

pub & bar

FOR THE MODERN ON-TRADE

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ISSUE 112

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of 2016's sporting occasions

Tastings in Yardley Hastings

Pub & Bar heads for some
lunch at The Rose & Crown

Four-day weekend

How to prepare
the perfect Easter
celebrations

FLIGHT CLUB

Steve Moore, co-founder of London's
most innovative darts-based bar, talks
us through his concept



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Something to do

With a greater number of activities being introduced into pubs and bars, game-led outlets could stand to be the real winners

People are fine with heading to pubs and bars, but when they're there, they want something to do – this is the belief of Steve Moore, co-founder of Flight Club, Pub & Bar's lead interviewee this issue. And as an excitable group of Flight Club guests cheer in celebration almost immediately on cue, you can't help but agree with the man.

Game-led pubs and bars are no big secret – outlets with numerous ping pong areas, pool tables, darts oches and table football stations have been drawing in competitive crowds for decades. In London, venues such as Bar Kick, Bounce Ping Pong and Swingers (calm down, it was a mini golf-based bar) are packed out every evening as restless guests toast victories and defeats well into the night. The more entertained they are, the longer they stay. Simple.


But perhaps in Flight Club, the reinvigorated darts bar that opened in the City of London late last year, we have a game changer on our hands. This place has a different feel about it. Through a blend of a traditional aesthetic, the hospitality and drinks expected of the modern on-trade, and a wowing delivery of game play technology, Moore and his team appear to have created a style of outlet not yet seen in the UK – at least not delivered at such a level.

Darts are nothing new, granted. But pubs accommodating dated darts areas have themselves done a complete 180 over the years, tossing out the tired attraction in a bid to inject some new life into the place. Flight Club has managed to utilise the conventional appeal of heading out for a game of darts, but setting it in an environment that appeals to a widespread demographic. Operators looking for that extra something new in their operation might well consider introducing an activity that'll draw people in for the sole purpose of gaming.

Perhaps we'll see a couple of these venues as some of our County Winners at this year's National Pub & Bar Awards – time will tell. If you haven't got your entry in yet, there's still time. Head to nationalpubandbarawards.co.uk to put your pub or bar forward.



Tristan O'Hana - Group Editor

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Welcome back!

Molson Coors (UK) is delighted to welcome Staropramen back into its World Beer portfolio.

The UK's leading Czech beer, Staropramen has strong brand heritage and history, brewed in Prague, the brewing capital of Europe.

2016 sees a multi-million pound investment behind Staropramen to strengthen and grow its status as a top 10 World Beer brand in the UK.*

We're doing our best to make this transition as smooth as possible. If you're an existing customer and need technical support with the changeover please call **0845 6000 888** (option 2).

If you're keen to talk to our Sales Team about the brand and support for it, please contact your Account Manager or Field Sales Executive in the first instance, or email starosupport@molsoncoors.com

If you're interested in becoming a new stockist of Staropramen, please email staroqueries@molsoncoors.com

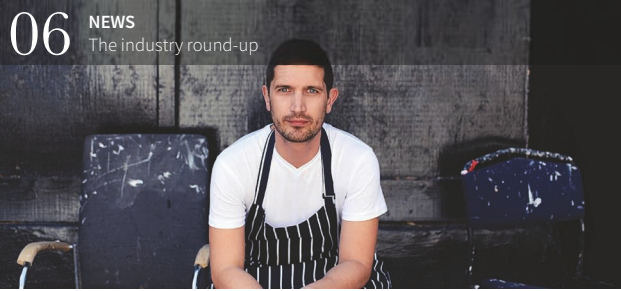


*Source: CGA Brand Index MAT to 18/04/2015.

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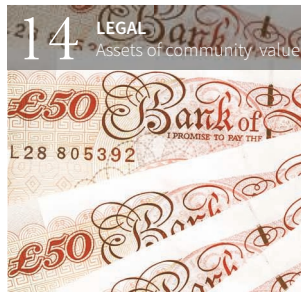
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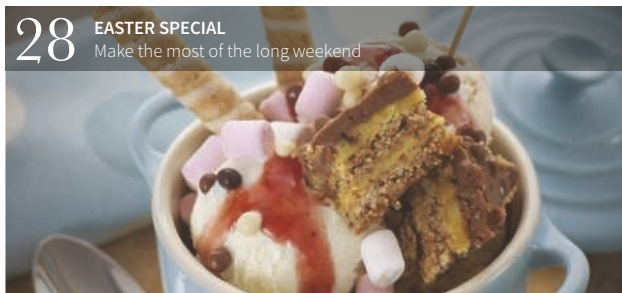
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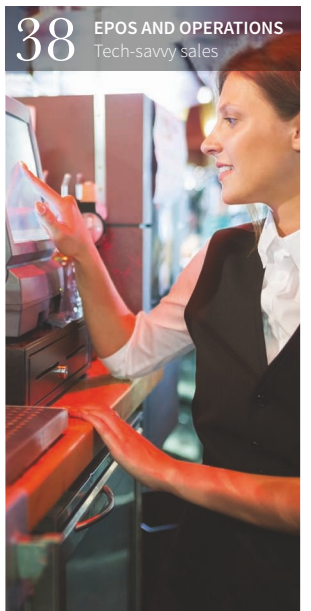
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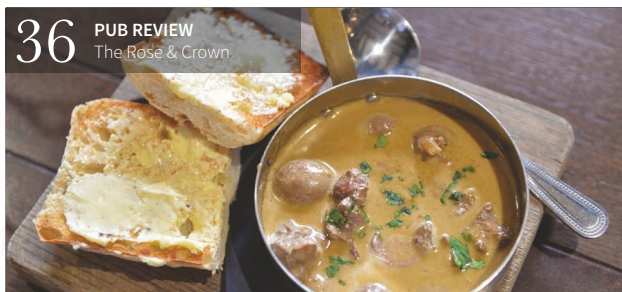
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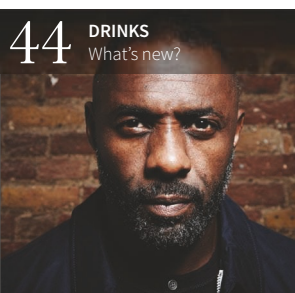
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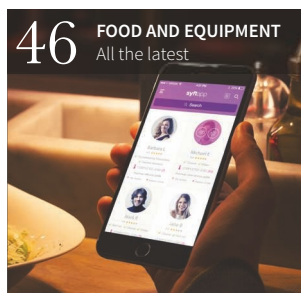
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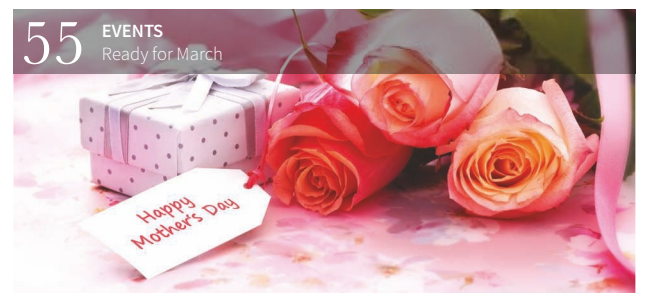
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Sky Sports adds new Barclays Premier League fixtures



The Manchester derby is on the horizon

▲ Sky Sports has added clashes from either end of the table to its schedule of live Barclays Premier League games in February and March.

Arsenal's visit to Old Trafford to face Manchester United will be shown on 28 February, as well as the League Cup final between Liverpool and Manchester City. In all, 14 Premier League teams will be shown live in March.

On 20 March, the Manchester derby will be shown on the same Super Sunday as a Tyne-Wear derby between Newcastle United and Sunderland at the other end of the table. Chelsea also visit Anfield to face Jürgen Klopp's Liverpool side on 13 March.

"These huge games from the top and throughout the table can attract people through the doors of our customers' venues to watch the drama unfold at such a critical time in the season for all teams," says David Rey, managing director of Sky Business.

NEWS BITES

There's A Beer For That secures £5m funding

There's A Beer For That, the campaign that aims to reignite Britain's love of beer, has had a further £5m investment confirmed for 2016 by the five original funding brewers: Heineken, Molson Coors, AB InBev, SABMiller and Carlsberg.

In addition, the British Beer & Pub Association (BBPA) has strengthened its support by announcing that it will contribute to the funding of the 2016 campaign.

There's A Beer For That will continue with its aim help drive sustainable category growth and will be backed once again by Britain's Beer Alliance, an industry-wide collaboration of breweries, pub companies and trade associations.

Evelyn Chick wins 2015 Beefeater MIXLDN Cocktail Competition

Canadian Evelyn Chick from Harbord Room bar in Toronto has been announced as the winner of the 2015 Beefeater MIXLDN Cocktail Competition.

Evelyn battled competition from 31 national finalists in the biggest global final to date. Her winning cocktail was the Endless English Summers. Chick also won The Signature Cocktail Presentation Challenge, while Kelly Ballett from France won the MIXLDN 2015 Bottled Cocktail Challenge.

"I am so excited and honoured to have picked up the top award at the Beefeater MIXLDN Global Bartender Competition," says Chick. "The level of talent this year was exceptional and my fellow contestants delivered some truly memorable drinks."

Judges announced for 2016 National Burger Awards



Head of judges
Andy Bates

▲ The judges for this year's National Burger Awards have been confirmed, with six leading lights in the eating out market ready to taste 16 of Britain's best burgers.

Celebrity chef and presenter Andy Bates will return to the Awards as head of judges and compere. This year's final takes place on Wednesday 24 February 2016 at the Islington Metal Works, London.

Joining Bates on the Signature Burger judging panel will be Bob Granleese, food pages editor of *Weekend* magazine at *The Guardian*; Neil Rankin, executive chef at Noble Inns; Adam Layton, brand boss at Street Feast and London Union; Alex Towill, co-owner of Hubbx and National Burger Awards 2015 winner; and Oisín Rogers, general manager of The Canonbury.

Bates is well known in the industry for his Street Feasts, American Street Feasts and Brazilian Street Feasts programmes on Food Network UK.

"I'm thrilled to be judge and host of the National Burger Awards 2016, especially following the success of last year's event," says Bates. "It's exciting times to be involved with the relaxed dining scene – the continuing growth of small businesses, providing an outlet for passionate, creative chefs, means the standard and quality at the 2016 awards can only get better."

Classic Inns to celebrate sausages with two-month festival

▶ Stonegate Pub Company's Classic Inns estate is to celebrate the British sausage by hosting a festival throughout February and March.

Each of the 46 traditional pubs will be offering a choice of six different sausage flavours, from classic Cumberlands to Pork and Marmite. Others on the menu include Scottish Steak and Bombardier Beer; Pork, Westons Scrumpy Cider and Bramley Apple; Pork and Red Indian Chilli; and Pork and Lincolnshire Poacher.

Customers can opt to customise their favourite sausage, selecting from creamy mustard or cheesy-flavoured mashed potato and topped with red wine, ale, crispy onion or red onion gravy. There will also be a sausage board offering two flavours with a ciabatta and a selection of sauces.

"Sausage and mash is such a classic British favourite and yet there are so many variations not often explored on pub menus," comments Sam Maynard, marketing manager for Classic Inns. "We wanted to celebrate the humble banger by mixing it up with all sorts of wonderful flavours such as ale and cider."



Deltic invests £1.4m in Birmingham site

The Deltic Group has confirmed plans to invest £1.4m in launching a new Pryzm club in Birmingham city centre.

The former Gatecrasher site on Broad Street will be refurbished to develop a new multi-room venue, creating over 50 new jobs. Pryzm Birmingham is due to open in the summer. It will combine multiple dance rooms with the latest in sound and lighting technology, together with luxury VIP booths, table service and bespoke bar experiences.

"We have been keen to have a presence in Birmingham for some time now and are delighted to have acquired this landmark site," comments Peter Marks, chief executive of The Deltic Group.

PRS for Music and PPL set to create a joint venture

PRS for Music and PPL have confirmed that the two companies plan to create a joint venture. The new company, jointly and equally owned by PPL and PRS for Music, will focus on serving all PPL and PRS for Music UK public performance licensing customers.

The idea is to allow customers obtaining public performance licences to secure a joint PPL and PRS for Music licence with a single phone call or a few clicks on the web, paid for with a single invoice.

It is anticipated that the new company would start licensing in 2017, followed by a 12-month period during which the full transition of public performance licensing would be completed. It is likely that the new joint venture will be located in a UK city outside the M25.

“Creating a single point of contact for our UK public performance customers would allow us to

significantly simplify music licensing for UK businesses,” comments Robert Ashcroft, CEO of PRS for Music. “It is in our members’ and customers’ interests to ensure that our licensing is ever more accurate and efficient. A joint venture between our organisations would be a landmark event for both societies.”

