





Known then as the Dairy Farmers of  
the ADA

All the milk you can drink for a dime back in the 60's



Gross Sales of \$213,000



The Tradition Continues . . . .

Now offering white and chocolate and no skim or 1% here it's all the real deal whole milk . . . .



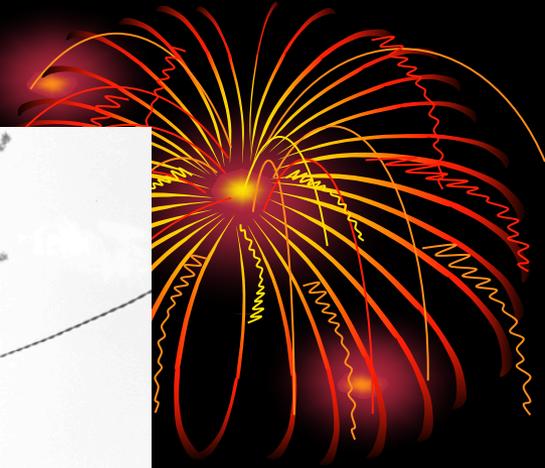
And then they said Put it ON-A-STICK!

Mid century began the start of the batter dipped, deep fried, on-a-stick phenomena that is alive an well today!



Who did it First?

The debate goes back a long ways . . . . .



Or at least to the 1940's

Was it the Pronto Pup brand corn dog the true first something on-a-stick from the boardwalks of Portland in 1945 to the Minnesota State Fair in 1947 . . . .



Or was it Fletchers Corny Dogs

Billed as the "Original State Fair Corn Dog" at that other fair in Texas . . . .

**Pronto Pups** 

*- Winner of the Golden Pronto Pup -*

**Celebrating 25,000,000 Pronto Pups  
2016 Minnesota State Fair**

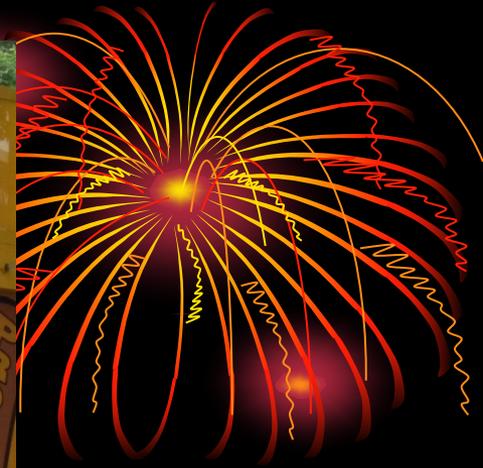
**\*\*\*\* Free Pronto Pups for Life \*\*\*\***

25 Million and counting . . . . .

It doesn't much matter to Minnesotan's who have embraced the Pronto Pup tradition for 70 years now

25 Million and 1. . . . .





The Pronto Pup brand is literally passed onto the next generation

With 8 locations the simple operations do one thing (2 sizes now) and do it very well a typical 7 x 16 foot joint will gross \$175,000 with one over \$200,000 this year



# Top Ten Foods

2015 Rank	RANKING	2016 Minnesota State Fair Top 10 Foods Ranked by Gross Sales						Up or Down		Price Increase	
		Product	2012	2013	2014	2015	2016	+ / (-)	%	%	%
1	1	Chocolate Chip Cookies (Added Location)	\$2,480,852	\$2,427,431	\$2,902,825	\$3,304,149	\$3,938,509	\$ 634,360	19%	0%	
2	2	Corn Dogs/Pronto Pups/Poncho Dogs	\$1,967,454	\$2,025,071	\$2,190,187	\$2,335,815	\$2,496,680	\$ 145,628	6%	0%	
3	3	Ice Cream, Custards, Frozen Yogurt, Gelato, Milk, Malts, Shakes	\$2,102,805	\$1,967,135	\$2,051,627	\$2,464,625	\$2,436,295	\$ (28,330)	-1%	0%	
4	4	Deep Fried Cheese Curds	\$1,504,335	\$1,430,321	\$1,606,994	\$1,704,998	\$1,950,876	\$ 245,878	14%	9%	
6	5	Fresh Cut Fries	\$ 925,384	\$ 812,254	\$ 895,827	\$ 915,849	\$1,054,506	\$ 138,657	15%	7%	
5	6	Pork Chops On - A - Stick	\$ 634,043	\$ 609,299	\$ 788,835	\$ 944,953	\$ 954,671	\$ 9,718	1%	0%	
7	7	Mini Donuts	\$ 664,407	\$ 681,994	\$ 794,947	\$ 766,162	\$ 928,993	\$ 162,831	21%	10%	
9	8	Gyros/Falafels	\$ 582,202	\$ 617,914	\$ 664,976	\$ 719,880	\$ 835,919	\$ 54,904	8%	6%	
8	9	Corn Roast	\$ 635,887	\$ 605,013	\$ 685,738	\$ 727,396	\$ 790,450	\$ 63,054	9%	0%	
10	10	Foot Long Hot Dogs	\$ 657,249	\$ 602,014	\$ 578,818	\$ 631,447	\$ 633,927	\$ 52,629	8%	0%	
		<b>Totals</b>	<b>\$12,154,618</b>	<b>\$11,778,446</b>	<b>\$13,160,774</b>	<b>\$14,515,274</b>	<b>\$16,020,826</b>	<b>\$ 1,505,552</b>			
		Top ten food sales as a percentage of total food sales (\$36,490,000 in '16)	44.2%	42.2%	39.7%	43.8%	48.3%	10.4%			



