



# retail

capabilities brochure







## WELCOME TO ARAMARK

Aramark's retail experiences engage and delight visitors at more than 80 locations in a diverse array of venues throughout the country—including cultural attractions, zoos, aquariums, botanical gardens, science centers, museums, and national parks. We operate unique and memorable souvenir and gift shops, lodging and hotel shops, grocery stores, gas stations, convenience stores, ski and snowmobile pro shops, and recreation stores. From plush toys to fine art, kayak rentals to houseboats, we've proven that we know what our customers want and need—thanks to retail curators who are passionate, innovative, and uniquely skilled.

But we do more than just sell things. Working in harmony with our interpretive, culinary, and service team members, Aramark custom-tailors each retail location to reflect the surroundings and project a strong interpretive message. Supporting the mission of each venue, we help ensure guests cherish the special memories of their visit for years to come.



**Locations:** Top: National Constitution Center, Bottom: Cape May County Zoo, Lake Powell National Park

---

With decades of experience, we have the unique ability to provide an optimal merchandise selection—enhancing the guest experience with cherished keepsakes from their visit.





Location: Bushkill Falls



## CUSTOMER SERVICE

Our store team's passion is giving every guest a welcoming experience. To cultivate deeper connections, we use a leading customer relationship management (CRM) system to integrate key data—including sales and demographics—from the finely tuned systems that track membership, ticketing, food and beverage, ecommerce, and retail stores. With these insights, we tailor incentives and value-based programs to enhance each guest's experience and drive more sales for our clients. After guests depart, we use a leading ecommerce platform to give them the chance to take home more memories.

## SERVICE EXCELLENCE

The delivery of service at the "moment of truth" lies in the hands of our thousands of front-line associates. Providing a memorable experience for our consumers guides their decision to return again and again. Investing in making our front-line associates extraordinarily capable is an important part of representing the venues we serve.

Our foundation for service excellence is WEST—the first step in delivering world-class service. It provides a repeatable model that Aramark employees use to deliver excellence during every "moment of truth." It also demonstrates our brand values to our customers in a repeatable way. We deliver on our promise—to be service stars at the moment of truth in every interaction. At Aramark, that means making every interaction effortless for every guest, every time, to create truly great service experiences.

**WEST**  
WELCOME. ENGAGE. SMILE. THANK YOU.

Four steps on the path to excellence in consumer service. Our mission is to deliver experiences that enrich and nourish lives at the moment of truth.



## CLIENT INTEGRATION

Our store retail leaders and national retail team work closely with our clients to ensure we're enhancing the client's mission and exceeding all expectations. We do this through consistent communication and quarterly performance reviews.

## ARAMARK CLIENTS

**Lake Powell**  
RESORTS & MARINAS



**OLYMPIC**  
National Park & Forest







## STORE PLANNING

Aramark's approach to store planning is a key element in our ability to provide a physical connection to the excitement and inspiration each guest experiences. Using themed props and fixtures, exhilarating focal points are created to engage guests. Themed retail zones entice guests into the retail space and the educational aspect of our merchandising keeps them shopping for a longer period of time, helping create an indelible memory.

## STORE DESIGN AND CONSTRUCTION

Aramark Retail has partnered with top retail designers including Gregory Rothweiler Group, Joanne Newbold, Gensler, and others to create experiential stores that become an extension of the venue's unique surroundings and brand. Our in-house design and merchandising team works closely with our retail store design partners and client team. Custom fixtures, themed props, educational signage, and media are used throughout the space to create exciting focal points and purposeful concepts. Aramark Retail is available on a consulting basis for store design, visual merchandising, and purchasing.



[innovations.aramark.com](https://innovations.aramark.com)

# concepts

**Locations:** Left-hand page: National Constitution Center, Right-hand page: Field Museum, EMP Museum





# VISUAL MERCHANDISING

Our visual merchandising team plans how all the great products our buying team has sourced will be presented in our clients' retail stores. Through our unique and proven approach, merchandise is presented as collections that directly tie to specific experiences that the guest has enjoyed at the venue. This method of merchandising entices guests and refreshes the emotion of enjoying the experience, which drives more sales.



**Locations:** Left-hand page: Bushkill Falls, Right-hand page (from top): Mesa Verde National Park, Field Museum

**We make an impact**  
by bringing the venue's experience into the retail space—  
creating deeper connections with guests.