Over the coming months, PRS for Music and PPL will be undertaking the necessary preparatory work for the joint venture, including engagement with regulators and other key stakeholders.

“Both our organisations firmly believe that the proposed joint venture would be a very positive development for both our customers and our members, building on the successful joint licensing solutions and other joint working initiatives that PPL and PRS for Music have delivered over the last few years,” adds Peter Leatham, CEO of PPL.

Camerons Brewery to acquire 40 pubs with £30m funding

✓ Camerons Brewery is to grow its retail pub estate, including its Head of Steam managed brand, by acquiring 40 new pubs with a £30m funding package from HSBC.

The acquisitions – part of the brewer’s expansion plans over the next five years – will take the estate to a total of 110 pubs in its retail group across the north of England.

The comprehensive financing package from HSBC will also support Camerons Brewery’s short-term plans to release six new lines of beer, continue its major investment in the brewhouse, and develop its Teesside bottling plant, creating six new jobs over the next 12 months. This adds to Camerons’ commitment to a staff training programme that will place one beer sommelier in each of its Head of Steam pubs.

“Camerons is a pub group that is ambitious and innovative,” says John Foots, Camerons Brewery’s finance director. “We are grateful to HSBC for supporting us as we continue to grow. Not only did Tony Leech and Andy Parker support our investment in infrastructure and expansion, they understood our thinking”

The finance package was drawn from HSBC’s £8bn SME fund which has dedicated £150m to the Tyne Tees region.

The deal was completed with advisors Grant Thornton, Eversheds and Watson Burton.



Camerons’ Head of Steam brand

Pepsi MAX supports

THE NATIONAL PUB & BAR AWARDS 2016

Bruce Dallas, brand director at **Britvic**, explains just what it means to be a part of the **brand new celebration**

“Pepsi MAX is delighted to be sponsors of the inaugural 2016 National Pub & Bar Awards. The aim of these awards is to identify, recognise and acknowledge the success and achievements of individuals and operators who showcase best practice in their outlets, and we’re proud to be associated with such an initiative.

“This industry is forever evolving with venues constantly seeking new ways to diversify their offering and stand out from competitors. Soft drinks such as Pepsi MAX, which offers ‘Maximum Taste, No Sugar’, are an integral part of the drinks offering for any pub or bar, enabling outlets to rise to this challenge by differentiating their drinks offering through innovative cocktail recipes and exceptional presentation, whilst recognising evolving consumer trends.

“At the start of 2016, we launched our brand new website PourMoreFlavour.co.uk, on which we assist operators with top tips and advice on how to best deliver an array of different serves and recipes to their consumers. Both alcoholic and non-alcoholic cocktails are a great way to drive trade-up, and a good quality mixer such as Pepsi MAX can make all the difference to the final taste and the overall drinking experience.

“We are excited to see the highest achievers being rewarded and recognised for their accomplishments through these awards and would like to congratulate all the nominees for having made it successfully through at this stage. They are all glowing examples of outstanding contributions being made throughout the country and we wish them the best of luck in making it to the final for the National Pub & Bar Awards 2016.”



Finalists for Parliamentary Pub Chef of the Year gather for cook off

Eight finalists have gathered for the cook off for the Parliamentary Pub Chef of the Year Award, being run by the British Beer & Pub Association and the All Party Parliamentary Beer Group (APPBG), in partnership with Nestlé Professional.

Fuller's pub The Vintry, located in London, played host to the event as the finalists battled to demonstrate their skills to the panel of distinguished judges. Four finalists in each category – Young Pub Chef and Pub Chef – had been whittled down from over 120 chefs nominated by their local MPs from across the country.

First up were the Young Pub Chefs: Edward Hackland from The Waggon in Halam, nominated by Mark Spencer MP; Gordon Stott of The Sun Inn in Dummer, nominated by Kit Malthouse MP; Matt Long of The Raglan Arms in Llandenny, nominated by David Davies MP; and Robert Yuill of D'Arcy Thompson in Dundee, nominated by Chris Law MP. Dishes were created from a list of ingredients provided by Fuller's, including venison, scallops, chicken livers and brill, with an array of seasonal vegetables, including wild mushrooms, rainbow chard and celeriac.

The senior chefs were grilled by the judges, made up of BBPA CEO Brigid Simmonds; APPBG chairman Andrew Griffiths MP; Michelin starred chef Paul Merrett; former BII Licensee of the Year Ashley McCarthy; head of food at Fuller's Paul Dickinson; and Nestlé Professional chef Andrej Prokes.

They then swapped places, with the Pub Chef finalists entering the kitchen: John Calton of The Staith House in North Shields, nominated by Alan Campbell MP; Gordon Jones of The Brit Pub in Port Talbot, nominated by Stephen Kinnock MP; Michele Cremona of The Candlemaker in Battersea, nominated by Jane Ellison MP; and Milan Hukal of The Dog Inn in Grundisburgh, nominated by Dr Daniel Poulter MP.



The Parliamentary Pub Chef of the Year judges

NEWS BITES

Philip Harrison wins The Great Sausage Roll Off 2016

Philip Harrison, head chef at The Anglesea Arms in Hammersmith and owner of Bears Ice Cream Company, has won The Great Sausage Roll Off 2016 at The Red Lion, Barnes.

His pheasant, black pudding purée and raw turnip salad was declared the best out of the 16 entries in the fourth annual competition. Second place went to Ollie Couillaud of The Corner Restaurant and Champagne Bar at Selfridges, who presented 'The Lemmy' – sage, garlic and onions cooked with Jack Daniels. Jade Clarke, head chef at The Hind's Head in Aldermaston and Fuller's current Chef of the Year, came in third place with her venison, wild mushroom and pickled blackberry roll.

Star Pubs & Bars announces confidence in leased pubs

Lease applications to Star are up 8% in the last 12 months with 20% of applications resulting from word of mouth referral, a 17% increase on 2012. Word of mouth referrals replaced To Let boards for the first time, as the third most common recruitment method in 2015 behind online advertising and approaches to 'black book' contacts. Amongst existing licensees, occupancy of Star pubs is at its most stable ever. 86% are let on substantive agreements of three years or more.

Jazz Café to relaunch under management of The Columbo Group

London's renowned Jazz Café has temporarily closed its doors following a successful purchase by leading nightlife company The Columbo Group.

Renovation and alterations are planned as part of a carefully and respectfully designed development from the organisation that has long held great affection for the legendary venue. Reopening is scheduled for May 2016.

"With a huge respect for the work they've done and for the greats that have played there, we're looking forward to taking this venue to the next level," comments Steve Ball, director of The Columbo Group. "There are elements of all aspects of The Jazz Café that we're going to improve on taking from the experiences of our other venues including XOYO, whilst of course respecting the lineage of what The Jazz Café has come to represent."

Mitchells & Butlers welcomes digital gaming machines to its pubs

Mitchells & Butlers will place up to 500 digital gaming machines across its estate through a deal with Regal Gaming and Leisure, a wholly-owned subsidiary of ADP Gauselmann UK.

The machines are supplied exclusively by ADP Gauselmann UK, part of the worldwide Gauselmann Group, with content provided by Blueprint Gaming, which is also part of the Gauselmann family.

"Our current experience of this product has proved the product's suitability for our market, and I look forward to increasing our digital offering in the coming months," says John Appleton, Mitchells & Butlers' director of electronic leisure.

St Austell celebrates managers and tenants at Tribute Estate Awards

St Austell Brewery has celebrated its pub landlords and landladies at the 16th annual Tribute Estate Awards.

The big winners of the day were Jason and Debbie Manton from The Globe, Topsham, who were awarded Pub Managers of the Year for the second year in a row, as well as the Customer Service Pub of the Year (Managed).

The Tenants of the Year award went to Pete and Elaine Delaney from The Luggier Inn, Polruan, and the New Tenants of the Year award went to Dan Martland and Lisa Clarke from The Farmers Arms, St Merryn.

The Director's Award was presented to Linda Prior from The Old Custom House in Padstow. The Ship Inn, Mousehole, picked up the Accommodation House of the Year (Managed) award, with The Jubilee Inn, Pelynt, picking up Accommodation House of the Year (Tenancy), and The Lifeboat Inn, St Ives, scooping the Training Award. The Samuel Jones won the new Innovation Award, The Masons Arms, Branscombe, received the Food Pub of the Year (Managed) award, with The St Kew Inn picking up the award in the Tenancy category. The Victoria Inn, Salcombe, toasted Wine House of the Year, while Beer Pub of the Year (Managed) went to The Rashleigh Arms, St Austell. Beer Pub of the Year (Tenancy) was awarded to The Golden Lion, Port Isaac.

There were two winners for the Best Turnaround Pub of the Year (managed) award – The Old Success Inn, Sennen Cove, and The Old Market House, Brixham. The Best



Turnaround Pub of the Year (Tenancy) went to Lanivet Inn, while The Molesworth Arms, Wadebridge, picked up Pub Floral Display of the Year.

The Central Inn, Newquay, picked up the award for Marketing and Social Media Pub of the Year (Managed) with the same award in the Tenancy category going to The Polgooth Inn, Polgooth. Community Pub (Managed) went to The Holmbush Inn, St Austell, with The North Inn, Pendeen, picking up the award in the Tenancy category. Customer Service Pub of the Year (Tenancy) went to The Cornish Arms, Tavistock.

GIN SALES BUBBLE OVER

Six months on from launching **Fever-Tree's** G&T menus **The Wellington's** gin sales are **surpassing** all expectations

As a result of the recent gin renaissance, there is now a vast array of fantastic premium gins available in the UK. The trend for offering different gin and tonic options began in Spain and has gradually made it over to the UK, with more customers choosing to drink G&Ts than ever before.

At The Wellington in Portsmouth, venue owner Katherine Preston has certainly noticed the rise in popularity of the quintessential British drink. Six months ago, you could only find three gins stocked at The Wellington, but last summer Preston decided to stock Fever-Tree's flavoured tonic range along with their tailored G&T menu. The level of growth in sales and interest from customers in gin and tonics has been remarkable and The Wellington now stocks 10 different gins, with customers regularly trying different gin and tonic combinations.

Preston believes that, in addition to the growing consumer interest in gin as a category, the wide range of Fever-Tree flavoured tonics, supplied by The General Wine Company, has allowed her pub to expand and premiumise its gin range, and helped encourage even more interaction with her customers.

"I am refurbishing the pub at the moment and when we reopen, we plan to grow our gin range even further, using our new back-bar display to help show off our extended range," she explains.

One of the key findings that has been the most impressive is the sheer range and array of flavours now available in gin and tonic serves, which are highlighted in The Wellington's tailored Fever-Tree G&T menus.

"Our new menus have seen our customers branch out from the traditional serves by experimenting with different gins and flavoured tonics," says Preston. "It's all about education and raising awareness. After they have tried our offer, customers discover not only the versatility of the G&T, but also how much they enjoy it."

The Wellington has embraced the chance to get more creative around G&T with the introduction of their own bespoke Fever-Tree menus.

"With the support of Fever-Tree, we've matched the gins with the different tonics on the list and with the addition of a premium garnish, such as grated chocolate or pink grapefruit, the difference in botanicals is truly highlighted and each option is completely unique – our customers love to go for our recommended matches," says Preston. "Our pub's Facebook page is regularly updated as a means



"Since implementing the G&T menu, premium gin sales are definitely on the up."

to educate our customers about the history of the different gins, as well as the provenance and quality of the Fever-Tree tonics.

"The interest in gin has really grown and our customers want to try something new and different. They'll come and look at the menu, then come back and try more. They want to try everything on the list!"

In addition to raising awareness and sales of gin and tonic, Preston has also seen a significant amount of premiumisation and trading up. Gin and tonics are sold in large wine glasses, with a strong emphasis on a perfect serve and garnish, which makes an enormous difference.

"Premium gin sales are definitely on the up and a big part of this is how we now serve our drinks," she notes. "Once customers have tried it, you've opened the door for them. They're happy to spend that bit more and treat themselves."

With the introduction of Fever-Tree's customised menus and support, The Wellington has been able to fully capitalise on the increased interest surrounding the gin and tonic category.

Not only is Preston boosting sales at The Wellington, she is also providing her guests with greater options and creative personalisation. "It's a unique service with unique serves" – a combination that can only continue to see sales soar.



Customised Menus

Fever-Tree is offering current and potential stockists customised G&T menus.

They will work with you to create a menu that works for you and suits your venue.

They also offer expert advice on G&T pairings, garnish and glassware if you are creating a gin list in-house and would like guidance.