# Do One Thing and Do it Well!



- Pat Kessler a business reporter with our CBS affiliate did a story about food at the fair and summarized: *“all said and done the number one food at the fair is”*

That's Right . . .

. . .

# Milk & Cookies



# So Lets Talk Cookies



& More Cookies



# And this Year Still More.



# The Unexplainable Phenomenon of a Cookie

Martha's First Permanent Stand 1986



# Adeline's Scandinavian Kitchen



Adeline's a  
sleepy little  
Scandinavian  
Buffet  
grossed  
\$24,336 it's  
last year in  
1991  
Converted to  
a single  
product  
Sweet  
Martha's  
Cookies and  
in it's first  
year grossed  
\$90,495 a  
270%  
increase



# Sweet Martha's Today!



**Today's Gross \$1,177,046**



# The 2<sup>nd</sup> Location



**Gross Sales \$2,091,760**



Added a 3<sup>rd</sup> Sweet Martha Location to spread out and thin out the Market . . . . .



**Gross Sales \$669,706**





# Geographic Balance of Like Products

Critical to options for guests  
Food Desires and Opportunities  
for all Concessionaires

# Think of your Fair's layout like a Restaurant Menu



- Each Area should have:
- Appetizers
- Salads
- Small Plates
- Entrée's
- Deserts
- Beverages





# With Something for Everyone



BBQ WRAP.....\$5.95  
*(Pork, Beef, or Sausage)*

## PLATES

*(Choice of 2 sides & corn bread or dinner roll)*

BBQ CHICKEN PLATE.....\$7.50  
 BBQ PORK PLATE.....\$7.50  
 BBQ BEEF PLATE.....\$7.50  
 BBQ HOT LINKS PLATE.....\$7.50  
 BBQ PORK RIB PLATE.....\$10.25  
 COMBINATION PLATE.....\$12.50

*(Choice of 3 Meats)*

PORK RIB (SLAB).....\$22.00  
*(Spare Ribs)*  
 BEEF SHORT RIBS.....\$8.50/LB  
 HOT WINGS.....\$6.95/LB

*(Brother Mel's smoked hot wings or B.B.Q wings)*

## KIDS MEAL

SMOKED DOG, CHICKEN LEG,  
 1 RIB OR 2oz. BEEF OR PORK.....\$3.95  
*(1 side and corn bread or roll)*

## MEAT ONLY

PORK, BEEF OR HOT LINKS.....\$12.00/LB  
 1/4 CHICKEN.....\$3.00

*Pork Ribs*



COLESLAW.....\$1.50.....\$4.00  
 MASHED POTATO.....\$1.50.....\$4.00  
*southern style    single    pint*  
 BLACK EYED PEAS.....\$2.00.....\$5.00  
 CANDIED YAMS.....\$2.00.....\$5.00  
 GREEN BEANS.....\$2.00.....\$5.00  
 TURNIP GREENS.....\$2.00.....\$5.00  
 OKRA.....\$2.00.....\$5.00

## DESSERTS

SLICE APPLE PIE.....\$2.75  
 PEACH COBBLER.....\$2.75  
 SLICE SWEET POTATO.....\$2.75  
 SLICE PECAN PIE.....\$3.00

*Whole Pies...*

SWEET POTATO.....\$9.00  
 APPLE.....\$9.00  
 PECAN.....\$11.00  
 COBBLER.....\$18.00



## BEVERAGES

SOUTHERN STYLE SWEET TEA  
 OR LEMONADE.....\$2.00  
 FOUNTAIN DRINK.....\$1.50

*(Pepsi, Diet Pepsi, Dr. Pepper,  
 Mountain Dew, Lemonade and Tea)*

## B.B.Q



*Pork Sandwich*

## TUESDAY NIGHT

BROTHER MEL'S WING NIGHT

ALL-YOU-CAN EAT.....\$12.50  
*(Brother Mel's smoked hot wings, B.B.Q wings  
 and oven baked wings.)*

DOES NOT INCLUDE DRINKS OR DESSERT  
 4:00- CLOSING

## FRIDAY NIGHT

SOUTHERN FOOD BUFFET

ALL-YOU-CAN EAT.....\$12.50  
*(Chef's choice, ask for details)*

DOES NOT INCLUDE DRINKS OR DESSERT  
 4:00- CLOSING

**DAILY LUNCH SPECIAL**  
 HOME COOKED COMFORT FOODS **\$5.95**

MONDAY.....MEATLOAF  
 TUESDAY.....SMOTHERED PORK CHOPS  
 WEDNESDAY.....SOUTHERN FRIED CHICKEN

Not as much like this . . .





