

THE TOP IDEAS FROM THE

MID-AMERICA PIZZA SHOW



KOOL KUPS

Make messages, logos and images appear, disappear, or change colors with the pour of an ice cold drink. That's right, when you pour a cold beverage into the glass, the temperature change makes hidden messages or logos appear right before your eyes. These are one of the 'koolest' things we've seen in cups. Kool-Koncepts, makers of Kool-Kups, has many different marketing and promotional ideas they can share to help generate customer excitement.

Kool-Koncepts
866-539-4600
Paul Wakefield
Fax: 812-539-4601
316 Walnut Street
paul@kool-koncepts.com
Lawrenceburg, IN 47025
www.kool-koncepts.com

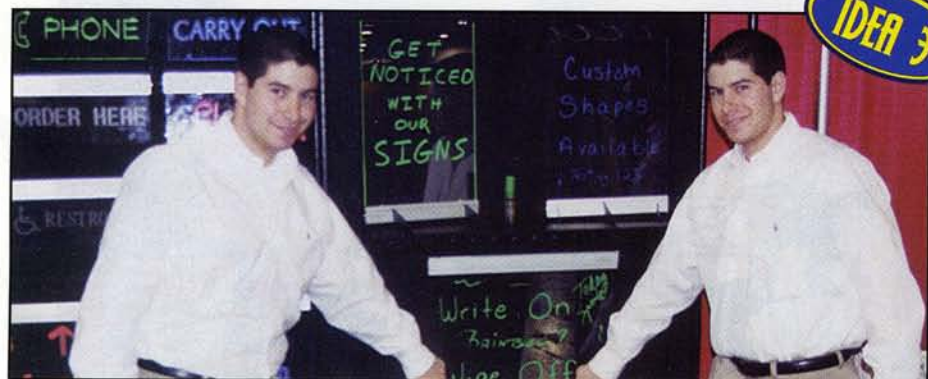


Graphic appears as cup is filled.

FREE APPETIZERS

Appetizers are a great way to increase average ticket sales, but the key to selling new appetizers is getting customers to try them the first time. Another problem is installing expensive vents and hoods if you want to offer fried appetizers. Here's one solution to all of your problems. For a limited time, when you buy an AUTOFRY system, you can get up to \$3,700 in free appetizers. The AUTOFRY system is a self-contained frying unit and when you purchase one you get dollar for dollar rebates from the following companies: Brakebush (\$5000), Anchor Foods (\$2,000), Seawatch (\$500) and LambWeston (\$700). You can use the rebates to offer free samples to your customers and you have an economical frying solution.

Autofry
Gary Santos
6 Huron Drive
Natick, MA 01760
800-348-2976 ext. 102
Fax: 508-653-1736
gsantos@autofry.com
www.autofry.com



NEON-LOOKING SIGNS WITHOUT THE NEON PRICE OR PROBLEM

Everyone will admit, neon signs look good, but the problem is neon is expensive and fragile. If you want that neon look, but not the neon price, here's a solution. Menu Master signs by IndoorSigns have a very durable sign that uses colored LED lights to flood an acrylic message area with bright, brilliant color...and it looks as good as neon. Signs can have permanent messages or can be made so you can wipe away the message and write something new. You can set the illumination to be a constant light or make it flash. Colors available are red, blue, green or yellow.

IndoorSigns
Chad or Andy Baker
P.O. Box 2176
Bloomington, IN 47402

812-335-2020
www.indoorsigns.com



(Above) Scott Cosentino of Goodfella's of New York. Close to 15,000 food vendors, restaurateurs, and spectators attended this year's Mid-America Restaurant, Soft Serve, and Pizza Show in Columbus, Ohio.



Carly HOT usa™

Wood Stone

LA NOVA®