Visit fever-tree.com/menus to find out more about getting your pub a bespoke G&T menu.

FEVER-TREE.COM/MENUS



Cocktails in the City to return to Leeds in April

▲ Cocktails in the City is set to return to Leeds on 7 and 8 April, following the success of last year's sell out event. Twenty of the city's best bars will be popping up at Leeds Town Hall, creating new signature cocktails and competing to win the coveted Best Cocktail award. Exclusive experiences are set to include a Tick Tock Unlock escape room, a rum and chocolate tasting with Hotel Chocolat, and the finest street food vendors in the undercover Crypt.

"Every year, we challenge ourselves to build on previous editions and make each festival even better than the one before," comments Tabara N'Diaye, one of the organisers. "In addition to the extraordinary line-up of bars we're working with, many of which are new to the city, we're delighted to be partnering with an array of fantastic Leeds businesses to offer a plethora of tastings, masterclasses, games and culinary pairings."

Bars confirmed for the event include Roxy Leisure, Bar Soba, Chaophraya, Revolucion de Cuba, The Brotherhood, Skylounge, Jake's Bar, Neon Cactus and Jones Bar Group.

Farmers to launch food traceability scheme

▶ To coincide with the 15th anniversary of the Foot and Mouth crisis on 19 February, farmers in Gloucestershire have launched the UK's first universal food traceability scheme.

Happerley Passports is designed to empower farmers to control provenance at the point of production, and consumers to instantly unlock the whole story of their food with one unique traceability code. Every UK primary food producer will be invited to create a free Producer Passport and profile and invite all intermediaries and retailers with whom they trade into a visible supply chain to create one network.

Producers are able to generate a unique traceability code online for every food batch leaving their holding. The codes are validated through the food chain by participating intermediaries and retailers. Those supporting the scheme believe it is vital to maintaining a sustainable and transparent UK farming industry, independent of retail and processor pressure.

"Provenance begins with the primary produce and it is right this should be producer led," says Professor Pete Edwards, chair in computer science and lead on the collaboration with The University of Aberdeen. "Most of the data Happerley will gather is

already held within DEFRA. Happerley simply turns this inside out for the benefit of everyone. Although a voluntary scheme, it is hoped that the government will support it by opening up some of these datasets to Happerley."



Brakspear appoints Paul Gilchrist to boost managed division



▲ Brakspear has appointed Paul Gilchrist as director of retail for its managed pubs division.

Gilchrist joins as the company's managed estate reaches eight sites, following the purchase of two Cotswold pubs in the last two months. At Brakspear, Gilchrist will be responsible for all operational and retail aspects of the managed pubs division, working alongside the management teams at each site, as well as with Brakspear's executive chef Antony Ely on menu development across the estate.

"We're delighted to have Paul on board," comments Brakspear chief executive Tom Davies. "His outstanding credentials across the pub and restaurant arena make him the ideal candidate to steer our managed division at this exciting time in its development."

Punch provides publicans with 12 months of marketing POS

Punch has launched its 2016 Box of Promotions, with 17 POS kits to provide publicans with all they need to build awareness and interest around their offering for each of the key events throughout the year.

Each kit in the Box of Promotions contains 15 tent cards, five A3 posters and five A3 empty belly posters, as well as either an 8 x 2ft banner or double sided A0 correx board, with a different advert on each side.

Kits have been included for all of the most important dates in a pub calendar including the RBS Six Nations, Euro 2016, St Patrick's Day, Cask Ale Week and Christmas. After publican feedback, Punch has allowed all recipients to choose between either external correx boards or banners.



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The Eagles Corner - Nottingham

91 Front Street, Arnold, Nottingham, NG5 7EB



Star Pubs & Bars has opened its training pub, The Eagles Corner in Arnold, following a £336,000 investment that has seen the venue make the transition from a wet-led pub to a family-friendly site with a fresh pizza offer.

New technology will be trialled at The Eagles Corner – including promotional items in the form of smart fridges and smart TVs – as well as new products and services, enabling the pub operator to provide licensees with first-hand insight before making them widely available across its portfolio.

The pub now features booth and freestanding seating, a separate locals bar, a function room, and alfresco eating and drinking. A front-of-house pizza kitchen means guests can see their pizzas being made to order.

“We deliberately didn’t pick one of our most desirable, best located pubs,” comments Lawson Mountstevens, managing director of Star Pubs & Bars. “We picked an ordinary high street pub in a Nottingham suburb, which we could learn from. Two years ago we promised licensees that Star would take on and run a pub to get closer to the business and gain first-hand experience of the issues faced by licensees and the opportunities available to them.

“The Eagles Corner has gone from a pub with no food offer to serving 3,000 pizzas in three months. However, given the role of The Eagles Corner, it is and will always continue to be a work in progress.”

Drinks now include premium ales, lagers, ciders, mocktails and sharing pitchers; and the menu offers a choice of platters, fresh salads, burgers and flatbreads.

“The Eagles Corner has gone from a pub with no food offer to serving 3,000 pizzas in three months”

Lawson Mountstevens, managing director of Star Pubs & Bars

K Bar LONDON

The Kensington, 109-113 Queen’s Gate, London, SW7 5LR



The Kensington has opened a new venue called K Bar, which is inspired by the sophisticated atmosphere of a gentlemen’s club.

The bar features deep grained oak panelling with integrated bookcases, dim lighting, racing green and royal blue hues, and polished brass detailing. K Bar serves an extensive selection of premium wines, spirits and cocktails, curated by

bar manager Ben Manchester, formerly of Hotel du Vin Brighton, who brings over 10 years’ experience in luxury drinking and dining to The Kensington. Cocktails on offer include a Champagne list, a classic selection, a contemporary menu and a cocktail collective based on desserts.

Green Bar Botanicals & Tonics

REGENT STREET



Café Royal, 68 Regent St, London, W1B 4DY

Café Royal is launching a new gin bar called Green Bar Botanicals & Tonics, which celebrates London’s history of using botanicals in gin production and mixology.

The menu features a ‘Gin Journey’ that comprises unique presentations of the gin and tonic cocktail. Local and international traditions are utilised on the menu, featuring combinations like Dodd’s Gin with Fever-Tree Mediterranean Tonic, fresh chillies and lemon peel. The bar will also showcase a range of six Tanqueray gins, including some rare limited editions such as Old Tom, Malacca, Bloomsbury and Rangpur variations.

Green Bar Botanicals & Tonics will also feature an ‘Absinthe Experience’, where guests can sample a selection of spirits and cocktails including La Fée, Jade and Pernod. The bar will also see the addition of several Café Royal signature cocktails including the Mezcal Royal with Mezcal, Carpano Antica Formula, DOM Benedictine, crème de cacao, Angostura bitters and a twist of lemon; and the Royal Blazer of Baron de Sigognac VSOP Armagnac flambéed with a wild berry liqueur and served with caramelised raspberries and blackberries. A small plates menu complements the cocktails, with dishes including tuna tartare cones, salt and pepper squid, and caviar aged with pink Himalayan salt.

Walkabout

BIRMINGHAM



Langley Building, Regency Wharf, 266a-271 Broad Street, Birmingham, B1 2DS

INTERTAIN has announced the completion of its first refurbishment project of 2016, renovating its Broad Street Walkabout site in Birmingham.

The venue is one of INTERTAIN’s flagship sites, and has been transformed internally and externally to include the recent brand evolution – including the ‘Reef Bar’, booths, VIP areas, club nights and live music. A dedicated ‘pie shack’ is serving Pieminister pies to guests on match days.

“Walkabout on Broad Street is well-known for its legendary party nights and match-day atmosphere,” comments John Leslie, CEO of INTERTAIN. “The work that has taken place will enhance this experience, but also put Walkabout on the map for lunch or a coffee, as well as early evening drinks and more.”



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Assets of Community Value

David Clifton, director of **Clifton Davies Consultancy Limited**, summarises the **ACV process** as it presently applies to pubs

Fellow Archers listeners may well have shared my grave concern that 2014's flood damage suffered by The Bull at Ambridge was so catastrophic, and the attitude of the insurers so unhelpful, that its days as the hub of village life were numbered.

Thankfully, The Bull's fortunes have now revived and pints of Shires are once again flowing from its beer pumps. My fear has proved unfounded that, in a dramatic storyline twist, Matt Crawford would return from Costa Rica to turn The Bull into a block of luxury flats as he did previously with The Cat and Fiddle.

However, had that twist in the

plot occurred, I would have expected the country folk whose everyday story has been loved by millions for so many years to have pressurised their Parish Council to nominate The Bull as an Asset of Community Value (ACV), as has

been permitted by the Localism Act 2011 since September 2012. A real-life recent example is The Owl Sanctuary in Norwich, where its nomination was supported by 2,300 people and backed by the local MP.

Once a pub has been nominated by a local interest group, the relevant local authority has eight weeks to decide whether to list it as an ACV. It is not a foregone conclusion because the owners of the pub have a right to object to the listing, to an internal review of a council's decision to list and to an appeal to an independent tribunal.

Once a pub has been listed as an ACV, local groups are given a right to bid for the pub when

its owners decide to sell it. There is no compulsion on the owners to actually sell it and, contrary to some people's belief, the scheme does not give a right of first refusal to any local interest group, unlike a similar scheme in Scotland. As matters stand, this community right to bid extends to England; the Welsh government has not yet commenced it for Wales.

When a listed pub is put up for sale, there is an initial six-week interim period, during which a local community group, but not necessarily the same organisation that listed the asset initially, must express interest in bidding. If it does so, there is

a six-month moratorium beginning from when the pub is put up for sale (including the interim period) to allow the group to put a bid together. There is nothing in the legislation that prevents two or more community bids. At the end of the moratorium, the owners can sell to whomsoever and at whatever price they choose.

More than 850 pubs are now listed as ACVs according to CAMRA, who have set a target of 3,000 pubs to be so listed by the end of 2016 in the face of current legislation that allows an unlisted pub to be demolished or converted to several alternative uses without the need for a planning application.

Whilst the industry awaits clearer guidance from the government on ACV listings specifically for pubs, a useful House of Commons Library briefing paper on ACVs generally, published at the end of last year, can be accessed at researchbriefings.parliament.uk.



Questions & Answers



Q: I've read that paper bank notes are to be replaced by plastic ones. How can I find out more?

A: You are correct. The first to arrive will be the new polymer £5 note in September, so your business will need to be ready for that. The Bank of England has published a helpful checklist of what you need to do, including staff training – see bankofengland.co.uk/banknotes.

Q: Do I need a gambling licence to hold a raffle for charity in my pub?

A: No, you won't need such a licence if you sell tickets only to customers who are physically present in your pub, as this will be a 'customer lottery' that requires no licence or registration with your local authority. However, this exemption requires that there is at least a seven-day gap between raffles, no profit is made after deductions for prizes and reasonable expenses incurred (e.g. the cost of producing the tickets). In addition, the maximum prize per ticket must be worth no more than £50, there can be no rollover and no tickets may be sold to under 16 year olds. Each ticket must state your name and address as promoter of the raffle, the price of the ticket (which must be the same for everyone) and that tickets are non-transferable and can only be sold to customers on the pub premises. Also bear in mind that no advertisements of the raffle may be displayed or distributed except on your pub premises.

Q: My local council is debating whether to introduce a scheme designed to stop sales of high-strength alcohol. Is this legal?

A: This is a highly topical question as the Competition and Markets Authority has recently warned local authorities that schemes aimed at reducing consumption of high-strength alcohol must not breach competition law. To find out more, go to gov.uk.

Clifton Davies Consultancy Ltd



Clifton Davies Consultancy Limited is a consultancy business (not a law firm) which specialises in all licensing, gambling and regulatory issues affecting the pub and bar industry. David Clifton and Suzanne Davies are also consultants to Joelson Wilson LLP. The views expressed are given without any assumption of responsibility on their part. If you have any questions, do get in touch and they will be pleased to provide answers, either via this page or direct.

