



# AYALA'S<sup>INC</sup>

THE BEST CONCESSION CONCEPTS





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## CONCEPT DESCRIPTION

Enhanced by a solid new brand, Ayala's, Inc., an established and respected airport operator, introduces iCandy. Like nothing encountered before, iCandy is exciting and fresh utilizing innovation and technology to create an unforgettable experience. It has a whimsical look and feel that is inviting and modern all the while maintaining nostalgia and familiarity. The marriage of cutting edge technologies with the traditional candy experience immerses travelers in an interactive journey that includes your photo in front of a comical and commemorative, digitally enhanced backdrop. iCandy will leave a lasting impression every traveler is bound to enjoy when visiting Las Vegas.



AYALA'S  
INC.

1681 EAST FLAMINGO ROAD SUITE 3 LAS VEGAS, NEVADA 89119  
PHONE 702.383.3180 FAX 702-383-3325 WWW.AYALASINC.COM



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## DESIGN

Inspired by a cloud in the heavens the look capriciously flows throughout and the soft colors inspire serenity in an airport environment typically fraught with stress. Thoughtful layout of fixtures offers generous walkways for ease of shopping. Reflective spaces create depth and structure. While the attention to detail is recognized in the simplest of places: from the cabinetry with the iGuy displayed, to the reflective features of the fixtures, to the enameled purple feet of the icon in the center of the store. Ample lighting makes the shopping experience pleasant and inviting and brings energy to the store.



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## BRANDING

iGuy will take iCandy throughout the world. He will be seen leaving Las Vegas in all his glory on shirts and hats, packaging and totes, Twitter® and Facebook®, emails and websites, carrying the message of quality and sensibility, playfulness and excitement, and the reminder of what is waiting upon returning to Las Vegas. iCandy is a brand representing a variety of all the best the sugar-world has to offer.



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## UNPARALLELED SELECTION

Ethel M<sup>®</sup>, Godiva<sup>®</sup>, Jelly Belly<sup>®</sup>, M&M<sup>®</sup>, and See's<sup>®</sup> can all be found under the watchful eye of iGuy. iCandy maintains the nostalgic candy everyone knows and loves while offering the latest in sugar innovation. Additionally, sugar-free candy is offered for the candy connoisseur who enjoys the flavor without the sugar. With a selection of hundreds of different bulk candy, pre-packaged options, and fresh spun cotton candy, everyone will depart with all they desire. The experience is not limited to sweet; the savory option of fresh, hot popcorn completes the mission. There is something for everyone!



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## MERCHANDISING

Along with suggestive selling techniques, effective visual merchandising is one of the easiest ways to generate immediate incremental sales. The wealth of knowledge possessed by our team of Visual Merchandisers has allowed for a constantly changing, never stagnant, inviting display of merchandise. Our fixtures have been designed for eye appeal and durability and complement the overall appearance of the store.



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## TECHNOLOGY

The draw of technology begins at the entry with four interactive monitors displaying images of the shoppers enjoying the fruits of their hunt for the ideal candy. And, the iCandy icon, iGuy, in 45 to 60 second movie clips chronicling his escapades and bringing smiles to the faces of passer bys. To the interior monitors showing how your favorite candies are made. To the group of monitors in the back that show clips, photos of happy customers, and converts to a green-screen so that you may take your own picture to memorialize your iCandy experience. Lastly, and most exciting, is our networking advancements that will allow all iCandy locations to be connected to each other via live network video feeds.



