

Dear Business Studies Teacher

We are almost halfway through the first term of 2017 and what a hectic, but exciting first half it has been!

Judging from the overwhelmingly positive feedback we have had after you started using the presentations on the CD that was given to you at conference, we can only surmise that you feel your teaching has become a lot easier when you combine the **Consumo CD** with the **Consumo textbooks**. Our sincerest apologies that we have not responded to every email or message telling us how much you enjoy using the CD, but if we had to, we would not have been able to get to our own full time teaching loads ☺. For the Afrikaans schools, we are hoping to have all translations of the presentations done by the end of April.

For February we thought we would share a recipe instead of a joke ...



RECIPE FOR ICED COFFEE:

1. BECOME A TEACHER
2. BRING HOT COFFEE TO SCHOOL
3. START DOING A MILLION THINGS
4. FORGET YOU BROUGHT COFFEE
5. DRINK IT COLD

<https://au.pinterest.com/explore/funny-teachers/>

As always, we start with a few brain teasers and games that you can use in class to make sure you have everybody's attention and to have some "Critical Thinking Fun":



1 Read the following loud:



Did you notice the word "the" is typed twice?



2 See if you can read the following "Scrambled" words and sentences:

- ◆ O lny srmst poelpe can raed this.
- ◆ cdnuolt blveiee taht I cluod aulacly esdnatnrd waht I was rdanieg. The phaonmneal pweor of the hmuan mnid, aoccdnrng to a rscheearch at Cmabrigde Uinervtisy,
- ◆ it deosn't mttae in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm.
- ◆ Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh? yaeh and I awlyas tghuhot slpeling was ipmorantt!



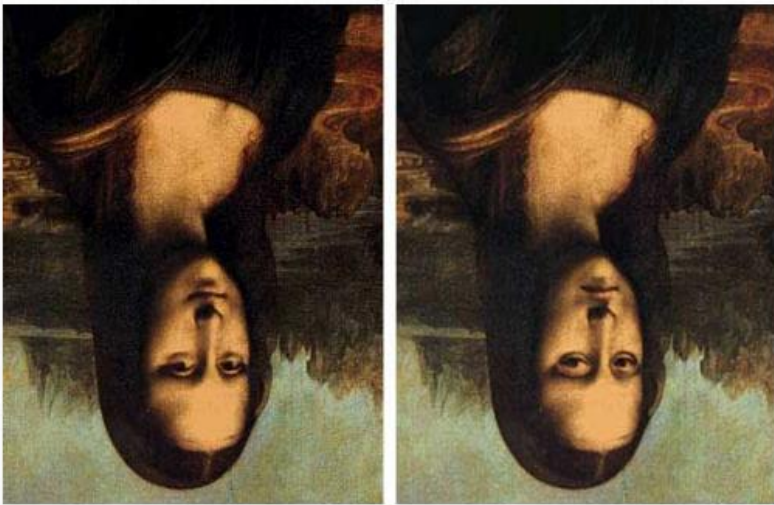
<http://www.slideshare.net/anupriyagv/ice-breaker-brain-teasers>

3 Can you spot the donkey and the elephant?



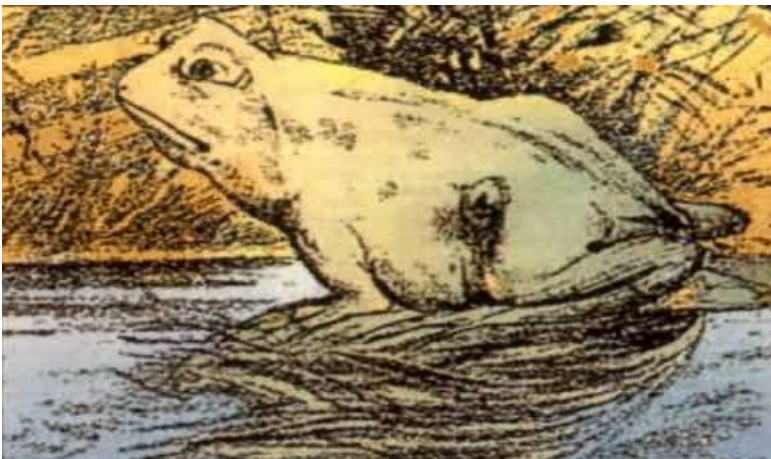
<http://brainpages.org/the-democrat-and-republican-illusion/>