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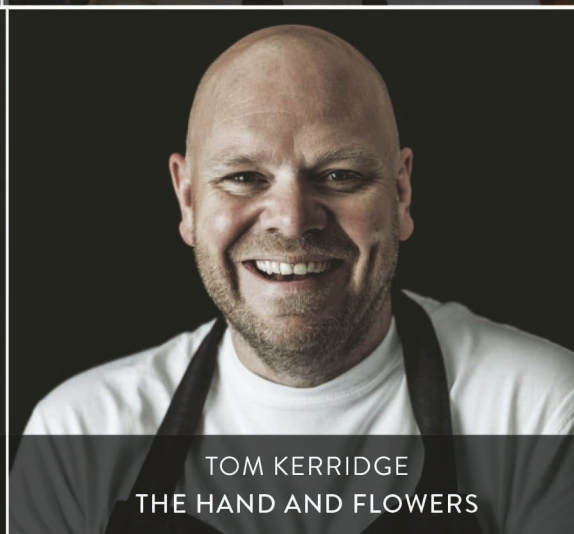
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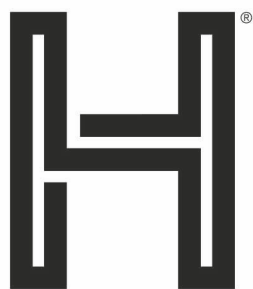
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GOOD ARROWS

WORDS: TRISTAN O'HANA

Flight Club, the most recent **activity-based bar** concept to hit the UK, is here to **prove** to the on-trade that **darts aren't dated**

It's Monday, it's early evening and it's below freezing. A few huddled bodies are hurriedly scampering towards Moorgate tube station, but other than that the City of London is seemingly quiet.

As I paced up City Road in search of Flight Club, the new darts-based bar that opened in London at the end of last year, I wasn't anticipating just how obvious the venue would be to passers by. Its location, plonked right on the corner of Finsbury Square, is ideal. Its frontage draws you in – combining the heritable class of the building with the striking modernities of the venue's overall design (plaudits to Flight Club's designer Russell Sage). However, most importantly, there was a palpable buzz around the place – people were bustling outside its doors,

fairground lights gave it a sense of theatre, and celebratory roars from inside the venue only set to entice you further.

Once inside, the spectacle continues. Flight Club is made up of two floors, two bars and 12 oches (the area where you play). There are Chesterfield sofas, raised seating areas and lots more fairground lights. For the less investigative types, you may think that the floor you walk in on is the entire space, but continue to the back of the room, head downstairs and you'll find out just how substantial this new bar is. So much so, that when I arrived and

enquired as to the whereabouts of co-founder Steve Moore, the staff weren't quite sure where to look.

Experience in trade? Nope!

"Who's been looking for me then?" asks Moore, as he surfaces from the downstairs area. Despite the interview being meticulously prearranged, for an operator looking after the bedding in of a new business, there's no telling just how many distractions can present themselves throughout the daily routine. Indeed, during the conversation, Moore's eyes are forever darting around

"I didn't start in this trade at all. Myself and my business partner led a round the world expedition in a fire engine"



Fact file

NAME: Steve Moore

EXPERIENCE: Drove a fire engine around the world

BUSINESS BELIEF: People need something to do when they go out

AMBITION: Potentially launch five Flight Clubs in five years



the space, absorbing the activity, the team, the flow. He obviously knows precisely what he's looking for, which would suggest a great deal of experience in this stage of operations. Wouldn't it?

"Experience in this trade? Nope," he claims. "I didn't start in this trade at all. Myself and my business partner led a round the world expedition in a fire engine."

Of course you did – what better way to prepare for launching an entirely new concept into the fast-paced, competitive world of hospitality than driving a fire engine around the globe? It's a wonder more people don't take such an approach.

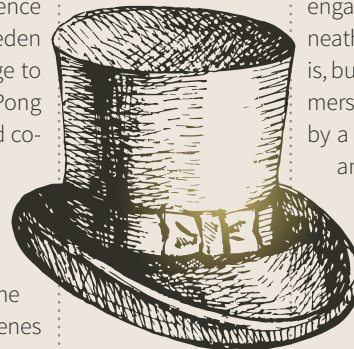
"I got back from that trip with a very broad skill set," he continues. "I was a project manager basically – it was extreme project management. I was looking after a team of 28 and a support team of 400 in 28 different countries. With something like that you learn that it's

about connecting the right people in the right place, so that's what we did with Flight Club."

By "we", Moore means him and his co-founders Paul Barham and Adam Breeden. Although Barham's previous experience was again away from the on-trade, Breeden brings a wealth of operational knowledge to the trio, having founded Bounce Ping Pong (the expanding table tennis concept) and co-founded successful bowling business All Star Lanes.

The planning for Flight Club commenced four years ago and although the doors only opened at the end of 2015, the activity that was going on behind the scenes had been constant.

"Adam's experience came from this industry, but we all pulled in the funding, the PR, the marketing, and the technology as well. We realised that people need something to do when they go out. They like to sit around



Food and drink

Order while you play

"You can order food and drink from the tablet in your oche," explains Moore. "It's a beautiful menu. It's about premium sharing food and being able to share while you play. It's very broad, but it's designed to be eaten in a social environment – easy food that you can eat whilst doing an activity. As you're eating, you're already thinking about your next bit. We knew that guys would always come to Flight Club, so it was important to us that we attracted other demographics through the food and drink as well."

"We've got a range from Heineken on draught, then we have some beers from Long Arm Brewery and loads of other bottles. Then we have the wine and decent cocktails – the cocktail menu is great."

in a pub, of course, but it's interesting to do something. We've strived here to make a really social product that people can really go nuts for, which has happened. It's fun, socially engaging and driven by an F&B model underneath it. We like organised fun – this is what it is, but nobody realises it. It's so unique and immersive as an experience and is well received by a broad demographic – that was the goal, and we've achieved it. People are coming back in droves. We spent three years developing all the technology, which is a fundamental part of the business."

It's rocket science

You might well be thinking, "A big bar with 12 dart boards. What's so special about that?" And if it were as simple as that thought, you'd be well within your rights to question Flight Club's immediate success. But the reality is that the gaming element



Key numbers

£2m

Cost of first Flight Club

£4.5m

Predicted year one turnover

3m

Computer calculations per dart thrown

30,000

Visitors in first six weeks

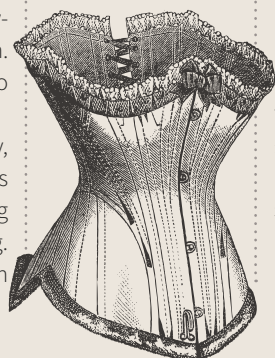




of the new concept goes way beyond the expectation of your average game of darts. Above each dart board is a flat screen, with a tablet control system adjacent to the oche's throw line. The tablet allows players to post their picture into the system, as well as selecting which game you want to play. The second a dart hits the board, the computer system tallies up the score and does the maths for you, before calling up the next player via a big screen image of their photograph. No more chalkboard challenges after one too many beers – this is bar darts of the future.

“When creating this gaming technology, we had two years of focus groups,” explains Moore. “That’s around 2,500 people testing the game. Then we worked our way along. You start with two people playing darts with

“We spent three years developing all the technology, which is a fundamental part of the business”



that system, then think about how we accommodate 12 people at once. It took a long time to get here. We did some vision technology for it, you know, Hawk-Eye – we pulled in a rocket scientist for that. It actually is rocket science and is based on drone targeting. The whole thing works on a very difficult maths problem, with 300m calculations for every dart. That’s almost 1bn for the three darts being thrown per go.”

I don’t know about you, but that hurts my head a little. Although it all sounds mightily impressive, what with all the malfunctions experienced in the technology-driven hustle of everyday life, there is bound to be some scepticism around whether the technology and systems can uphold and perform efficiently when put under constant strain. If the business is as busy as Moore and his partners want it to be, that’s a lot of demand for their rocket science set up. The question is, can it cope?

“We really only sussed it a few days before it opened,” says Moore. “But we had 30,000 people through here in the first six weeks, with a really nice mix of demographic. It has been a bit horrible to be honest – parts of it were fun, but you can’t enjoy it at all times. It’s fun now though. It’s really nice when nothing breaks and you can sit back and watch everyone play and go crazy. Thursdays are booked until May, which is mad. It has exceeded our expectations.”

Round the clock

As our readers will know, from creating the concept to the completion of a new venue, there is little time for anything else in life. For

Moore and the Flight Club team, the past four years have been filled with ideas, challenges, setbacks and eureka moments – it’s all part of the process. For them, such an ideal location hosting a premium concept can’t have come cheap, or easily for that matter. Despite securing the Finsbury Square site nearly two years ago, Moore knows

how difficult it is to secure decent property, but what about finance?

“We generally financed this through friends – 43 investors,” he explains. “It was a £2m project. Thankfully, they’re all still talking to me! It has been very popular, so I can sleep a little easier now.

“Our forecast for year one is looking at a turnover of £4.5m. The ratios are great


though as well. The number one priority is to go crazy on customer service. If you look at the initial reviews, people talk loads about the staff, which is somewhat annoying as we spent three years developing the technology! But people expect things to work these days, and want to be treated properly.”

Perhaps I was an exception in this regard – not that the staff were anything less than flawless during the evening I spent there, but the technology and game play was striking. The whole experience of being situated in a comfortable surrounding, partaking in a fun activity, and ordering drinks and food at will from that same area is something that is rarely achieved in pubs and bars. One of those elements usually has to be sacrificed in order to run a smooth operation.

The good news for the UK is that Flight Club is looking to expand. Yes, Moore jokes about what an ordeal perfecting the London debut has been, but now that the first one is up and running (along with the crucial gaming technology), you’d like to think that the second, third and fourth will be a little easier to deliver. He’d certainly like to think that’s the case.

“We’re looking heavily for more sites,” he says. “We’re super keen and want to open up two to three in London. We’re looking at the West End and Canary Wharf, and we like Holborn and Southwark too. We can operate in any size now I think – between 4,000 sq ft and 10,000 sq ft. We’ve also got a real appetite for the north. I think this would be really well received in places like Liverpool and Manchester. Places like Glasgow would be amazing.”

Although this answer reads with a serious conviction, Moore was quick to jest over the eager expansion that so many operators plan to deliver within set periods of time. Yes, Flight Club will expand, that much is clear. But when asked to predict how many venues he’ll have in however many years, he throws out a playful ideal with a hopeful chuckle.

“It’s going well,” Moore concludes. “We’d look at all funding options and we’ve already got a few, so it’s a bridge we’ll cross when the property comes up. But it’s bloody difficult, as property takes time to land. In an ideal world, let’s say we’ll do three in London, one in Liverpool and one in Glasgow within five years. That would be perfect, wouldn’t it?” 



The experienced choice

Andrew Dunkley, landlord of The Rose & Crown in Yardley Hastings, Northamptonshire has been in catering since 1984. Through a career of serving only the finest menus to his guests, Dunkley's particular preferences around purchasing have been loyally catered for by Booker Wholesale. Pub & Bar spoke to the man himself about how his long-lasting relationship with the UK's leading food and drink wholesaler helped him turn a struggling pub business into a profitable local asset

P&B: You've been in catering since 1984 – that's a great career. How did you end up in The Rose & Crown?

AD: I started off in my father's business, before working in hotels all over the country. Moving all the time is great, as you learn from different experiences.

In 2008, I went for a dinner at the Northampton Saints' ground and sat down with a publican, who was running this place. He had taken on four pubs, but this one wasn't going well. I went and had a look the next morning, and thought it was a bit risky. It was hard to see the potential in the building itself, as upstairs had been left to become a student squat! It was a mess.

The banks were saying no to pubs at the time, but we had some good contacts and decided to turn it round. I had to go into the bank to get the rest of the

money needed and drew out £30,000 on the credit card. Then, on my first night, we had one table of four in. It was Halloween and I was in the kitchen. I had no porters and no chefs. Just me.

P&B: Ouch! Four people on your first night. How have you turned that round?

AD: It was turning over £1,000 a week or something, but the one good thing was that there were no staff to take on, which was a blessing. We went with our passion. I had a good vision of what was needed, as I knew the area well. The main concept was that we were going to be a British pub, with proper cuts of meat. However, we're not a gastropub. It's a place where you can come to eat or come for a beer – the two groups happily sit alongside each other. It was always about keeping it as a pub, but with great food.



Slow roasted pork belly on mash, with sweet onion jus and bramley apple sauce

This is about getting hold of great produce from Booker, who I have a great relationship with, and providing food that people won't necessarily be able to create at home. Kidneys, liver, and shoulder of lamb – we keep everything traditional, without it becoming old fashioned.

P&B: And you get all you need from Booker to create your bespoke menu?

AD: We print a fresh menu every day and visit Booker for fresh food every day, and have done from day one. We shop at Booker 363 days a year.

I've always had a good relationship with Booker and it has come a long way as a company. I knew them since working at my father's place – a long time. The meat from them is absolutely fantastic. We've never deviated from having steaks from them – I know the butchery team there. They cut and prepare our

meat order to our exact requirements which is a fantastic service and great for our kitchen. I go to the branch every day, as opposed to having a delivery. It's a showroom of great food in that respect.

I did Booker visits for six days a week for the first six years here. We built it up and soon started doing £7,000 a week, then £15,000, then £20,000. We turn over about £1m a year here now.

