

*How to sell  
1 simple Potato  
in your park?*



*The answer...*



***Spirello!***



*First, have a look @ these 3 videos*



### **How to Prepare**

<https://youtu.be/DDIAXrN8KSs>



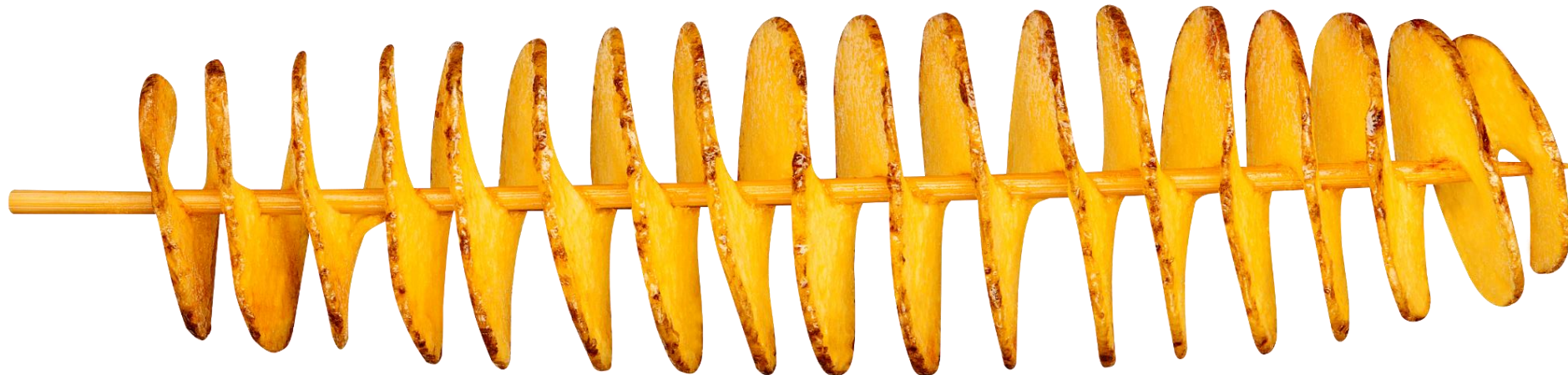
### **Spirello FoodCottage**

<https://www.foodcottageplugandplay.nl/>



### **Spirello Perfect Serve**

<https://youtu.be/LZwt3T1845c>



*... World's most popular Potato snack.*



# How to successfully implement Spirello in your park

## a four-step approach

- 1 Use a unique 'Spirello Only' Kiosk ✓
  - 2 Choose one or multiple strategic location(s) in your park ✓
  - 3 Appoint a local sponsor ✓
  - 4 Inform your guests ✓
- !** Hit Rate







1

## Use a unique 'Spirello Only' Kiosk

Why? Because you sell more!

**Q: What is a 'Spirello Only' Kiosk?**

**A:** A Sales Booth dedicated to sell Spirellos.

**Q: What does that mean?**

**A:** Its main purpose is to sell as many Spirellos as possible out of an inspiring kiosk.

**Q: So, you only sell Spirellos out of the kiosk and no other products?**

**A:** The focus is on Spirello. Spirello is a typical impulse product. Guests buy a Spirello on the go. The snack is sold separately or in combination with a drink. Offering hot/cold drinks or some candy is a good idea but applying a cafeteria-approach with an extended menu list is not desirable.

**Q: What about counter sales?**

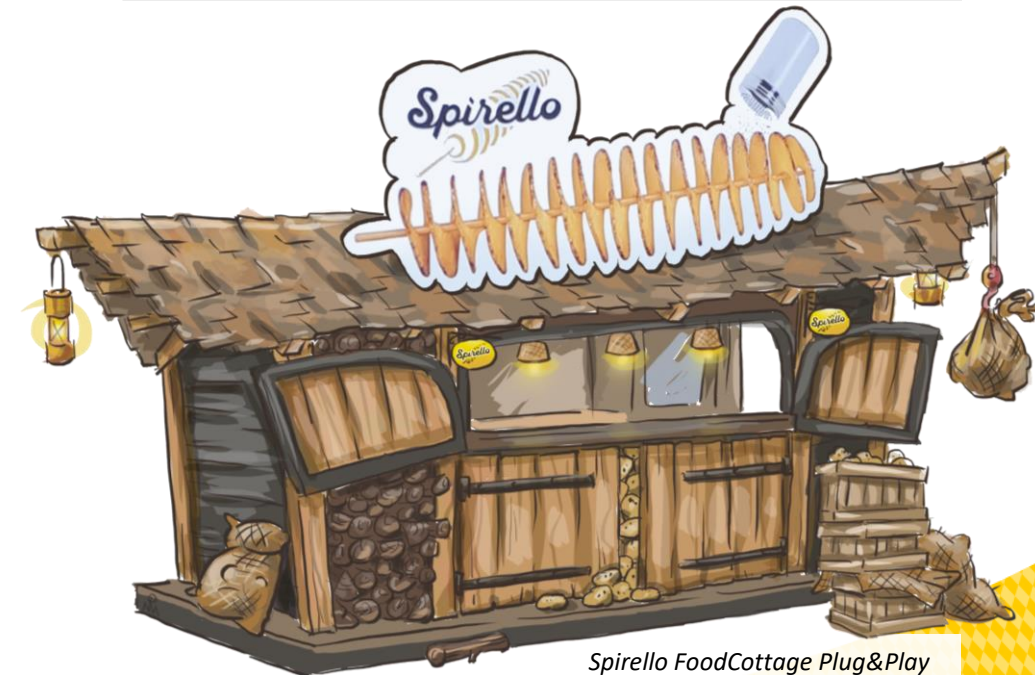
**A:** We do not recommend this. Selling Spirello next to other fried snacks, hamburgers, fries, or as a supplement with a menu undermines the exclusivity of Spirello. And don't forget, Spirello is an extra snack moment for the guest, in addition to the standard mealtimes.