4 Are these two Pictures exactly the same? **Hint: Turn the page upside down ...**



<http://brainpages.org/are-these-two-faces-the-same/>

5 It is easy to spot the frog, but how about the horse?



<http://brainpages.org/do-you-see-a-frog-or-a-horse/>

And now, for some info on the **2017 theme of FAST FOOD!**



GLOBAL FAST FOOD TRENDS: TOP 10 FAST FOOD BRANDS ON FACEBOOK 2015

10 Most 'Liked' Fast-Food Chains on Facebook for 2015		
	Current likes	Locations
1. McDonald's	57 295 929 CurrentLikes	36 000 locations in 100 countries
2. Dunkin' Donuts	12 652 378 CurrentLikes	3 100 locations in 30 countries outside of the U.S.
3. Wendy's	7 405 494 CurrentLikes	6 500 locations in 30 countries
4. Panera Bread	2 680 339 CurrentLikes	1 800 locations in 45 states
5. KFC	37 650 811 CurrentLikes	41 546 locations in 130 countries
6. Domino's Pizza	10 054 437 CurrentLikes	11 700 locations in 75 countries
7. Sonic-Drive in	2 993 559 CurrentLikes	3 517 locations in 44 states
8. Subway	25 958 581 CurrentLikes	43 940 locations in 110 countries
9. Jack in the Box	1 024 137 CurrentLikes	2 200 locations in 19 countries
10. Arby's	2 582 864 CurrentLikes	3 400 locations in the US

Source:
<http://simplymeasured.com/blog/2014/05/21/the-top-10-fast-food-brands-on-facebook/#i.bzof9gk7kctmzc> (accessed June 2016)
 Respective Company websites (accessed June 2016)

19
 ©Analytix Business Intelligence 2016
www.analytixbi.com



The following information on Wimpy and The Kauai Juice Bar company profiles has been obtained from: AnalytixBi 2016

- The first Wimpy restaurant was first established in 1967 in Durban, South Africa and is recognised as a leader in the casual dining sector of the Quick Service Restaurant industry as the company has won numerous FASA and other media awards.
- The franchise industry in the 70's was none existent as there were no Franchising Associations and companies were not regulated and they could do as they please. Wimpy introduced comprehensive franchisee agreements, which facilitated a mutually beneficial relationship between franchisee and franchisor, culminating in Wimpy being voted the Franchisor of the Year by FASA in 1995.
- In 2003, Famous Brands acquired Wimpy and in 2007 acquired a 75% interest in Wimpy UK.
- Wimpy currently has over 500 franchise stores across South Africa and 30 stores in Namibia, Botswana, Zambia, Swaziland and Mauritius. Wimpy first launched its first restaurant in the United Kingdom in 1954 and currently has over 113 restaurants across UK.
- Today (2016) there are more than 40 Wimpy Engen 1-Stops on South African roads.





- The Kauai Juice Bar was started by three Californian college friends after they discovered the succulent fruits on the island paradise of Kauai.
- Kauai soon became a thriving island style business, initially started with only one juicer. They began supplying major hotels, restaurants and health food stores.
- After a trip to Cape Town, these three friends realised the possibilities in South Africa and opened up their first Kauai store in 1996 in the Mother City.
- There are currently (2016) 54 Full Concept stores nationwide, along with 82 Kauai In Motion outlets and four Kauai@School stores.
- The company has an 'eat better, live better' philosophy and 'good vibes' sun that brings pure fresh flavors of the Hawaiian islands to its customers.
- Kauai in Motion is a partnership between Kauai and Virgin Active to provide Virgin Active members with healthy food on the go.
- Kauai provides wheat free sandwiches and gluten-free wraps, while also catering for vegetarians and the lactose-intolerant.





- Wiesenhof Coffees is a concept of buying fresh gourmet coffee, whether ground or in bean form, as well as enjoying an excellent cup of coffee and good food in a pleasant environment from people who are knowledgeable about the coffee industry.
- Our aim at Wiesenhof Coffees is to ensure our customers receive the freshest cup of coffee at all times, the best quality of food and high standards of personalized service.
- In the past, the coffee market was flooded with inferior, blending type coffees, packaged in an instant form. As a result, coffee drinkers did not have much to compare their morning cup of coffee to.
- Today however, coffee lovers have become much more sophisticated about the coffee choices they have – they gravitate towards better taste, flavour and aroma.
- At Wiesenhof, we have a passion for good coffee. This is the reason why every franchisee must become familiar with coffee terminology, and educate the customer in gourmet coffee.
- Wiesenhof Coffees prides itself in having the largest variety of gourmet coffees supplied from our own roastery, which is complimented with a full menu consisting of breakfasts, light meals, substantial meals and signature dishes, cakes, scones, muffins, croissants and salads.
- Wiesenhof Coffees are gourmet coffee shops where the Wiesenhof Roastery controls the quality of coffee beans right through from importing, roasting and distribution, until it is served to our customers.
- Wiesenhof Coffee Roastery adds to the pleasurable moments of drinking coffee by using only top grade Arabica beans. Pure and unblended, they possess the characteristic flavour and aroma of their native soil. Wiesenhof roast masters have the skill, experience and knowledge of each variety of bean, to adjust temperature and roasting time according to sight and aroma, to ensure you a great cup of coffee.
- The Roastery also supplies specially developed coffee blends to the sister Franchise – Dulce Café.