P&B: You must have seen some big changes from being in the store every day over the years? Are the daily trips worth it?

AD: Some chefs have said to me, 'Why don't we do a weekly shop? It'll be much easier.' It wouldn't be. We never run out of anything this way and it keeps everything fresh.

When I first went there all those years ago, the fruit and veg offer was very small. They now work with dedicated growers and packers for the best quality and freshest produce. It's fast moving. Then the volume of it obviously helps the price.

I was invited to be in Booker's food and development group. We sit around the table with the management team and we tell them what we like and what we don't. Which is great for us as customers. Items, like watercress, wild mushrooms, fresh bread, different ice creams. Then you see these products come in over the years. It's fantastic. When you visit Booker, you get very well looked after – there is a 'customer comes first attitude' at the checkouts, with the manager, the butchers – it's second to none really.

P&B: So The Rose & Crown is doing well now. What else does the future hold?

AD: Northamptonshire has become a foodie county, and with that has come the Northamptonshire Food & Drink Awards. Booker sponsors Food Pub of the Year and Young Chef of the Year awards.

We won the Booker Food Pub of the Year in 2011, but then you're not allowed to enter it the next year. We've won any year we've entered – 2011, 2013 and 2015. We're really pleased to have won that. It makes you think you're doing something right.



Omelette Arnold Bennett with green salad, new potatoes and sourdough



Andrew Dunkley outside The Rose & Crown

Compared to that opening Halloween weekend, where we had four people in to eat, last year we had around 200. We put up a marquee, bring a band in. It's a big freebie for everyone, a cassalette, a chilli con carne, etc. We're probably doing around 600 meals a week now. You know, we're doing our best. 🍷

4 Northampton Road, Yardley Hastings, Northampton, NN7 1EX
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booker.co.uk

Read more about *The Rose & Crown* in this issue's pub review (page 36).

"We visit Booker for fresh food every day, and have done from day one. We shop at Booker 363 days a year"

More than a game

There is a tantalising array of sporting events taking place in 2016 and operators need to ensure that it is the pub where people choose to watch them

WORDS: CHARLIE WHITTING

The importance of sport to the on-trade should never be underestimated. It provides operators with a wide-ranging series of events that can drive footfall, giving customers somewhere to follow their team throughout a season or to celebrate one of the many climactic moments that each year produces.

This year will see two enormous sporting occasions dominating the summer – Euro 2016 and the Rio Olympics – but on top of that, there are other domestic and international competitions in a plethora of different sports that capture the imagination of the public and bring them to the on-trade.

Putting on a show

One of the major challenges that the pub trade faces when it comes to televised sport are the TVs in people's own homes. If pubs are to compete with the living room sofa, they must work to ensure that their offer is superior in every way. That means intelligent placement of high definition screens, quality sound systems and the licences required to offer whatever sport is desired.

“Provide excellent viewing of the game – research has found that fans want to see the game more than anything else – other elements are important, but secondary to the viewing quality,” says Katerina Podtserkovskaya, head of Guinness activation in the on-trade at Diageo. “Making sure you have clear lines of sight to screens and keeping the paths to the bar clear is essential to keep viewing at its best.”

The importance of different sports will vary around the country, so operators need to understand which will be most popular

to their local clientele and focus on that. However, if they are to build a reputation for showing sport, operators should consider showing more sports to a high degree of quality and then shouting about it. That

way, customers build an association between their venues and sport, instantly thinking of them when a big match is coming up.

“We show all sport at Barratts,” says Paul McManus, director of McManus Pub Company. “I believe sport is still relevant to the on-trade, but needs to be part of a wide offer that will compel our target audience

to choose us amongst the competition.” With this in mind, operators need to make sure that their venues are also providing entertainment and atmosphere, as well as a food and drink offer that is easy to order, easy to make and easy to eat. For big occasions that will attract people regardless of their interest in that particular sport, it is important to ensure that you have well-stocked cellars and plenty of staff on hand to take orders, pour drinks and serve meals. Not only will this keep customers happy, but it will also increase the takings on the day.

“A quality experience is at the heart of what sports fans are looking for in a venue, and the barriers for pubs and bars to break down can often be quite simple,” says ↗

“We encourage publicans to offer food and drink and entertainment, perhaps a quiz or live music, which ensures they stay at the pub for a longer period of time”

35%

of drinkers spend over £15 on drinks during live sport

(Provided by Punch Taverns)





Sky Sports is ready for more
rugby internationals

TELEVISED SPORT IN PUBS

2016 IN SPORT

The big sporting occasions
this year

CRICKET

ICC World Twenty20

9 March – 3 April

England v Sri Lanka

19 May – 5 July

England v Pakistan

14 July – 7 September

Bangladesh v England

October – November

India v England

1 November – 31 December

FOOTBALL

UEFA European Championships

10 June – 10 July

Final weekend of Barclays Premier League – 15 May

FA Cup Final – 21 May

UEFA Champions League Final

28 May

OLYMPICS

The Rio Olympics – 5-21 August

Paralympics – 7-18 September

GOLF

The Open – 10-17 July

Ryder Cup – 27 September - 2 Oct

RUGBY UNION

European Champions Cup Final

14 May

Aviva Premiership Final – 28 May

Summer tours – 11-25 June

FORMULA 1

World Championship

18 March – 27 November

TENNIS

Wimbledon – 27 June-10 July

David Scott, director of brands and insight at Carlsberg UK. “Operators should manage these events carefully, ensuring queues at the bar are not too long, all spare space is utilised with plenty of seating, and perhaps even consider table service or the option to pre-book a table.”

It is also worthwhile considering ways to extend the opportunities beyond the actual sporting spectacle itself. Football and rugby matches, for example, run for under two hours, but operators can use consecutive

There's lots more Premier
League action to come.
Courtesy of Sky Sports



games to maintain interest and keep people engaged, while offering pre- and post-match entertainment and deals can encourage customers to arrive early and stay even longer in your venues, further building your reputation as a venue to enjoy sport.

“We encourage publicans to offer food and drink, and entertainment, perhaps a quiz or live music, which ensures they stay at the pub for a longer period of time – and will hopefully return again and again,” says Stephen Martin, category manager for Punch Taverns.

Food and drink

When it comes to drinks, operators need to have stocks in ready supply, from beer to cider, wine to spirits. However, it is also critical to consider the needs of those who aren't drinking. Whether it's parents bringing their children to the pub to watch a game, people coming in during the week who might not be as willing to partake in alcohol, sports teams watching a game after their own matches or training, designated drivers or teetotalers, there are plenty of people who will want a soft drinks list that is appealing and varied.

“With one in five people in Great Britain

75%

claim if there were no queuing at the bar, they would be more encouraged to watch the game at the pub

(Provided by Carlsberg)

now teetotal, soft drinks are increasingly important to licensees,” says Donna Pisani, trade communications manager at Coca-Cola Enterprises. “Additionally, many of this year's big events are set to take place on weeknights, which means that many people may choose not to drink alcohol whilst watching the action.”

If operators are to encourage customers to stay longer in their venues and spend more, then a delectable food offering is required. Operators will need to adapt their menus for match days, as people will be keen to watch the game rather than sit at a table with knives and forks. The eating experience should complement rather than interfere with the action, meaning that offers that can be eaten before the game are important incentives, as are dishes that can be eaten and shared with ease.

“Operators can capitalise on the popularity of televised sporting events by adapting their food offerings to ensure they are suitable for the environment,” says Nigel Phillips, country sales manager for UK and Ireland at Lamb Weston. “Sharing platters and bar snacks are an ideal option for hungry sports fans, allowing them to eat while still enjoying the game.” ➔



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TELEVISED SPORT IN PUBS

Whatever operators can do to encourage customers to arrive before the match – whether through special offers or pre-booked tables – when the game actually begins then they need to be able to provide customers with the food and drink they want without any delays. No one wants to be standing at the bar waiting to be served when the winning goal is scored, so service needs to be efficient and simple.

“In terms of drinks, speed of service is one of the most important deliverables and during big campaigns like a World Cup we will look to add in additional pop-up bars so we can get drinks to people quicker,” says Michelle Farrell, brand communications manager at INTERTAIN. “Also pre-booking is a big area for Walkabout and we sell our tables for sport, so customers can pre-order food and drink packages for them to be ready on their arrival to the venue. This helps our venue teams in preparation and delivery.”

Looking after all customers

One of the challenges that operators could face when it comes to showing sport is to ensure that other customers will feel welcome. While it might be impossible to show sport alongside the normal running of business, anything that operators can do to provide more secluded areas for people not interested in the match, or designated zones dedicated to a particular sport or game, can boost a venue’s overall appeal.

“We know from speaking to our customers that some of them like to ‘zone’ their venue to keep their own customers happy,” says Martin Rogers, marketing controller at Sky Business. “By finding a more secluded area of the pub to put screens you can keep sports fans happy while allowing other customers to enjoy food or drink away from that area.

“Or you can zone your venue by different sports. If you have multiple viewing cards you can show different sports at the same time, meaning those who want to watch the football, for example, can do so in one area, while those who want to watch the cricket can do so in another.”

Another way to generate interest, boost your sporting credentials and attract a loyal base of customers for sport is to involve your venue in the local area. The number of teams playing in the UK is on the rise,

Joe Root, live in action on Sky Sports



with sports such as American football garnering increasing attention, and the links that operators can build can be of enormous benefit.


“Supporting local communities can be of huge value to pubs,” says Andrew Turner, category and trade marketing director at Heineken UK. “It’s great to give back and be let into the community themselves. If you’re investing in helping or sponsoring a local team, they’ll be supporters of yours and they’ll come in to watch sport with you as well. It’s a great opportunity but it takes investment from the pub.”

Promotion

Sport can be used as a driver of trade, but only if people are made aware of it. Operators need to make sure that they are promoting what they’re showing well in advance, as well as ensuring that what they say they’re going to show is in fact shown. In-house advertising will keep sporting events in the forefront of customers’ minds, but it is important that operators look for trade further afield, by announcing their sporting calendars externally and online.

“If there is a major sporting event happening, then eight to 12 weeks is ideally needed to promote the event fully,” says Stephen Dryden-Hall, retail sales and marketing manager at Charles Wells Pubs. “Posters in hot spots around the pub are crucial: this can be behind the bar, in washrooms, tables and external banners. Don’t forget about social media too. Facebook, paid Facebook advertising, Instagram and Twitter can help

remind your regulars what’s happening and attract new customers too.”

Sport can play a vital role for driving trade into pubs, with a range of competitions attracting a diverse array of customers throughout the year. For operators to use sport successfully, however, they must ensure that everything is in place to allow customers to watch unhindered. Food, drink, entertainment and viewing should all be as easy as possible in order to achieve that winning result. 

65%

of people arrive up to 30 minutes before the match and leave at the full-time whistle

(Provided by Carlsberg)

TIPS ON MATCH DAY

BT Sport outlines tips for making the most of the match

Make sure your customers know what you are showing and when; there’s no point showing the big game if no one knows about it. In addition, make sure you make the most of social media – Facebook, Twitter, etc. – to let people know.

Tailor your offer around the game or sport. If you’re showing the Saturday 12.45pm Barclays Premier League game then put together a food and beverage offer that is easy to fulfil during the busy game time.

Make sure your customers have a great view of the action. Make sure that you have the right size screen or enough screens for customers to be able to see and hear all of the action. If you have the space give some thought to zoning so that customers not wanting to watch the match are unaffected.

Social media is an important tool in marketing your match day offering, so keep customers informed about the live games in your venue.



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The **long Easter weekend** is a chance for customers to **indulge with their families** after Lent, but its **early date in 2016** means operators need to **get ready** for every eventuality and **soon**

WORDS: CHARLIE WHITTING

The Easter Bank Holiday weekend represents a significant opportunity for the on-trade, but one that requires considerable evaluation year to year. Unlike Halloween, St Patrick's Day or Mother's Day, Easter is a four-day celebration akin to Christmas, with opportunities to offer multiple events and a varying range of different food and drink offers and options.

However, unlike Christmas, Easter does not have a set date, shifting every year and this means that the meteorological possibilities increasingly dictate the kind of offer that customers will be looking for and that operators can offer.

Food and drink

The Easter Bank Holiday weekend is the first long weekend of the year, coming after twin periods of abstinence through Lent and New Year's resolutions, and thus represents a genuine opportunity for customers to get out into the on-trade and treat themselves. In addition, as a family holiday, Easter will see people looking for places to enjoy themselves with relatives of all ages, so food will play an important role over the four-day weekend. Operators need to look at how they can create attractive meal offers for customers that will fill tables and venues.