# More Like This Start with an Appetizer . . .



# Small Plates . . . .



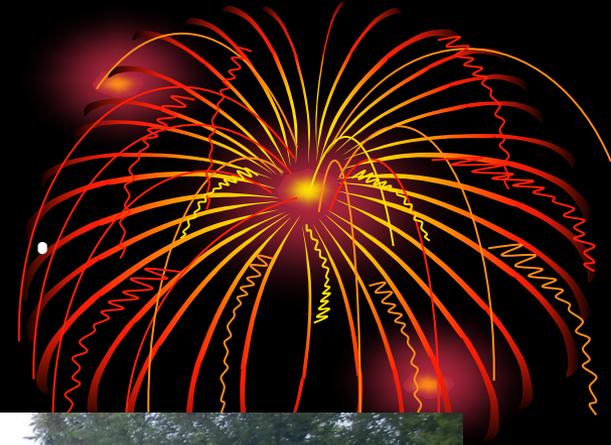
Offer a Snack . . .



# Offer an Entrée . . .



# Ethnic Entrée's . . .



Offer a side dish . . .



# Something Sweet



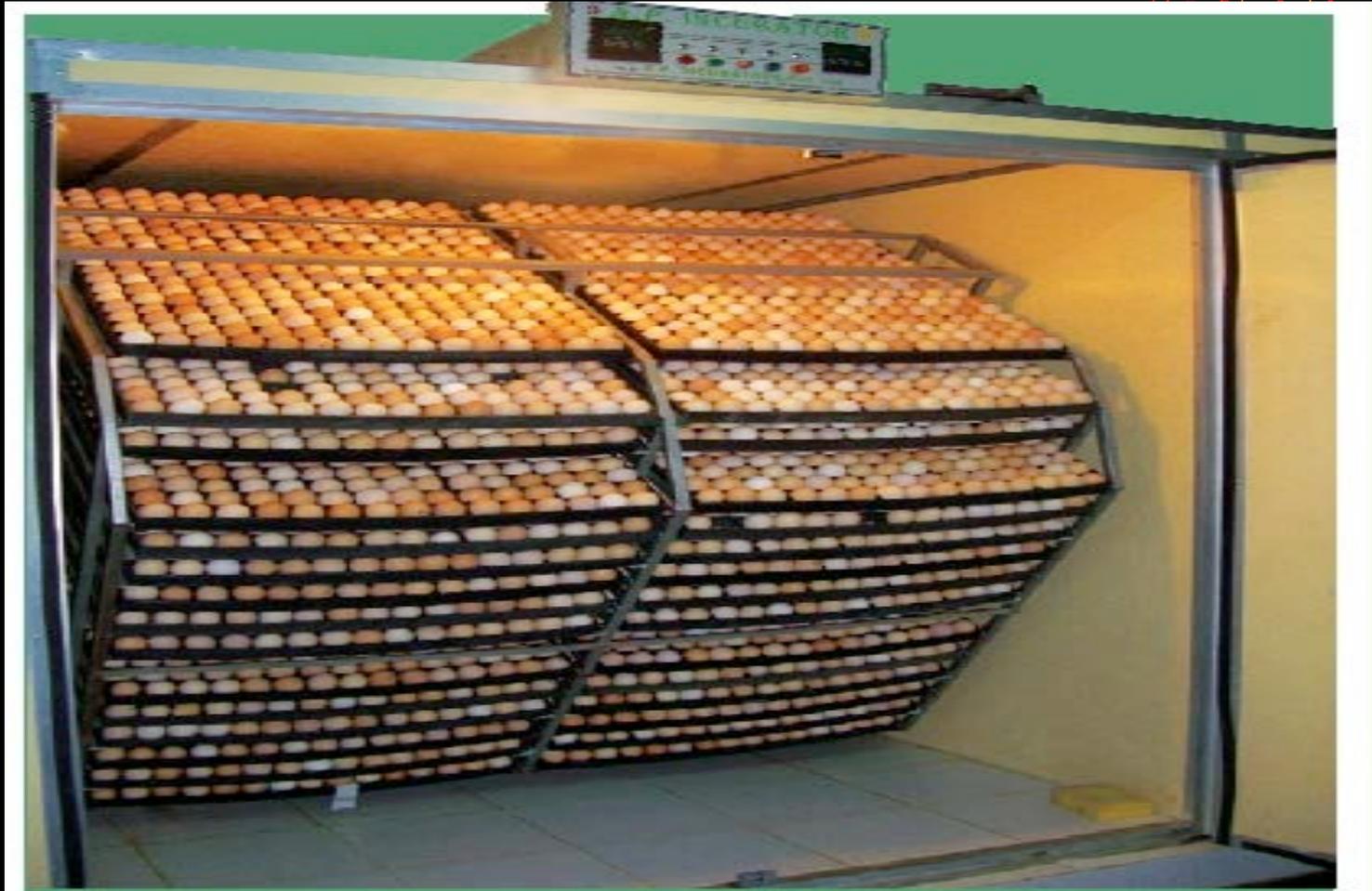
# Save Room for Desert



Wash it all down with a .



How about a big incubator ?





Typical Gross \$90-100,000 for all 12 days