(Source: <http://wiesenhoffranchise.co.za/coffee-2/> Downloaded on 19 February 2017)



More Fast Food business profiles will be featured in the Consumo newsletters in the coming months!

Uber expands food delivery business into South Africa



Uber Technologies starts its UberEats food-delivery service in South Africa today before expanding in the rest of the country and into the continent, it has announced. It will begin delivering meals in the northern suburbs of Johannesburg, South Africa's largest city, before moving across the Gauteng province and to Cape Town in 2017, Uber operations and logistics manager, Dave Kitley told reporters.

Uber is making an aggressive global drive into takeaway meal deliveries, gearing up with a big staff recruitment campaign to enter at least 22 more countries. UberEats already operates in six countries and will launch in Amsterdam today as well.

Uber launched its ride-hailing service in South Africa in 2013 and since then the service has grown to over 4,000 drivers in Johannesburg, Pretoria, Cape Town, Durban and Port Elizabeth.

"Johannesburg was the first city in Africa to have Uber launch and, based on the success of launching in Africa as well as the characteristics of Jo'burg and where we are right now in terms of our maturity, it is really about testing the product and being the first city in Africa," Kitley said.

Kitley said Uber would look to expand UberEats into Africa "as quickly as we can, but right now no imminent plans for that".

Source: <http://www.reuters.com/article/us-uber-safrica-idUSKCN11Y1NT> Downloaded 10 February 2017.

12 Fast Food Trends for 2017

Several fast-food trends—from the evolution of new technologies to veggies creeping closer to the center of the plate—are expected to kick into overdrive in 2017, while others will make their debut. Here's what restaurant experts say will be the 12 biggest limited-service trends this year.

Tech runs wild. In 2017, tech is where it's at for the fast-food and fast-casual sectors, says Gary Stibel, founder of New England Consulting Group. "It's not the food, stupid. It's the tech that matters," he says. This will affect everything from ordering to pick-up to delivery. And curbside pick-up will explode in 2017 as improvements are made, Stibel says.

Delivery on steroids. Food delivery raised eyebrows in 2016, but 2017 will be the year it explodes into hyperspace, says restaurant consultant Michael Whiteman, president of Baum + Whiteman. As dozens of food delivery specialists take shape in an app- and tech-driven world, the delivery revolution will "uberize" the limited-service industry, he says.

Bowled over by bowls. To call 2017 the year of the bowl would not necessarily be an overstatement, says Melissa Abbott, vice president of culinary insights at The Hartman Group. Some bowls will be loaded with salad. Others will be filled with grains and veggies. And some will be protein-infused. Chains like Sweetgreen and Cava Grill are already bowl havens. "Bowls are all about seeing things made right in front of you," Abbott says.

Hybrid eats. If you can have hybrid cars, why can't you have hybrid foods, too? "The world seems to be coming apart politically, but with so much culinary mixing and matching, the world is coming together on the dinner plate," Whiteman says. Look for an explosion of hybrid menu items in 2017, he says, including these unusual mash-ups: bulgogi hamburgers, pastrami-stuffed bao, Mexican ramen, congee with Polish sausage, sushi burritos, and hummus "in every flavor but pork belly."



Workers matter, too. Animal welfare issues began to take center stage in 2016, with major moves like McDonald's announcing it planned to switch to cage-free eggs. But 2017 will be the year that animal-rights issues play second fiddle to growing consumer concerns over how restaurant employees are treated, Abbott says. "It's a new millennial mindset that asks: How are the people treated who work for this chain?" she says.

Want kombucha with that? Most Americans have probably never heard of kombucha, the fermented tea that's made by adding a culture of bacteria and yeast to a solution of tea and sugar. But they will in 2017, Abbott says. "This is a fun, magical, low-cal drink that has lots of beneficial properties," she says. Such familiar names as Safeway and Celestial Seasonings already have dabbled in it. It won't be long until familiar fast-food and fast-casual chains sell it, too.