"Mother's Day and then the Easter weekend mark the start of the spring season for many operators, as more customers start to eat out," says Ron Hickey, catering and on-trade sales director at Bestway Wholesale. "With the dates falling earlier this year than in 2015, it's potentially more challenging to secure bookings. The offer of a set price per head for a family meal, or a free glass of bubbly for mum when she sits down to eat, can make all the difference."

"Being ready for everything is the key and maximise covers with a sensible bookings policy"

The twin Easter Bank Holidays will see an increased demand for a variety of drinks, from soft drinks to cocktails, premium spirits to beer, ciders to wines. Operators should ensure that their cellars are well-stocked to get through the entire weekend to enable maximum sales and to avoid disappointing customers. It is worthwhile considering the importance of premium drinks for those looking to celebrate, sessionable drinks to keep people coming back for more, soft drinks for children and designated drivers, and drinks that will pair well with the food that each venue is planning on promoting.

"Licensees can make the most of the occasion by planning well in advance and stocking up on must-stock premium variants, a wide range of the best-selling brands, making spirits the perfect partner to your food-led occasion, and remembering the importance of extending the occasion by offering customers a spirit combination that they might not expect to see," advises Janel Fatania, commercial planning and activation executive for the on-trade at Diageo GB.

When considering what food can work well during the Easter break, it is worth looking at the seasonal options that March brings from local producers. Not only will this allow operators to bring in food at reasonable prices, but will also give their menus more resonance to customers. Seasonal ales on the bar, spring vegetables, fruit and meats, as well as wines and spirits in keeping with the climate and dishes all need to be well-stocked to ensure customers won't be disappointed. ➔

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EASTER SPECIAL

“Either a special seasonal menu or a specials board should be developed packed with Easter favourites like roast lamb,” recommends Mark Harding, sales director at Bath Ales. “The meals should feature seasonally available vegetables and, where possible, locally-sourced ingredients.”

Operators should also be aware of the needs and preferences of every member of the groups that they are seeking to attract. The number of people actively seeking gluten-free and vegetarian dishes is on the rise, not to mention people keen to consider calories and salt in other health drives. If operators can present a menu that can appeal to these requirements, they will see a larger number of bigger groups choosing their venues in which to celebrate the Easter festivities.

“The demand for gluten-free dishes has never been greater; in fact, 15% of UK households now include someone who chooses to avoid wheat for health or lifestyle reasons,” says Jason Rodrigues, Maggi brand manager at Nestlé Professional. “It’s crucial for pubs to make sure they’re allergen-ready and keeping staff well-informed is key. Cross-contamination issues in the kitchen have a big part to play, and there are many dedicated websites to help pub chefs know they have everything covered this Easter.”

One of the main associations of Easter is of course with chocolate, and after the fasting of Lent, operators should focus on their desserts as a way to both entice and delight customers, but also to generate an increase in incremental sales from those choosing to eat out. Operators should work on producing a considered and correctly themed dessert menu and ensure that menus, staff and blackboards are working to recommend and promote these dishes.

“After the indulgences of Christmas, Easter offers that first real chance for operators to really drive dessert profits,” says Andrew Ely, managing director at Almondy. “It also provides the perfect platform for operators to tap into the hugely profitable family pound, as well as the growing army of chocoholics who love chocolate brands in their bakery items.”

As well as making sure that you have the products ready and in stock to get through a long weekend, it is also critical to ensure that you have the staff to deliver these offers. Customers are looking to relax and have their celebrations organised for them and run smoothly. Enough staff should be



A Daim Kids Sundae from Almondy

on the floor for swift service, but they should also be well trained and informed about what their venue is doing and offering well in advance of the weekend to bolster incremental sales and upselling.

“Staff should be kept fully informed of any changes to the menu or drinks offering and should be familiar with the menu choices, cooking methods and ingredients which make them,” says Harding. “They should also be able to recommend drinks to consumers, identify tasting notes and speak knowledgeably about the drink’s origins. This means they can talk to consumers in an informed way, which inspires confidence

81%

of caterers cite Mother’s Day and Easter as key opportunities for attracting new customers

(Provided by Premier Foods)

and adds to the great service they provide. Operators should also plan staff rotas far in advance to ensure they have enough employees to comfortably serve a potentially increased number of visitors.”

Preparation

As the longest weekend in the British calendar outside Christmas, Easter should be treated by operators as an opportunity to create a range of reasons for customers to visit their outlets. Whether it’s utilising the extra lie-ins to bring evening and night-time entertainment into play, or using the day-time to present parents and families with ➔

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How about a roast beef dinner over Easter? Courtesy of Premier Foods



attractive activities, meals and entertainment, operators can make Easter work for them in a variety of ways, garnering interest and support from the whole community to strengthen existing relationships and establish new ones.

“Whatever you plan for Easter, try and create a weekend full of different things for all types of customers,” says Sarah Sparkes, senior retail sales and marketing manager at Charles Wells Pubs. “A quiz on Friday, a mini-

beer festival on Saturday and family lunch and activities on a Sunday can all help get regulars coming in with their families and new people trying you out for the first time.”

The Easter Bank Holiday offers parents the chance to spend four uninterrupted days with their children and many of the season’s established images have the young at their heart. From chocolate Easter eggs and the Easter Bunny to chicks and lambs, Easter is a celebration of the new life of spring. Bringing children

Easter efforts

MAKING AN ATTRACTIVE EASTER OFFER

Special deals

“In addition to exploring new recipes, outlets need to consider putting on set menus or special offers to attract consumers, as well as finding the best way to advertise their offering in advance,” advises Sarah Robb, channel marketing manager at Premier Foods.

Matching drinks

“The drinks selection available should marry well with the food on the menu and reflect the flavours of the season,” says Mark Harding, sales director at Bath Ales.

Lamb

“A wonderfully flavoursome and incredibly versatile meat, lamb has always been a popular choice on pub menus, particularly at Easter when new season lamb starts to become available,” says Hugh Judd, foodservice project manager for AHDB Beef & Lamb.

Soft drinks

“The soft drinks range should be appropriate to an outlet’s customer base, whatever the occasion,” says Lawrence Moore, sales director for Belvoir Fruit Farms. “A children’s drinks range is important and it should be understood that this would be very different to an adult range and vice versa.”

Children’s activities

“If younger children can be entertained and kept amused, the more relaxing the experience will be not only for them but for other diners and customers too,” says Amy Ledger, marketing spokesperson for CWE. “Easter egg hunts are great. Ceramic or plastic eggs can be purchased easily, simply use your imagination and ‘hide’ the eggs inside or out depending on the weather.”

Sparkling wine

“It’s also the first time in the year we start to see good sales on Champagne and Prosecco as people start to indulge once again,” comments Mark Robson, managing director of Red Mist Leisure.

into your venue’s offers during the day is a great way to provide parents and families with a reason to get out and visit the on-trade.

“Easter is very much a family celebration, so a deal on families coming to you for lunch can help make eating out more attractive, as well as offering entertainment for children like face painting, Easter egg hunts and other activities,” says Sparkes. “You could always give children coming for lunch with their parents a free Easter egg too.” ➔

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When contemplating entertainment, it is important to utilise it not just to attract a range of people, but also to consider its importance in boosting the linger time of customers already in your venue. Sporting activities followed by themed quizzes or live music and preceded by children's entertainment can work to keep families in your venue throughout the entire day.

"We tend to use live music or certain offers to extend the trading day," says Mark Robson, managing director at Red Mist Leisure. "For example, music starting at 3/4pm will often catch people towards the end of their meals and tempt them to stay that bit longer and listen."

Easter falls earlier this year than it did in 2015, presenting operators with a potentially chillier weekend in which to attract customers to their venues. However, if operators plan for this potentially colder, wetter weather then they can present people with a genuinely inviting offer.

"Whatever you plan for Easter, try and create a weekend full of different things for all types of customers"

"Competition is the major challenge, so operators need to know what they are doing and be confident of their offer and delivery," advises Paul McManus, director of McManus Pub Company. "If there is snow, be prepared with gritting and clearing car parks."

However, the unpredictability of the British weather should not be discounted and operators also need to consider Easter as the beginning of the summer season. The early nature of Easter means that operators need to have their summer preparations sorted before they would normally, because if the weather is fine, they will want to be ready for the influx of customers looking for a place to eat, drink and enjoy themselves in the sun.

"We have better opportunities when Easter is later and the chance of warmer, better weather is higher," says Robson. "This year we need to be really organised with menus, promotions and specials sorted ahead of our usual timescales and we need to make sure our gardens,

patios and external areas are looking good and ready in case we do get some early warm weather. Being ready for everything is the key; maximise covers with a sensible bookings policy."

Promoting activities and offers is especially important over the Easter weekend, as it is a national holiday and, as a result, there will be plenty of competition for people's attention. Announcing your Easter plans early online and in-venue is essential to generating interest, but to maintain it right up to the weekend operators need to look to social media and staff to energetically and passionately keep customers' attention on your venue and your offer.

"You should be promoting your Easter activity now," says McManus. "Social media, staff knowledge and enthusiasm about events are key. In-house displays and staff T-shirts are important."

Easter is an opportunity for operators to usher in the summer season with an engaged and varied offer over the long weekend. While the early Easter this year presents challenges for operators, a well-planned weekend can still be hugely profitable, as well as a great opportunity to showcase venues and build a reputation before summer. 



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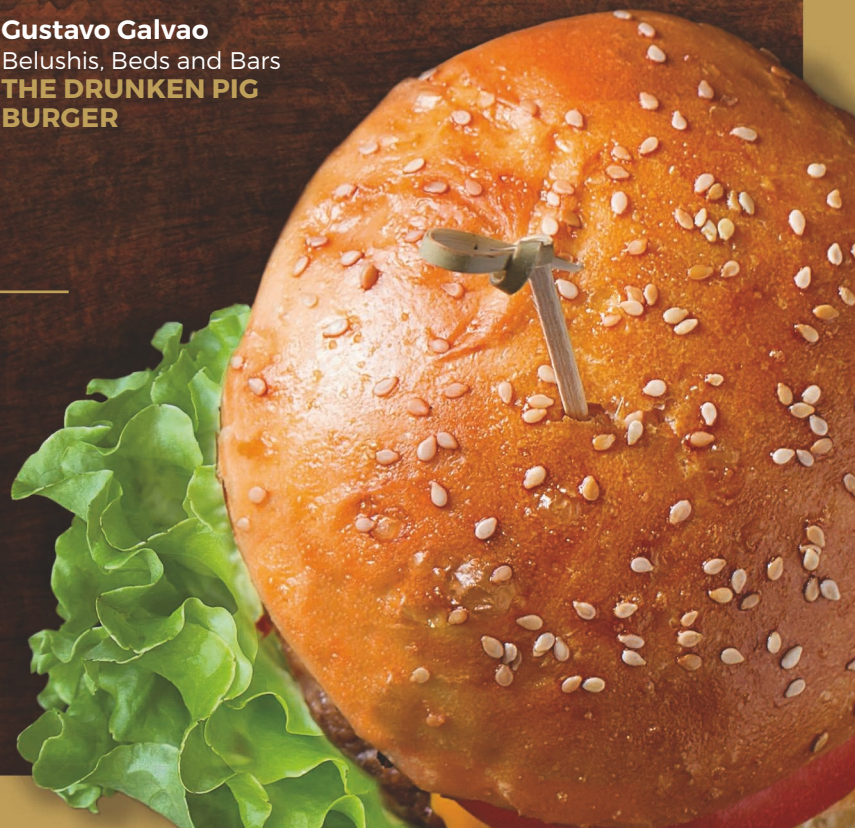
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TRISTAN O'HANA
EATING AT



The Rose & Crown

The term **'hub of the community'** is often applied to many village pubs. For **The Rose & Crown** in Northamptonshire's Yardley Hastings, no truer words were spoken

I have a confession. Until a work-related jaunt along the winding roads of Northamptonshire's countryside, I had never heard of Yardley Hastings. To its residents, I can only apologise – I am sure more knowledgeable folk than I regard your village with high esteem.

Even so, from the list of quaint locations that make up Northamptonshire's 300-odd villages, I have to say, what luck it was that I should be taken to visit this one in particular. One minute I'm battling the delays graciously inflicted on thousands of Londoners via the Northern Line's puffed out service; the next I'm calmly strolling through the beautiful silence of Yardley Hastings, with nothing more to worry about other than what to have for lunch.

What to have, indeed. The choice of location was easy enough – having pre-arranged the visit to The Rose & Crown in order to talk about their relationship with Booker Wholesale, owner Andrew Dunkley had kindly invited me to try out the menu while I was there. For anyone thinking about visiting Yardley Hastings' community hub, don't expect this account of what was on offer to be repeated on your trip – Dunkley and The Rose & Crown team type out the

menu on a daily basis, planning each service of the week seven days in advance. This is a menu of passionate craft, with the utmost respect for each and every ingredient.