No I meant more like this . . . .

Working with the local Midtown Global Market they did the build out in our International Bazaar then we rotate 2-3 times through the fair utilizing their clients with authentic indigenous menu options . . .



# So What's New!

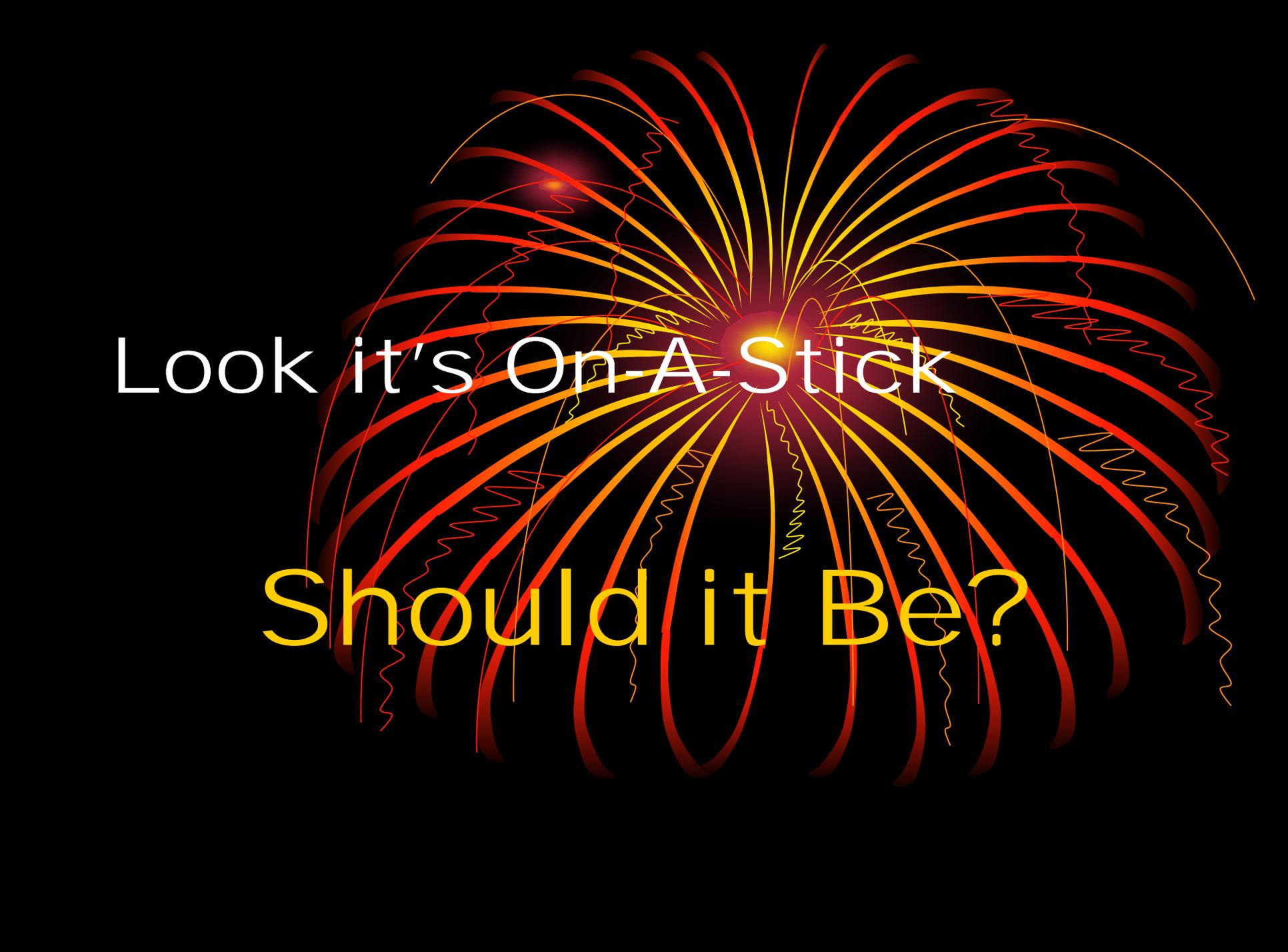
Every year we just can't  
wait to hear those three  
words . . . . Right!

