

Starbucks not welcome on campus

Coffee mega-retailer raises ire of college food service managers

Watch Out Starbucks.

Universities are getting angry at the omnipresent coffee retailer. A major frustration for college food service managers is when people come into their facilities with coffee cups from branded retail stores in their hands. They want those sales, says coffee producer Farmer Brothers.

Full Bloom. The average order for 1-800-Flowers is \$60.09 compared with \$60.59 in 2013. The company expects to send out fewer flowers this coming Valentine's Day since it falls on a Saturday. It's easier for people to go out and get presents themselves when they aren't working.

Phone Reality. Not all people have iPhones or the latest greatest smartphone. Indeed, Verizon reports 20 million of its subscribers still have the basic cellphone.

Future Films. The movie industry is jumping two years for its next big successful year. "On



Larissa Faw
The Business Roundup

paper 2016 looks like a dream. You go from Fast & Furious to Avengers. You have got Jurassic World. You have the next Bond movie. You have Terminator. And then of course in December you have Star Wars which J.J. Abrams is shooting a part of with IMAX cameras and Bond is probably going to have our cameras," says IMAX's Rich Gelfond.

Bullet Sales. There is an unequal ratio when it comes to guns and ammunition. "What

you would have thought this year based on the purchase of that much ammunition is you would have thought that you have had more shooting going on," says Sportsman's Warehouse Holdings' John Schaefer. "So what we're seeing is that there is probably some hoarding going on in ammunition and while that doesn't cause us to pause, it does cause us to not really be able to tell you at what point will people start feeling they no longer need to hoard the ammunition and they can start increasing their shooting."

Safe Driving. Kids are the ultimate driving distractions, says AT&T. To keep kids entertained, GM asked the telecommunications company to bring content that is unique for a family in the backseat of a car, which will be introduced as the AT&T Drive Platform that features DirectTV content.

Snow Days. Nearly all retailers blame cold and wintery weather for poor sales, except Burlington Coat Factory. Instead, the discount retailer benefited from colder weather during most of the fourth quarter in 2013 since it drove sales of its coats and cold weather related items.

Happy Memorial Day? 99-Cents Only Stores is proud of pushing holidays earlier and earlier. The chain claims it was first in the market with Halloween merchandise this year, which has generated meaningful sales, and its stores have already started to set up our Christmas and holiday offering in early September.

More Than Donuts. Krispy Kreme wants to be known more than just a place to get doughnuts. One of the key strategies in its licensing program, with bagged coffee, ready-to-drink coffee at Sam's Club, and our K-Cup single-serve coffee, is to

create that awareness out in the retail space of Krispy Kreme as a beverage brand. Now, it is currently testing Frozen Latte and introduced a new Pumpkin Spice Latte to broaden its menu.

Digital Campus. Barnes & Noble's digital education initiative Yuzu is now available at 705 campus bookstores, reaching 25 percent of all students and faculty in the U.S. Yuzu provides access to a wide range of content, including digital textbooks and select consumer titles applicable to the higher education market. Perhaps most importantly to B&N, Yuzu is also available via a national website to students who are not served by a Barnes & Noble college bookstore.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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