Veggies go viral. Vegetables will extend their domination of the dinner plate in 2017, shoving animal protein to the edge or sometimes off the plate altogether, Whiteman says. "You can gauge the growing impact of veg-centric dining when you discover a steakhouse scrapping 'sides' and moving vegetables to the middle of the menu," he says. In the fast-casual space, Pret A Manger recently made permanent its 40-item Veggie Pret pop-up experiment in London, with plans for expansion.

Pop-ups explode. Now-you-see-it, now-you-don't restaurants have a strong rationale: buzz. That's why In-N-Out Burger tested a pop-up restaurant in London in September that caused a frenzy—particularly after it ran out of food. Pop-ups in both quick service and fast casual will become more common state-side, says Stephen Dutton, consumer foodservice associate at Euromonitor. "It's all about offering an exclusive, limited-time-only experience," he says.

Breakfast becomes brunch. The very texture of breakfast is being transformed, Whiteman says. He says the morning meal used to be populated with "smooth and soothing" foods like scrambled



eggs and oatmeal, but has since become full of “aggressive” meals like fried chicken, chorizo, and coarse whole-grain cereal. For example, Jack in the Box launched “Brunchfast” with an assortment of heavier items; Starbucks spiced up its breakfast sandwiches and is testing weekend quiche and French toast; and Einstein’s launched a green chile bagel with eggs, avocado, chorizo, pepper, and jalapeño salsa.

Drive thru goes fast casual. Now that Panera has proved that fast casuals can successfully implement drive-thru restaurants, look for a slew of other fast-casual chains to embrace the drive thru in 2017, Dutton says. He envisions some fast-casual salad-focused chains testing drive thru in 2017 along with others that focus on healthier fare.

Suppliers become competitors. It’s one thing when the competition opens a location right next door. But it’s something else entirely when your supplier does—and competes against you. Uncomfortable as it sounds, this may become relatively common in 2017, Whiteman says. Kellogg’s, after all, opened a cereal restaurant in the heart of Times Square last year. If it succeeds, there could be more.

Fast casual embraces value. For years, the biggest wall between quick service and fast casual has been price. But that wall will finally start to collapse in 2017, as fast-casual chains will be forced to embrace true value offerings, Stibel says. No, you won’t see a value menu featuring dollar items at fast casual. But Stibel believes consumers might see \$5 meals. “[Quick service] is infringing on fast casual’s space, so fast casual will have to compete on value,” he says.

Source: <https://www.qsrmagazine.com/consumer-trends/12-fast-food-trends-2017> Downloaded 19 February 2017



Is Fast Food Still a Teenage Dream?



Brands like Five Guys continue to find favor among teens, even as other chains face stagnant sales among that same consumer group.

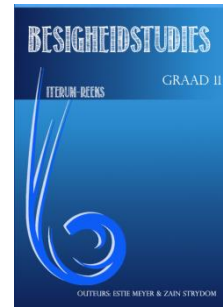
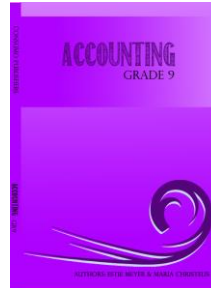
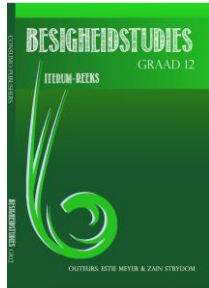
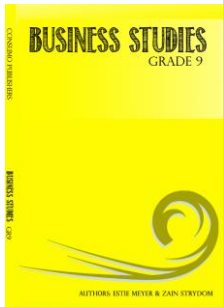
Teen patronage at limited-service restaurants has plateaued, but operators can still attract this consumer base—with a little effort.

Whether it was a pizza place, a taco stand, or another purveyor of feel-good food, the fast-food restaurant has long held a special place in American adolescence. It's where teens worked and, until recently, where they played.

But in the last two years, quick serves and fast casuals have seen a plateau in teenage customers. Quantifind, a California-based data science company, identified the trend when some limited-service restaurant clients worried that their teen market wasn't as strong as it once was. Josh Anish, Quantifind's marketing director, dug deep into the data.

"We saw that it was really clear," he says. "Teen [traffic was] building up for the first half of the decade, but it has plateaued while adults have spiked back up."

Read more on ... <https://www.qsrmagazine.com/consumer-trends/fast-food-still-teenage-dream> Downloaded 17 February 2017



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Best wishes

Estie and Zain

The Consumo Team

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