# All New Food Freak Show



**SIDE  
SHOW**  
ENTERTAINERS





Look it's On-A-Stick

Should it Be?

# How Can It Be . . . .





Because . . . . .

Anything can Be whether  
it should be or not . . . . .



Look It's Deep Fried!

It Never Use To Be  
Why Did They Do That



Because Now It's a New  
Fair Food

And I May get some media  
attention . . . .



Oh My Gosh It's Covered  
with CHEESE!

It's Never Had Cheese on it  
before it must be even better



Only Three Things make  
a new Fair Food . . . . .

Topped with Bacon  
Infused with Bacon  
Wrapped in Bacon

# But it's only BACON!



**Gross Sales \$253,000**

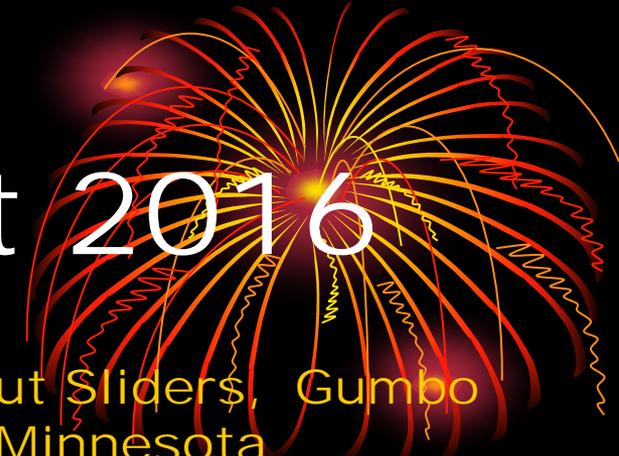


You Name it  
We'll Fry It  
An  
actual  
menu  
board at  
a major  
state fair





# Our new Food List 2016



- Rustic Beef Pastry, Candied Bacon Donut Sliders, Gumbo Frites\* Sheep Dog, BBQ Shrimp Taco Minnesota Corndogs\* Macaroni & Cheese Curds, Carpe Diem, Iron Range Meat & Potatoes, SPAM Sushi, Bang Bang Fresh Chicken Tenders\* Saucy Shrimp & Slaw, Italian Tacos, Cheesy French Onion Monkey Bread, Strawberry Donut Delight, Reuben Pickle Dog, Candied Bacon BLT, Cajun Peel'n eat Shrimp, Beer Brat Buddies, Deep Fried Nachos Supreme\* LaLa Palooza Sundae, Spicy Pork Bowl, Paneer on a spear, Cracker Jack Caramel Sundae, Burnt Butt Ends, Deep Fried Grilled Cheese Bites\* Call it Breakfast Malts & Sundaes, SPAM Curds\* Chocolate Agate Crunch The Elvis Minnesnowii Shave Ice toppings & flavors Banana Cinnamon & Cream Dipped dark chocolate bar
- \*Designates Deep Fried

New Foods Can be Fun without being "Freakish"

We are looking at the competition of Food Trucks and sports stadiums bragging about their Gourmet Menus

Our position is we are "gourmet and high end menu options without being white table cloth stuffy and still fun food that is really good food and a "Fair" value"

## Ranking all 47 new foods at the Minnesota State Fair (and where to find them)

47 new foods. Ten hours. One critic. Rick Nelson sampled it all at the State Fair; \$450 later, here's his take  
By Rick Nelson Star Tribune  
September 2, 2016 — 11:07am

— Star Tribune

When it comes to the 2016 crop of new foods at the Minnesota State Fair, the highs are stratospheric, and the lows, well, they're as greasily subterranean as ever.

This year's key words? Bacon. Shrimp. Ice cream. Thankfully, there wasn't an item that simultaneously embraced all three.

What I noticed — besides taking 18,242 steps, a figure my feet are feeling today — is that prices continue to inch (and sometimes rather brazenly leap) forward. A shocker, right? In happier news, the fair is also boldly stepping into the 21st century and embracing convenience. In past years, fairgrounds grazing was a strictly cash-only proposition. This year, my plastic saw the light of day on a number of occasions.

Here are my rankings, starting with the best of the best (four stars).

### ★★★★ Barbecued Shrimp Taco

A role model for fair food. So many textures — the crunch of jicama-cabbage slaw, the snap of hefty, juicy shrimp — and flavors, whether it's garden-fresh cilantro or a teasingly spicy chipotle-fueled cream sauce. Two to an order. \$10, and worth it.

