



### **Little Shasta's at the UC Satellite**

## **Why Little Shasta's?**

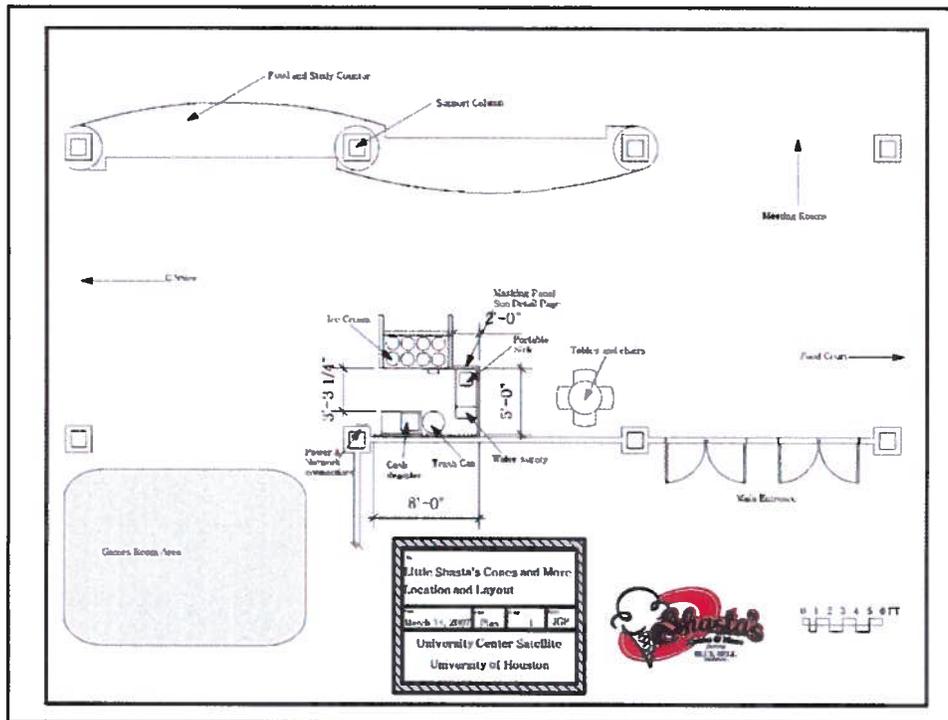
- Shasta's at the University Center has been popular since its opening in 2005, and sales have grown every year since.
  - One of its most popular offerings is "Dollar Cone Days" the Monday after UH Football victories.
- Given the growth and success of Shasta's in the University Center, the University Center Policy Board has developed and endorsed a plan to create a 'Little Shasta's' kiosk at the UC Satellite.
  - This concept would offer 8 flavors and would be open during peak hours.
- Much like the current model for Chick-Fil-A, Shasta's is a popular enough brand to support two locations-one at the UC, and one at the Satellite.
- With the impending UC Transformation, the addition of another food concept is of added value to the campus community.

## Growth of Revenue at Shasta's

- Shasta's Revenue History

- FY06 \$82,130
- FY07 \$82,993
- FY08 \$94,667
- FY09 \$103,954
- FY10 \$106,125
- FY11 \$112,794





# Questions and Answers