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## ADVANTAGES

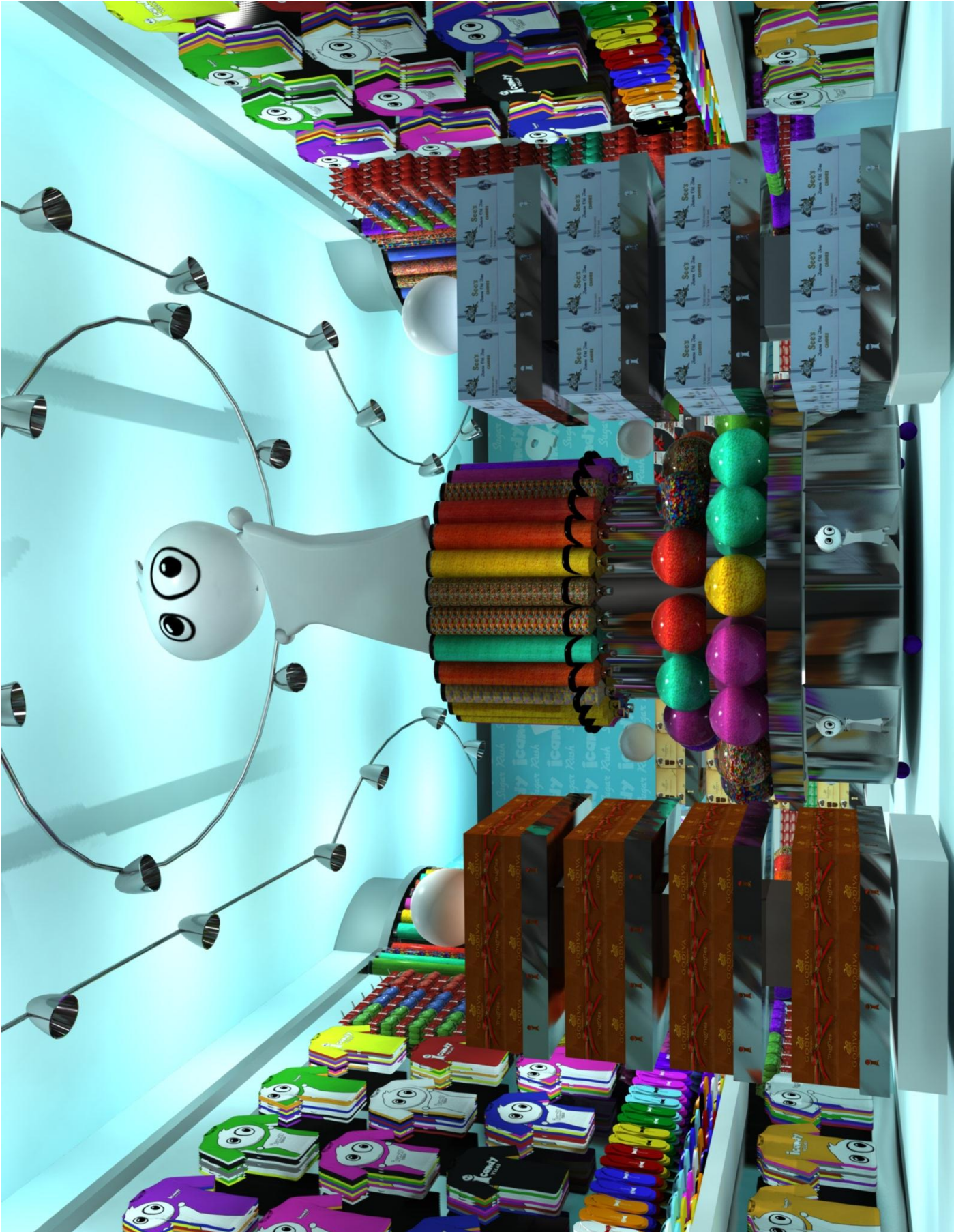
iCandy is a new and innovative design adding to the already solid portfolio of Ayala's, Inc. With a deeply rooted presence in Las Vegas, local vendors such as Vegas Image, Vegas Sweets, Fun City Popcorn, and Ethel M have relied on and contributed to the success of Ayala's, Inc.

As one of the Nations's most seasoned and respected airport retailers, Ayala's maintains its operating philosophy that emphasizes its core expertise: To exceed the expectations of the traveling public. The inventiveness and novelty of iCandy coupled with the outstanding operating experience of Ayala's, Inc. will truly enhance the traveling experience at McCarran International Airport.



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# Iceandy

