

AAFES Food Court Profile

Kaiserslautern Military Community Center (KMCC), Ramstein, Germany: 'ELEVEN BRANDS, ONE TEAM'



One of the first offerings patrons encounter as they pass through the front entrance of the recently opened Kaiserslautern Military Community Center (KMCC) project (*see E and C News 12/09*) in Ramstein, Germany — the largest Army & Air Force Exchange Service (AAFES) operation in the world — is the facility's main food court. Whether they choose to eat before, during or after they shop, or again before catching a movie or visiting another part of the Community Center, KMCC's new food court provides a variety of reasonably priced food choices for young and older patrons alike.

Successful virtually from its initial day of operations, the food court strives to satisfy its customers with a wide range of well-known brand names and AAFES proprietary choices.

ROSTER, STAFFING

KMCC Food Court Manager Mike Sitrin said that the 36,000-sq.-ft. food court and concession mall opened on Aug. 15 as a part of Phase II of the facility's opening process.

The food court includes 10 restaurants and a four-screen theater MoviePlex, making for 11 operations at the site. The food court roster includes such popular choices as Charley's Steakery, Taco Bell, Subway, Baskin-Robbins, and Cinnabon; Manchu Wok, Captain D's and Johnny Rockets, which are new brands for the military community in Europe; and two AAFES proprietary brands, Anthony's Pizza and Xtreme Franks.

"The restaurant line-up is a solid one, providing a large variety of choices for military shoppers," Sitrin observed. "The military diners decide if we are providing the correct brand choices. For now, they are telling us that we got it right. If that changes, we will look at other brands to meet their expectations."

In addition, Sitrin said the food court contains a large "Kid's Court"

with climbing tubes and arcade rides. "We also have a party room that can accommodate up to 75 people, and this room is available for birthday parties, holiday get-togethers, etc. ... and, of course, the food court will cater the food," he noted.

Also, there is also a portable stage available in the food court "where we can set up in the dining room for local promotions and community events."

The food court's staffing is made up of approximately 220 associates, including 11 managers. Sitrin said the food court has a 50/50 mix of U.S. and local national associates. Approximately 75 percent

of the workers are full- and part-time associates, with 25 percent employed on an intermittent basis.

Sitrin noted that all of the food operations — including the theater — are directly run by AAFES, by exchange service management and associates.

"Restaurant selections were based on providing military shoppers with a 'taste of home' through cross-selection of national and proprietary brand restaurants already in the AAFES portfolio," Sitrin said. "The exception was Johnny Rockets — the first for AAFES — which was selected as a destination restaurant."

Kaiserslautern Military Community Center (KMCC), Ramstein, Germany, Food Court At-A-Glance

Opened: Aug. 15 (food court, concession mall, "movieplex" theaters)

Size: 36,000 sq. ft.

Food Court Tenant Roster: Charley's Steakery; Taco Bell; Subway; Baskin-Robbins; Cinnabon; Manchu Wok; Captain D's; Johnny Rockets; Anthony's Pizza; Xtreme Franks, plus a Movie-Plex.

Early Sales Activity: Opening day (Aug. 15): \$57,200, 5,765 transactions
Aug. 21 (when the AAFES exchange opened): \$63,400
Aug. 29: \$69,459, 7,534 transactions
Through Nov. 3 (the first 80 days of business): \$3.4 million

Average Sales Per Day: Monday through Thursday: \$37,400
Friday: \$48,800
Saturday: \$59,300
Sunday: \$49,400

Employees: Approximately 220 associates, including 11 managers. 50/50 mix of U.S. and local national associates. Approximately 75 percent of the workers are full- and part-time associates; 25 percent employed on an intermittent basis.

Key Store Personnel: Mike Sitrin, food court manager

Source: AAFES

SALES ACTIVITY

"Sales have exceeded expectations, having set all-time sales records for an AAFES food court and many of the individual brands," he said.

The food court opening day generated \$57,200 in sales with 5,765 transactions, which Sitrin said was an all-time high for a food court grand opening.

Sales have continued at a robust pace. Through Nov. 3 — its first 80 days of business — the food court generated \$3.4 million in sales.

MEETING GOALS

No matter where in the Europe Region their customers come from, Sitrin said the food court's No. 1 goal is "to satisfy every customer, every time. If we do that, they will continue to visit the KMCC food court."

Sitrin said he expected the food court to generate sales in excess of \$1.2 million per month for the remainder of the 2009 calendar year.

"Looking forward to 2010, we expect to be the first and only \$1 million-a-month food court in the AAFES family," Sitrin said. "We have a motto at the food court which says it all: 'Eleven brands, one team, providing consistent quality and a smile to everyone.'" —E and C NEWS