



The Journal



Best Casino in Northern California 2017: Cache Creek

San Francisco June 1st, 2017: “People feel good when they come here, they know they will be treated well.” Said Michael Traum the communication manager for Cache Creek Casino Resort. This mega Oasis in the middle of Vaca valley is owned and operated by the Yocha Dehe Wintun Nation in Brooks, about an hour’s drive from Sacramento and 1 ½ hours from San Francisco.

Cache Creek began as a bingo hall in 1985, and didn’t look at all as it does today. The 94,000-square-foot casino and hotel currently features more than 2,400 slot machines and 122 table games, including a 14-table poker room, according to the resort’s website.



Cache Creek at dusk.

The property also includes a 200-room luxury hotel and health spa, eight restaurants, including the famous ‘Sweets’ Gelato Café, Club 88 entertainment venue, outdoor swimming pool, casino gift shop and tribal-operated mini mart, gas station and fire station.

“Folks feel connections with our employees,” Traum Said. Club 88 has 700 seats and features live entertainment every weekend, which has included musicians, comedian sand actors.

The casino employs about 2,000 people.

One of the biggest draws for customers is that they do win at Cache Casino. This month alone the casino has had 1,789 jackpot winners of \$12,000 or more. The largest jackpot was for \$50,000. The total amount of winnings for January has been around \$4.9 million, according to Traum.

“This is one of the few forms of entertainment where you can leave with more money than what you started with,” he said.



‘Sweets, gelato café’ Oscartek classic model

NRA 2017: Menu trends for the upcoming year

CHICAGO, May 24, 2017

Challenged by changing consumer expectations and competition, the restaurant industry may no longer rely on the “old rules” of the business, said Nancy Kruse, president of The Kruse Co., Atlanta. “This is not your father’s or your grandfather’s restaurant industry anymore,” Kruse said during a presentation at the National Restaurant Association Restaurant, Hotel-Motel Show, held May 20-23 in Chicago. “All of food retailing is facing challenges as the old rules are being replaced by new realities that are driven by changes in the consumers and in the competition.”



NRA 2017, south Hall McCormick, Chicago

Falling food costs at grocery stores and rising prices on menus are discouraging would-be restaurant patrons, particularly as supermarkets improve the quality of prepared food offerings. In addition, a host of emerging players in food service, from food trucks to meal kits to grocery delivery, has upended the competitive landscape.

“The old rule was you pretty much knew who the competition was; now it’s a little bit here and a little bit there,” Kruse said. “It’s everywhere.”

The restaurant industry today faces challenges “that none of us would have anticipated five years ago,” she said.

The solution, she added, is creating a memorable menu that feeds into consumer needs for creativity, comfort and perceived healthfulness.

“From my point of view, when the going gets tough, the tough really amp up their menu R&D,” Kruse said. Nancy Kruse, president of The Kruse Co., gave a presentation at the National Restaurant Association and highlighted what’s new and what’s next in menu trends.



Oscartek Booth # 1888 , NRA 2017



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