### Candied Bacon BLT

Step right up and enjoy the State Fair's best bacon dish, bar none. It's a savvy, gussied-up twist on the BLT formula: the slab-cut bacon (and plenty of it) sports a maple sugar glaze, slaw stands in for lettuce and "tomato" translates into a cool salsa verde. Even the roll — a sweet, eggy thing — is first-rate. Get it. \$8.  
Location: The Blue Barn. [Map it](#)

### Chocolate Agate Crunch

Another home run from the hitmakers at Izzy's Ice Cream. This time they're marrying Minnesota geological lore with chocolate, more chocolate, even more chocolate, before sneaking in a salted caramel finish. A must. \$5 and \$7.

### Sheep Dog

This beauty would be the pride of any top Twin Cities gastropub. The feisty sausages hail from Doug Rathke's Hutchinson, Minn., farm, a true taste of Minnesota, and they're brilliantly garnished (quinoa! kale!) and served in an excellent bun, a fair rarity. Wash 'em down with a glass of effervescent orange-ginger kombucha (\$5) from Deane's Kombucha. \$8, and worth it.  
Location: Lamb Shoppe. [Map it](#)

### Spicy Pork Bowl

Leave it to this ultra-creative outpost to bring the trendy rice bowl to the Great Minnesota Get-Together, and also know what to do with it. Kudos to the (not too) spiced-up pulled pork, the garlic-sautéed spinach and the crispy fried onion topper. \$9.

How'd They Do . . .  
 Additional Gross sales of over \$1 Million due to new foods  
 some real media darlings up over 100%

### Sales Comparative 2016 & 2015 of those Operators with New Foods

Operation	New Product	Sales 2016	Sales 2015	Difference	As a %
Blue Barn (2 items)	Candied Bacon BLT Pork Bowl	\$628,428	\$474,916	\$153,512	32%
Tot Boss (compared to previous operator)	Tater Tots	\$177,597	\$24,425	\$153,172	627%
Oofda Tacos (compared to previous operator)	Oofda Tacos	\$123,367	\$19,961	\$103,406	518%
Texas Steak Out	Deep Fried Nachos	\$360,133	\$267,912	\$92,221	34%
O'Garas	Grilled Cheese Bites	\$294,052	\$216,049	\$78,003	36%
Minn Wine Country	Candied Bacon Donut Sliders	\$110,237	\$45,734	\$64,503	141%
RC's BBQ (compared to Famous Dave's)	Burnt Butt Ends	\$277,918	\$222,376	\$55,542	25%
Oodles of Noodles	Mac & Cheese with Curds	\$96,813	\$43,411	\$53,402	123%
Lamb Shoppe	Sheep Dog	\$94,625	\$41,882	\$52,743	126%
Strawberry Patch	Strawberry Donut Delight	\$89,864	\$38,138	\$51,726	136%
French Meadow	Rustic Beef Pastry	\$248,532	\$209,158	\$39,374	19%
Fish & Chips (2 locations)	Saucy Shrimp & Slaw	\$205,204	\$173,034	\$32,170	19%
Giggles	Iron Range Meat & Potatoes	\$450,190	\$421,695	\$28,495	7%
Lancer	Spam Sushi (Compared to former Pizza Operation)	\$58,369	\$33,330	\$25,039	75%
Ragin Cajun	Gumbo Frites	\$96,950	\$73,458	\$23,492	32%
Blue Moon	French Onion Monkey Bread	\$185,139	\$163,979	\$21,160	13%
Gass Station	Minn Corn Dog	\$91,965	\$70,808	\$21,157	30%
Café Caribe	Peel'N Eat Shrimp	\$137,330	\$121,756	\$15,574	13%
JonnyPops	Banana Cinnamon Dipped in Chocolate	\$41,253	\$37,703	\$3,550	9%
Goertzes Dairy	Cracker Jack Sundae	\$91,620	\$88,184	\$3,436	4%
Bridgeman's	La La Palooza	\$73,020	\$72,639	\$381	1%
LuLu's	Bang Bang Chicken (against a hot new item in '15)	\$336,035	\$345,836	\$9,801	-3%
Sausage Sisters	Beer Brat Buddies (against hot new item in '15)	\$55,149	\$65,143	\$9,994	-15%
Green Mill	Italian Taco (cut back menu from '15)	\$85,065	\$101,802	\$16,737	-16%
Midtown Global	Carpe Diem and Panear on a spear (two big items in '15)	\$90,583	\$119,649	\$29,066	-24%
Totals		\$4,499,438	\$3,492,978	\$1,006,460	29%



