

Stealing the Spotlight

Grand Theft Auto V earns top video game sales spot

Massive Heist. Grand Theft Auto V was the top-selling video game in 2013. Some 32.5 million units have been sold; the game earned \$800 million in the first 24 hours of release. Still, 70% of GTA gamers who play via Internet connected consoles visit the game's online world.

Pizza After Dark. Pizza Hut executives will start to offer liquor at select stores as a test to see if it proves popular among diners. If so, expect a full roll-out by 2015.

Sweet Dreams. Some 93 percent of consumers buy mattresses in stores, not online, according to Tempur Sealy. And they are most likely to buy them in the fall. Mattresses priced more than \$2,000 grew for the third straight quarter, and Tempur Sealy is introducing five new models priced between



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\$1,000-\$2,000. Hot bed trends include cooling features, cashmere covers and hand-tufting.

Table Set. Almost four in 10 restaurant diners make reservations using their mobile devices, reports OpenTable. Some 19 percent of North American diners call ahead for reservations, and now OpenTable is expanding

beyond this initial service to become a "Guest Center" that recommends eateries, displays photos of meals and allows customers to pay using its services.

Cold Success. The animated film "Frozen" has surpassed "The Lion King" to become the most successful Disney Animation movie of all time. The film has earned more than \$820 million, and won't open in Japan until March 15. Disney is already building on "Frozen's" popularity. "Frozen" merchandise is the most requested products at Disney Stores and company executives are turning it into a Broadway musical.

Fresh Clean. Freshness is just as important as price in influencing laundry detergent purchases, says Church & Dwight. Some 30 percent of

consumers purchase value-priced brands, such as All and Arm & Hammer. Consumers overwhelmingly prefer to purchase liquid detergent (75 percent) over powder (12 percent) or pods (3 percent).

Expanding Wings. Buffalo Wild Wings is introducing Dr Pepper at all of its locations, and the ability to order and pay via a tablet at the table will be offered at all outlets by the end of this year. The franchise is expanding into grocers. Ruffles potato chips will soon introduce a Buffalo Wild Wings-inspired flavor.

Premier Exhibitions is a Georgia-based company that organizes traveling exhibits, such as "Bodies" and "Titanic." And, the company has experienced significant challenges in the past year. Average daily attendance

fell 25 percent year-over-year to 298 people. Merchandise per ticket fell from \$3.54 to \$3.25.

Hot And Cold? Some 18 million households own a Keurig single coffee pod maker, and now the brand's owner Green Mountain Coffee is introducing a 2.0 version that allows users to make both hot and cold beverages. This dual appliance will launch in fall 2014 in time for the holidays.

Steady Costs. Luxury brand Michael Kors reports that the designer has not increased prices since 2007. That may be a good thing, considering its python purses cost more than \$10,000.

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

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