With such pride around the sourcing of ingredients needed to simply create a striking dish, there appears to be no need for fancy complexities within The Rose & Crown's cooking. No foams, no frolics. Each section of the menu lists plates packed with well-matched additions, leaving guests spoilt for choice, whether they prefer a pub classic or a more experimental British staple. In fact, should a diner feel a little unsure about the mains which the team have cooked up that day, they can cast their eyes to the foot of the menu, where they'll find 'Simpler pub dishes' (all £12.95) waiting patiently to be recalled upon. Think Lincolnshire sausages, whole-tail scampi, fish and chips, and bake-stuffed mushrooms.

Let's backtrack for a moment though. The pricing across the whole of the pub's menu is an attractive draw for any visitor. Not only is it great value for such a remote location cooking a daily-changing menu, but it's simple. When selecting our mains, Dunkley explains how he hates it when a complicated menu can

leave you full up just from trying to understand it. As a result, the dishes are priced in groups. Starters are all £5.95, mains are all £14.50 (with the exception of the two steak dishes) and desserts are all £5.95. No need for worrying about how much your preferred meal might be or how low it appears on the menu.

Leading the charge among the starters were the 'Devilled lambs' kidneys on hot buttered ciabatta' – the kidneys nice and soft, coated in a cream sauce just waiting to be mopped up by the crispy ciabatta. The 'Black pudding, bacon and crispy potato salad with Shropshire blue dressing' is a fan favourite at the pub. As a newly deemed 'super food', I'm sure the humble black pudding's popularity will only rise at The Rose.

I've recently been living by the eating out mantra of 'order the fish' (no, nothing to do with any sort of health kick, thank you very much), so that's exactly what I did when presented with the mains. The 'Pan-fried seabass fillet served with scallops, orzo pasta and a sauce vierge' prompted a "ooh, very good choice" from Dunkley's daughter Claire, who was taking our order. And she was right – it was a very good choice. The seabass, scallops and sauce vierge delivered a light freshness perfect for an early afternoon



Pub review



“This is a menu of passionate craft, with the utmost respect for each and every ingredient”

lunch, underpinned by the wholesome filling of the orzo pasta.

Our host became very excited when he saw that the kitchen had included ‘Omelette Arnold Bennett with green salad, new potatoes and sourdough’ that day – Dunkley’s favourite. Named after the esteemed novelist’s obsession with this smoked haddock-based omelette, The Rose & Crown’s version is rich and plentiful, and the one course could easily suffice as an entire meal on its own. It looks and tastes like something that should be found in a chalet restaurant in the French Alps.

Desserts on the day were an afterthought for our group, but certainly warrant attention from those settling in for the afternoon or evening. Had I not been so enthralled with the prospect of jetting back to Euston station and seeing if the Northern Line had finally caught its breath, I would have been stubbornly torn between the ‘Dark chocolate Marquise with salted caramel and vanilla bean ice cream’ and house (and personal) favourite ‘Sticky toffee pudding with toffee sauce and vanilla ice cream’. Next time, perhaps – Yardley Hastings, I won’t be forgetting you anytime soon, that’s for sure. 🍷

Aperitifs and nibbles

Stay for a while

At the top of The Rose & Crown’s food menu is the aperitifs and nibbles section. Through an introductory glass of fizz and something small to snack on, guests can begin their meal in the bar area, before moving into the restaurant for the main show. Wet the whistle and work up an appetite with...

Favola Prosecco, Italy – £5

Comte Remy de Valicourt Champagne, France – £8.50

Warm ciabatta, aged balsamic and olive oil – £1.50

Olives and Manchego cheese – £3.90

Hot British chorizo – £3.90

Hummus and flatbread – £3.90

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HIGH-TECH TAKINGS

EPOS systems have evolved beyond recognition and now offer operators and consumers far more than just a way to make a payment

Electronic point of sale equipment, or 'EPOS' as it is more commonly known, is an integral part of any retail operation, as it provides a fast and efficient way of making sales. However, as with all technology, it has evolved over the last few years, streamlining the kind of information it takes to make it more useful than ever before.

"Big data have been the buzz words for a couple of years now," says Simon Blackburne, co-founder and commercial director of Tahola. "But we need to move away from this catch-all, to a mindset of expressive data where data is seen as informing intuition and empowering decision making rather than data solves all."

Information generated from these kinds of systems helps inform businesses with real-time reports providing immediate information that allows managers to identify issues and deal with them more effectively.

"Every pound spent can be reviewed and justified," says Gareth Powell, managing director of Intelligent Business Systems. "Future pounds can be spent more effectively and allow the operator to do better business."

Evolution

Today's EPOS systems are designed to do far more than simply process transactions – technological advancements have seen the introduction of cloud-based systems which have enabled the retrieval and storage of information to become far quicker.

"There's no more adding products manually to each individual system; all stay synced in real time, and can be updated from the web," explains Epos Now CEO Jacyn Heavens.

Real-time reporting can transform the way pubs and bars operate as they are able to take information from the till, extracting data as often as every five minutes. They can then use this information to build reports which can be regularly sent to managers for analysis.

"This enables our managers to be incredibly agile and proactive and we are able to impact the performance of the business immediately by offering relevant promotions, up-selling and so on," explains Marc Dawson, head of IT at Revolution Bars, which uses IBM Cognos software in conjunction with Tahola's EposMart data mart software.

Use of cloud services also means that less powerful technology is now required at the point of sale. The fact that the market is awash with technology is great for operators, as this not only means more choice, but lower cost when compared to just a couple of years ago.

"Operators can download an EPOS system onto a tablet," says Consolis CEO Peter Moore. "Or they can buy a low-cost piece of technology and get started with a fit-for-purpose system for as little as £50 a month with little or no capital outlay."

Where to start?

Although it's impossible to know exactly what's coming around the corner, when making a decision about what type of EPOS and operation system to invest in, it's important to consider the future. Operators should opt for a system that can be easily updated to include new features and software.

"Set-up flexibility, aesthetic design and branding capability to complement the environment are all criteria that operators should look for in their EPOS," says Gordon Frewin, SVP sales at Unique Secure. "For too long hardware has been seen as a poor

“Every pound spent can be reviewed and justified”

relation to other visible elements in a pub or bar set-up and has not been required to look sexy – time for change!"

As with any purchase, it's important to know exactly what the business needs to get from the system and ensure that they don't buy more than they can handle or will ever need.

System support is also very important, so operators should ensure they have reliable back up should it ever be needed. Some companies offer fully accessible and operational support 24 hours a day, which means any problems can be dealt with remotely in a matter of minutes.

"Time is money in these scenarios and any time period the EPOS system is down the more this costs the operator," says James Humble, sales director at Tevalis.

Choice isn't always a good thing, especially when it comes to EPOS systems. Operators need to do their homework and consider all their options when it comes to software as some only run on proprietary hardware so there could be problems later if they want to add something like a tablet or an ordering system some time down the line. ➔



The Epos Now system in action

“The key is to look for a system that can run on the widest range of operating systems,” says Heavens. “This approach allows you to future-proof your business, providing all-important flexibility.”

To get a feel for the right system, it's important that operators ask for demonstrations of how they work to ensure that it does everything that the business needs. This will also prompt other questions that operators may not have previously considered.

Backup is usually only considered after something has gone wrong, but it's hugely important. It is futile collecting huge amounts of data on customers if it isn't stored properly. Ensuring that data is backed up off premises, on a cloud for example, is vital in case of fire or breakdown.

Benefits

Customisation is key for businesses to maximise their efficiency and customer experience and apps allow them to do just that. With a growing number of point of sale apps, pub and bar operators can stay on top of their game without the inconvenience of investing in a new system.

Mobile phone technology has developed at a rapid rate and consumers are using their phones for multiple applications, including

payments. As a result of this demand, data insights platforms have been developed that enable customers to pay in double quick time by simply scanning a unique QR code which uploads bills directly to users' mobile phones. The app reports back to the EPOS system once the bill has been paid and closes the table, leaving waiting staff free to attend to other tasks.

“The other perk when paying this way is the ability for venues to capture valuable customer preferences and habits, ideal for targeted re-marketing purposes in the future,” points out Gerry Hooper, CEO of Zapper UK.

Today, technological development is all about portability and ease of use. More companies are now adding tablets and other hand-held devices to their range to meet this need. Not only do they allow staff to take more accurate orders, but have the ability to prompt staff with extras that will add to consumers' experience.

“The increasing use of tablets to complement, not replace, fixed-point EPOS is another valuable development within hospitality,” says

“Operators can download an EPOS system onto a tablet”

Paul Hudson, global business development manager at Aures Technologies. “Experience shows that waiting staff are much more likely to sell an additional round of drinks or extras if they approach customers at their table.”

The introduction of portable devices was a welcome move for Lee Havers, owner of cocktail bar 42 King Street in Norwich, as they improved several aspects of his business – from

speeding up service to accurate stock control. They also allow him to quickly edit the ever-changing cocktail menu with ease.

“The portable EPOS Now system also allows us to maintain that personal experience with customers

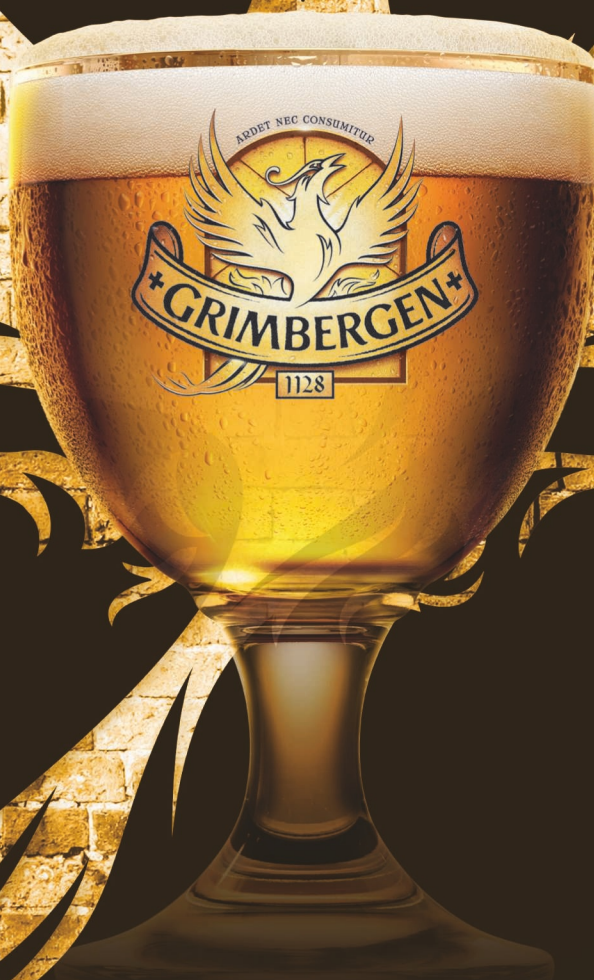
without unnecessary delays,” says Havers.

Customers expect free Wi-Fi wherever they go, which is a great opportunity for pubs and bars to gain more insight on their customers using flash pages. This allows outlets to collect details to enable them to automatically send customers deals on return visits.



“Out of stock items can be flagged, avoiding the disappointment of placing an order and then telling the consumer it is unavailable,”



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drinkaware.co.uk for the facts



A pop-up bar from Consolis

points out Paul Leybourne, head of sales at Vodat. “Overstocked items can be promoted, giving the server greater interaction with the consumer while reducing wastage.”

Improving customers’ experiences

It’s not just pub and bar operators who reap the rewards of the benefits that EPOS systems provide. The information they glean can be used by businesses to create the best possible experience for their guests too.

“We pride ourselves on delivering really great service to our guests every day,” says Hamish Stoddart, owner and co-founder of Peach Pubs, which uses IBS’s hospitality management solution. “Our IBS EPOS-based technology performs numerous key tasks, giving us intelligence and performance data, and enabling us to reward our customers with electronic loyalty campaigns.”

In an ever-increasing fast-paced world, some consumers simply don’t want to waste time paying the bill, so it’s important that outlets’ EPOS systems meet their customers’ expectations, whatever their preference.

“Operators can use EPOS to improve their customers’ experiences by putting the power of choice and speed in their hands,” says Frewin. “Allow them to directly engage with the bar, kitchen, management or even other tables.”


Operators can use insight gained from

their EPOS systems to give customers a tailor-made experience with promotions particularly relevant to them. This will not only enhance a customer’s visit, but drive sales and increase loyalty too.

