

Menu Boards

In the Cinema industry time is money – literally. What’s more annoying than standing behind a group that can’t make their minds up what they want to buy when your movies just about to start. To get around that we simplified the offering – not the product range but how you read it and calculated the costs – another time waster!

Combos were created in the various sizes with confectionary that matched that demographic – Kids, Tweens, Teenagers and Adults and the sharing market. All with one price point per category and an attractive discount

Simple. Quick. Effective.

Sales for combo items went for 8% of the basket to 19% - and rising. Turnover rose 13% in three years (excluding PI’s)

Before:

Quick Combo

Small	R34.00
Coke (500ml)	R16.00
Small Popcorn	R18.00
Medium	R38.00
Coke (650ml)	R18.00
Medium Popcorn	R20.00
Large	R44.00
Coke (949ml)	R22.00
Large Popcorn	R22.00

COMBO 1 R43
Coke (650ml)
Popcorn Medium
Whispers (65g)

COMBO 2 R33
Coke (650ml) or Slush (500ml)
Kids Popcorn
Astro's (40g) or Jellybabes (75g)

COMBO 3 R43
Fruit Juice (500ml)
Popcorn Medium
Wine Gum Roll

COMBO 4 R48
Coke (650ml)
Popcorn Medium
Reese's Stab (80g)
Crunch or Milky Bar

Menu

Small Slush (500ml)	R17.00
Medium Slush (650ml)	R20.00
Large Slush (949ml)	R24.00
M&M (40g)	R17.00
Smarties (65g)	R16.00
Starbursts (50g)	R29.00
Astro (40g)	R16.00
Astro (150g)	R32.00
Whispers (65g)	R18.00
Bottled Juice	R19.00
Bottle Water	R16.00
Choc Mils (200g)	R22.00
Jelly Babies (75g)	R11.00
Wine Gums (15g)	R16.00
Wine Gum Roll	R10.00
Jelly 'Stix (100g)	R19.00
White Bems	R16.00
GoldBoppers	R16.00

After:

FAMILY COMBO 129⁹⁰
2 Large Popcorn, 2 Large Soda, 1 Large Slush, 1 Large Chocolate
SWOP SODAS FOR SLUSH 8
ADD A CHOCOLATE 15

BLOCKBUSTER 98⁹⁰
2 Large Popcorn, 2 Large Soda, 1 Large Slush, 1 Large Chocolate
UPSIZE 2 LARGE POPCORN 2 LARGE SODA 15
SWOP SODAS FOR SLUSH 6 UPSIZE WITH SLUSH 21

FEATURE COMBO 53⁹⁰
1 Large Popcorn, 1 Large Soda, 1 Large Slush, 1 Large Chocolate
UPSIZE 1 LARGE POPCORN 1 LARGE SODA 8
SWOP SODAS 3 UPSIZE WITH SLUSH 11

COOL KIDS COMBO 43⁹⁰
1 Small Popcorn, 1 Small Soda, 1 Small Slush, 1 Small Chocolate
UPSIZE 1 SMALL POPCORN 1 SMALL SODA 5
SWOP SODAS FOR SLUSH 2 UPSIZE WITH SLUSH 9