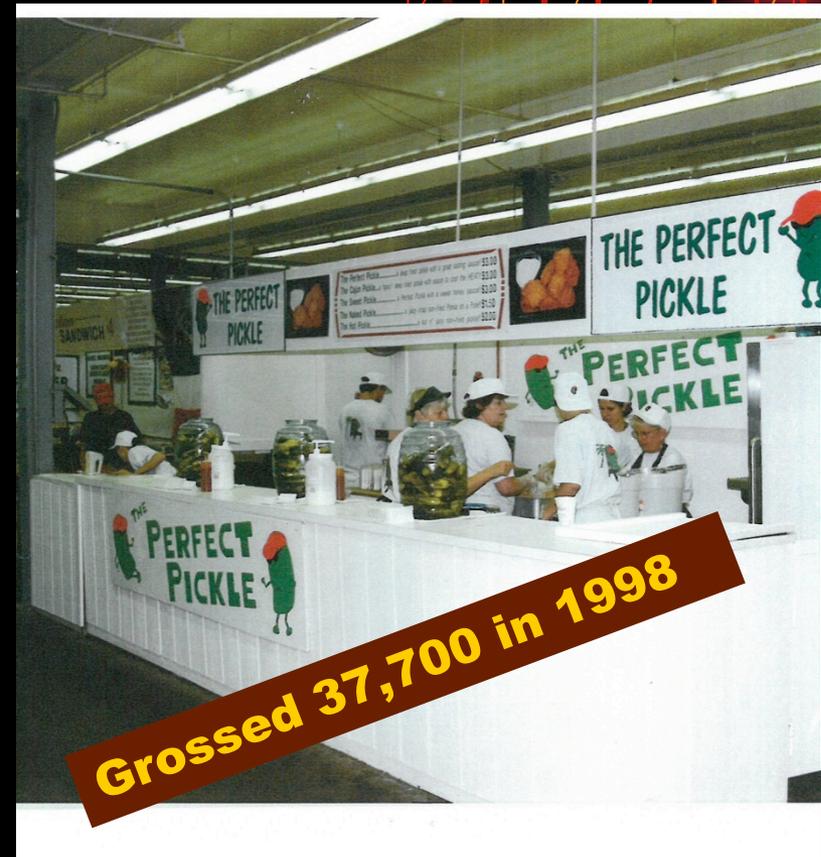
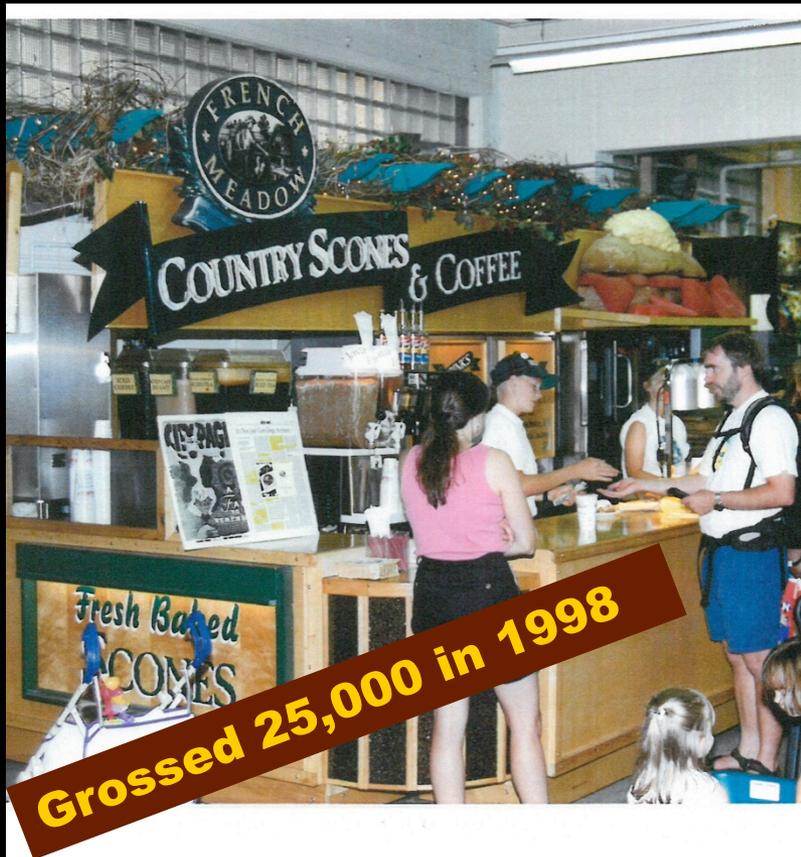
Feed the Beast . . . . .

Recognize who they are and  
Give them Room to grow

French Meadow and the Perfect Pickle both small operations in our Food Building in 1998 and were growing fast

So we

“Fed The beast”



# Built the largest Fry Trailer ever built by Century in 2010



**Grossed \$625,000**



# Moved to a Building



**Grossed \$248,000**



I'm Only Here . . . .  
For the Beer!