**Q: Can you show some examples of 'Spirello Only' Kiosks?**

**A:** See the pictures at the right. The Spirello FoodCottage Plug & Play (designed and built by Spirello BV) best reflects what Spirello stands for. If this is not feasible, we will be happy to help you convert one of your existing sales stand into a Spirello kiosk.



Hellendoorn - Netherlands



Spirello FoodCottage Plug&Play



# Spirello FoodCottage = Plug & Play

Literally plug in electricity and start selling!

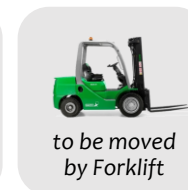
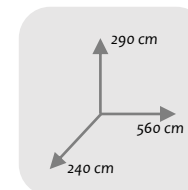


## Spirello FoodCottage includes

- ✓ Fryer & Freezer
- ✓ Extractor & Hood
- ✓ Boiler & Sink
- ✓ Electricity & Lighting
- ✓ Water Connection & Signing



<https://youtu.be/rGdE1DxnwDM>



to be moved  
by Forklift







↗ Why? Because you sell more!

## 2 Choose one or multiple strategic location(s) in your park

Squares ⊕

Terraces ⊕

Picnic areas ⊕

Boulevard ⊕

Shopping street ⊕

Adjacent to the natural walking route ⊕



### Keep in Mind

**Spirello is a typical example of ...**

- ✓ an impulse purchase
- ✓ a family snack
- ✓ an on-the-go product

**The Spirello FoodCottage ...**

- ✓ is a true eye-catcher
- ✓ needs electricity (230 or 380V)

*... I bet you already have some locations in mind ...*







### 3 Appoint a local sponsor

Why? Because you sell more!



You?  
(or vice versa) Us?

It is crucial to have a local sponsor who believes in the potential of Spirello. Someone who is willing to work closely with Spirello BV. Logically this is the parks' F&B manager. Combining local knowledge with our best practices makes a winning team!

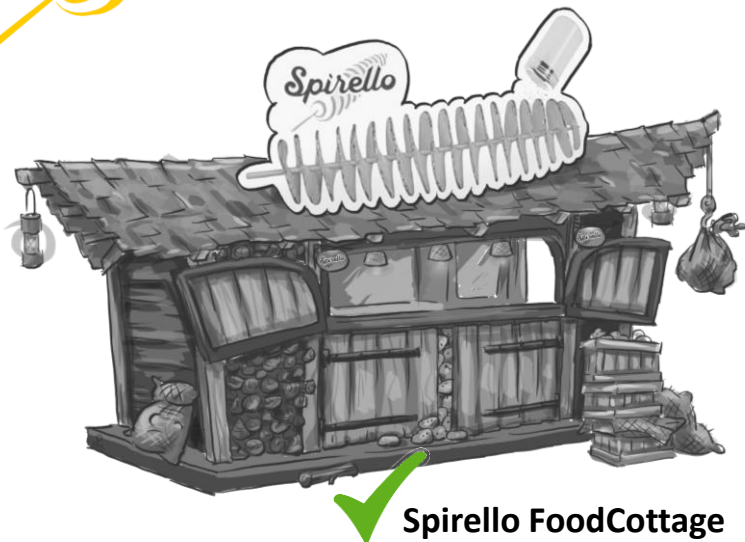
*... enthusiasm, involvement, communication and willingness to take action means success!...*



# 4 Inform your guests

let's show ourselves!

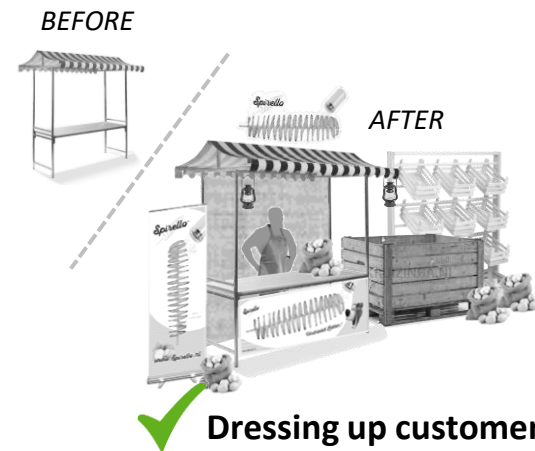
Why? Because you sell more!



Spirello FoodCottage



Visibility is key!



Dressing up customers' kiosk



Voucher & Custom Signing



Social Media



Standard Signing





# ! Hit-Rate

**HIT-RATE**  
1:X  
1 out of every X visitors buys a Spirello

**Top Notch!**  
**1:9**   
**Efteling**  

- ✓ 3 'Spirello-only' Kiosks
- ✓ Top locations
- ✓ Max opening hours

**1:18**   
**AvonturenPark HELLEDOORN**  

- ✓ 2 'Spirello-only' Kiosks
- ✓ Good use of signing
- ✓ Top local sponsor

**1:38**   
**Slagharen**  

- ✓ 1 Counter Sales
- ✓ No local sponsor
- ✓ Limited Exposure

1: 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 30 31 32 33 34 35 36 37 38 39 40

... what will be your Hit rate?

**1:21**   
**MOVIE PARK**  

- ✓ 1 'Spirello-only' Kiosk
- ✓ 1 Counter Sales
- ✓ Top local sponsor

**1:28**   
**Bobbejaanland** family park  

- ✓ 1 'Spirello-only' Kiosk
- ✓ Limited opening hours
- ✓ Top local sponsor