display



# RETAIL SHOW

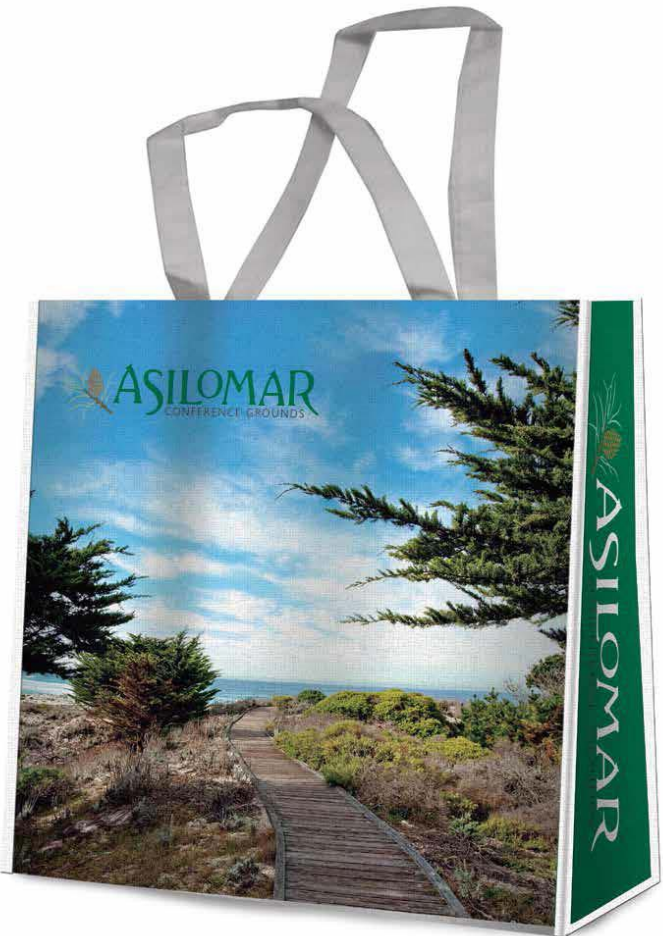
Aramark has nurtured strong relationships with our suppliers who provide us with essential information about the latest product trends. At our own retail trade show held annually in late fall, we invite vendors from throughout the United States to show their product lines for the coming season—and our clients are welcome to tour the show floor. The retail trade show also provides training sessions that cover all facets of retail services.



Location: Aramark EXPO

# PURCHASING/PRODUCT DEVELOPMENT

We have extensive experience in developing and procuring intellectual property for our clients' retail operations. Our local managers and corporate teams use their expertise to develop a retail product assortment that reflects the uniqueness of the location, the client's mission, and guest preferences. A rich resource of vendors, local artisans, a made-in-the-USA focus, exclusive designs, and key corporate-negotiated programs provide an optimal merchandise selection.



Above: Asilomar Conference Grounds branding



Locations: Left: Lake Powell National Park, Right: Asilomar Conference Grounds

# MADE IN USA/LOCAL/FAIR TRADE

Every site's buying team works in conjunction with our National Product Development team to ensure the client's merchandise assortment is unique and local. This gives us a strong competitive advantage against others who purchase only on a national level. We seek out and procure the best artwork, jewelry, and crafts from homegrown artists, storytellers, and writers. Doing so reinforces the guest's connection to the cultural spirit of the site.

Two of Aramark's fastest-growing retail product categories are Ecofriendly and Made in America. Long before it was fashionable, we were seeking out products that were recycled, organic, compostable, and sustainable—each telling a story that underscores our green initiatives. All products that are made in the U.S.A. are

identified through signage and hang tags, making them easy to find.

In our on-site cafés and restaurants, the Fair Trade Certified™ label guarantees consumers that strict economic, social, and environmental criteria were met in the production and trade of an agricultural product. We also partner with the USDA's National Organic Program, which regulates the standards for any farm, wild crop harvesting, or handling operation that wants to sell an agricultural product as organically produced. Additionally, we partner with the Monterey Bay Seafood Watch Program, the Rainforest Alliance, the Food Alliance, and United Natural Foods, Inc.





**Locations:** Left-hand page: Lake Powell National Park, Right-hand page: Lake Crescent Lodge, Lake Quinault Lodge

## LODGE AND RESORT GIFT SHOPS

Our gift shops and convenience stores located at lodges and resorts provide guests with everything from necessities for planning the week's meals to locally made gift items. We focus on making each shop a seamless extension of our clients' historic and unique lodges and resorts.



## CONVENIENCE AND GROCERY STORES

We operate grocery stores, convenience stores, gas stations, and marina stores throughout our Parks and Destinations Portfolio. Our stores stock a full assortment of necessities and gift items that include groceries, firewood, camping supplies, food, beverages, beer, and wine—as well as souvenirs. Each store is strategically placed to provide guests with the greatest convenience, and stocked with the products critical to enhancing their experience.

Our stores are strategically spaced throughout all of our parks to cater to all our guests and their needs.



## CONFERENCE CENTER STORES

We know that every guest at our hotels and conference centers is there for two reasons: to be productive and to enjoy themselves. Our hotel and conference center gift shops provide all the essentials—including office supplies, toiletries, souvenirs, and gift items—so our guests can relax, focus on being productive, and bring home some memories. In our university conference centers, we partner with the team spirit stores to highlight logoed merchandise including clothing, pennants, and other products sure to become valued keepsakes.



**Locations:** Left: National Conservation Training Center, Right: Sunshine Village, Asilomar Conference Grounds



## RECREATION STORES AND PRO SHOPS

Aramark stores and pro shops support all the activities at our clients' venues with rental equipment and accessories for purchase. From skiing and snowmobiling to camping and hiking, each shop is staffed with highly trained employees who can provide expert advice and ensure each guest is fitted with equipment appropriate for their activities and level of experience.



**Location:** Lake Powell National Golf Course






**FORTUNE**  
WORLD'S MOST  
ADMIRABLE  
COMPANIES 2014

2014 WORLD'S MOST  
ETHICAL  
COMPANIES  
WWW.ETHISPHERE.COM

ACCREDITED BY THE  
ASSOCIATION  
OF ZOOS &  
AQUARIUMS



Aramark | Contact: [flanigan-eric@aramark.com](mailto:flanigan-eric@aramark.com) | [www.aramarkleisure.com](http://www.aramarkleisure.com)

 Printed on Recycled Paper

**Locations:** The Field Museum, Lake Powell National Park