The explosion of  
Craft Beer is a two  
fold opportunity for  
your Fair

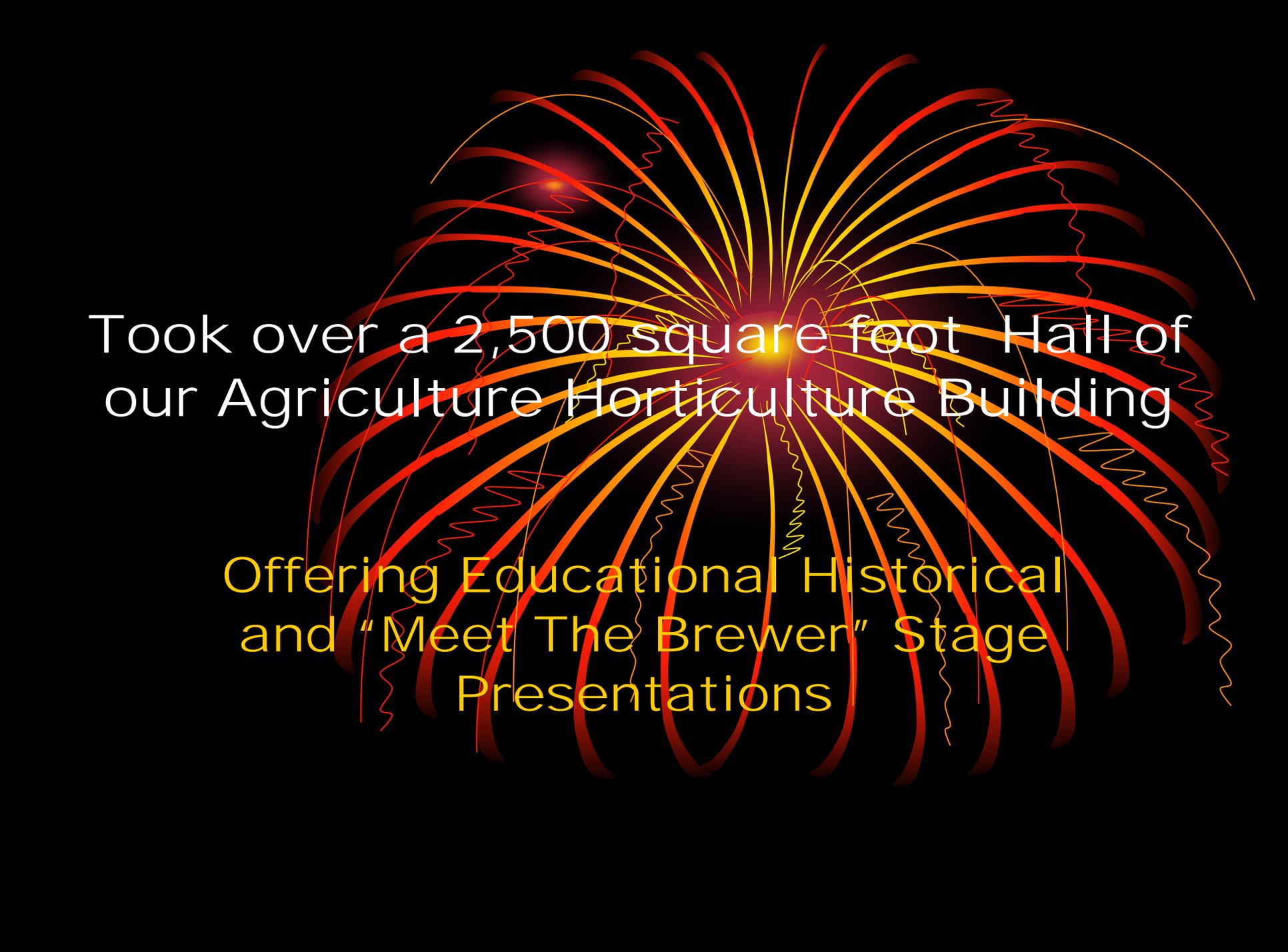
The emerging  
markets of Craft  
Beers, the  
educational  
opportunity for the  
agriculture aspects  
of the beer industry  
and the opportunity  
to introduce your  
guests to all the  
new craft beers



got beer ?

# Minnesota Craft Brewers Guild





Took over a 2,500 square foot Hall of  
our Agriculture Horticulture Building

Offering Educational Historical  
and "Meet The Brewer" Stage  
Presentations

# 12 year Growth in Beer Sales



	<u>2005</u>	<u>2016</u>
Retail Outlets	16	22
Varieties	26	337
Minnesota Brewed	5	193
Total Sales	\$2,812,221	\$10,543,100
Our Revenue	\$ 488,500	\$ 1,790,000



Thank You!

Questions  
And  
Comments