“In some environments EPOS loyalty systems can provide knowledge at the beginning of the interaction about the consumer’s previous spending habits,” explains Leybourne. “If used correctly by staff this can greatly help to personalise the service being offered and make the experience special.”

Everyone loves a good deal and EPOS systems allow operators to give consumers just that. Introducing card- or code-based loyalty schemes are a great way to encourage repeat customers – bespoke vouchers can be linked to previous transactions.

“Intuitive technology tools are there for all of us to use, combining technology, marketing and communications,” says Powell. “We can unite the simplicity and speed of front-of-house sales, processing with equally quick and thorough back-office data interrogation to successfully drive up-selling in many other ways.”

EPOS systems are extremely powerful tools for the on-trade, improving efficiency, profit and customer experience. Therefore it’s vital that operators carry out thorough research to ensure they have the right system for their business before stepping into a virtual reality. 

“Look for a system that can run on the widest range of operating systems”



A team member puts Epos Now to use

Consumer spending, demands and expectations

According to Barclaycard, Brits are eating and drinking out more often, therefore it’s vital that operators ensure they are providing the right payment options to suit their customers’ needs

- Barclaycard spend data shows that spending in pubs has increased by 9.7% compared to last year.
- Spending in pubs and bars made by ‘touch and go’ payments has almost doubled (up by 92%) since the contactless limit rose from £20 to £30 in September 2015.
- Failing to offer the popular payment options could be a missed opportunity, with one in six consumers walking away from a sale if they can’t make a purchase with a card.
- Barclaycard research also revealed that 44% of shoppers think all merchants should now accept ‘touch and go’ payments, and 19% of shoppers feel annoyed if they can’t pay using contactless cards or devices.
- Contactless is now the preferred method of payment for 48% of customers.

Courtesy of Barclaycard

pub
&
bar

COMING UP



Out on **29 Feb**, the next issue of **Pub & Bar** magazine will have four business building features:



Avg Net Circulation 11,158
July 2014 to June 2015

Scotland Special – Scottish licensed trade focus, with more news, insight, interviews and opinions from north of the border

Beds & Breakfasts – Creating a second business and revenue stream, all under one roof

Al Fresco Dining and Outdoor Furniture – Outdoor spaces give operators the opportunity to shine and can put the wind in a pub's sales. We show you how

Combi Ovens, Cookers, Grills and Barbecues – Your guide to choosing the right equipment for your kitchen

As well as that, we'll have all the latest positive industry news stories and a bustling property section, featuring **news**, our **location report** and **new sites** for sale.

In addition, we'll be featuring the latest on-trade **openings** and a host of **new products** being launched.

We'll also be talking to leading operators within the on-trade about how they keep their business thriving so successfully.

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HEATHWICK INTRODUCES TWO MEXICAN BEER RANGES



Heathwick has launched two Mexican craft beer ranges – Cucapá from Cerveceria de Baja California in Mexicali, and C5 Saga from Cinco de Mayo (C5) Brewery in Atlixco de Puebla.

Cucapá means ‘people of the water’ and is named in honour of the native tribe of Baja California, who live on the delta of the Colorado River. The range comprises Cucapá Clásica, which has a 4.5% ABV and features Cascade and Amarillo hops; Cucapá Honey Amber Ale, which has a 4.5% ABV and features Columbus and Goldings hops; and Cucapá Chupacabras American Pale Ale, which has a 5.8% ABV and features Columbus, Chinook and Cascade hops.

From the C5 Brewery comes C5 Saga Spiced Blonde Ale, which has a 6% ABV and is spiced with orange peel and coriander.

“The thriving Mexican beer scene is an exciting newcomer to the global craft beer renaissance, having gathered pace over the last three years,” comments Graham Richardson, general manager at Heathwick. “We have identified a niche in the UK market for Mexican craft beers after high levels of interest from our customers.”

heathwick.com

SOHO JUICE CO LAUNCHES THE SOHO

The Soho Juice Co has announced the launch of The Soho, a new soft drink mixer.

A cucumber, mint, lemon and lime fruit juice, The Soho has been designed as a cocktail accompaniment, as well as a standalone fruit juice soft drink. It is available in 250ml glass bottles, with 55 calories in each bottle. The drink is 89% cucumber juice. sohojuicecompany.com



BESTWAY LAUNCHES NEW WINE RANGE

Bestway Wholesale has expanded its wine offer with new lines designed to help on-trade operators capitalise on consumer trends.

Bestway’s new additions are Royal Prosecco, Villa Principal Rioja Tempranillo and two ranges: the Toro Riendo own label ‘everyday’ Spanish wines and the Cellier D’Or range of French wines, which will be sold exclusively by Bestway in the UK.

“We have seen triple digit growth in Prosecco sales at Bestway over the last year, and are delighted to be bringing Royal Prosecco to market,” says Roopinder Toor, Bestway licensed category controller.

Spanish wine sales have grown across the board, with Rioja achieving a 10% increase last year. A third of all wines from the Rioja region are exported to the UK.

bestway.co.uk

GLENMORANGIE LAUNCHES NEW MILSEAN

The Glenmorangie Company has unveiled the seventh release in its Private Edition collection.

Available in 70cl and 75cl bottles, it was first matured in ex-bourbon oak casks before spending a number of years in casks that had contained Portuguese red wine. These casks were charred before the whisky was put inside. It has a 46% ABV and costs £75.99.

“Extra-maturing Glenmorangie in heavily-toasted red wine casks for the first time has allowed us to create a whisky recalling a bygone era,” says Dr Bill Lumsden, Glenmorangie’s director of distilling and whisky creation. “I hope its deep tastes of cherries, angelica, candied orange peel and unusual intensity of caramelised fruits will surprise and delight whisky aficionados and malt connoisseurs.”

glenmorangie.com



BOUVET LADUBAY LAUNCHES SPARKLING RED WINE

Loire sparkling wine house Bouvet Ladubay has launched Bouvet Rubis, an off-dry sparkling red wine.

It is the first sparkling wine made using the Cabernet Franc grape for the house. Made using the traditional method, the wine is non-vintage and has a 12.5% ABV.

bouvet-ladubay.fr



NEW NEWTON'S APPL FIZZICS LAUNCHES IN ON-TRADE

▶ A new apple juice drink is available now to the on-trade nationwide, called Newton's appl fizzics.

It is a blend of apple juice and sparkling water that has approximately 40% less sugar than apple juice on its own. Available in a 330ml long-neck glass bottle with a 'crown cork' closure, as well as 750ml bottles, Newton's appl fizzics is completely natural and contains no artificial ingredients, preservatives or added sugar.

Inspiration behind the brand's name stems from the country's best known scientist and mathematician Sir Isaac Newton, who discovered the laws of gravity after witnessing an apple falling to the ground in 1666.

"We are really excited to be launching Newton's appl fizzics at such an appropriate time," says Chris Banks, founder of Newton's appl fizzics. "So many people are trying to reduce the amount of sugar they consume and this is a key theme in the sector. We also know that people believe natural is best; so there is no room for anything artificial in our drinks and never will be."

newtonsaplfizzics.com



CRACKER DRINKS LAUNCHES TWO NEW DRINKS

▶ Cracker Drinks has won Stonegate Pubs' New Supplier of the Year Award 2015, following the launch of its new Blended range.

The new drinks are available in two blended flavour options: Apple, Lime and Mint, and Lemon, Cucumber and Elderflower. They are presented in 275ml glass bottles and can be served as a standalone soft drink or used to create a cocktail. They are free from anything artificial and are made with no added sugar or artificial sweeteners.

"We know consumers are becoming much more discerning within the soft drinks category, as they demand an experience that still looks and tastes special – without the alcohol, added sugar or artificial flavours," comments Cracker Drinks' managing director Gavin Cox. "We're excited to be able to bring this to the on-trade now."

crackerdrinks.com



PURDEY'S AND IDRIS ELBA LAUNCH THRIVE ON COLLABORATION



▶ Purdey's and Idris Elba have launched a collaborative campaign called Thrive On.

The consumer-facing aspect of the Thrive On campaign will launch in April, with Elba introducing the public to the concept of thriving through a series of thought-provoking short films. The campaign will be backed by an outdoor campaign and strong digital support.

"Thriving isn't about those immediate moments of glory that others see, it's about shaping your own success in a way that is so natural and true to the way you live that it is almost effortless," says Britvic's GB marketing director Kevin McNair. "Nobody embodies this better than Idris, and we can't wait for him to bring Thrive On to life, provoking, inspiring and enabling people to achieve whatever they set out to."

purdeys.com

FENTIMANS LAUNCHES SPARKLING LIME AND JASMINE

▶ Fentimans has added a new flavour to its range of natural botanical drinks.

Sparkling Lime and Jasmine is aimed at consumers seeking an alternative to alcohol, given the recent changes in government guidelines in relation to weekly alcohol consumption, plus the fact that one in five Britons are now abstaining from alcohol altogether.

"Premium drinks that act as an alternative to alcohol represent a significant growth opportunity within the adult soft drinks category," comments Andrew Jackson, Fentimans head of marketing. "We believe that the launch of the Sparkling Lime and Jasmine drink will benefit from consumers moderating the amount of alcohol they consume, which is a growing trend as people strive for a healthier lifestyle."

The new Sparkling Lime and Jasmine drink will be available from 1 March 2016.

fentimans.com



▶ CÍROC REVEALS DEREK ZOOLANDER BLUE STEEL BOTTLE

Círoc has launched a new limited edition Círoc Derek Zoolander Blue Steel bottle.

The limited edition bottle is coloured a bespoke blue with a hint of iridescence inspired by Derek Zoolander's famous Blue Steel pose. The partnership is to celebrate the arrival of Zoolander 2.

diageo.com



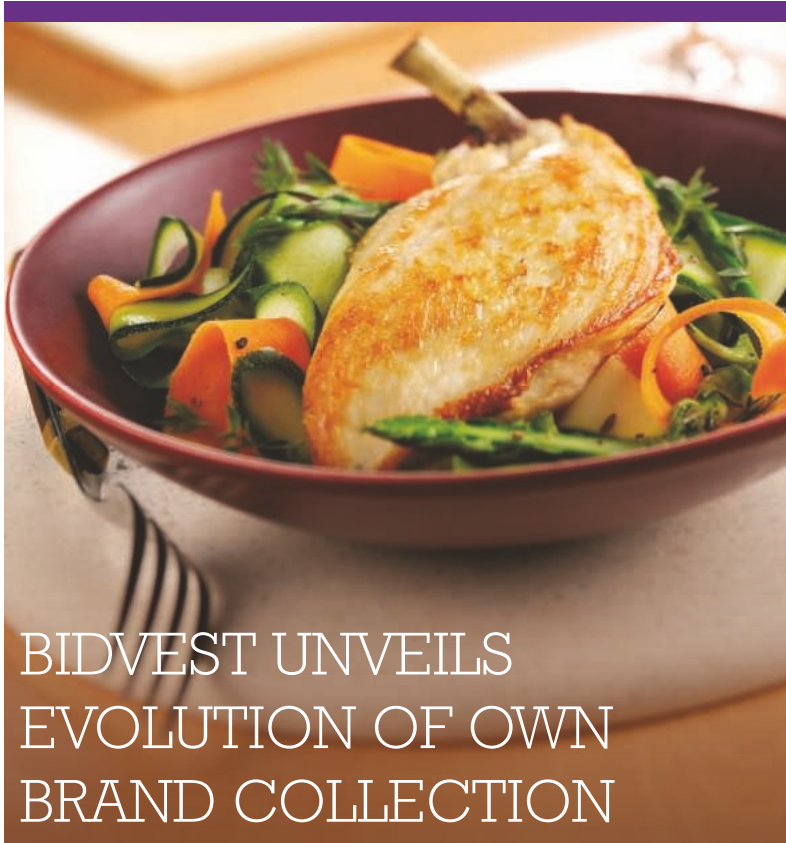
▶ BANCROFT WINES ANNOUNCES NEW ENGLISH SPARKLING WINE

Bancroft Wines has launched a new-to-market English sparkling wine from Westwell Wines in Kent.

The wine, under the name of Pelegrim, will be sold primarily to the on-trade. Pelegrim means Pilgrim in Middle English (circa 12th century) and recognises the history of those who walked the Pilgrim's Way above Westwell Wines' vineyard for centuries on their final leg to Canterbury.

westwellwines.co.uk





BIDVEST UNVEILS EVOLUTION OF OWN BRAND COLLECTION

▲ Bidvest Foodservice has unveiled the re-launch of its Own Brand portfolio.

Consisting of four ranges – Essential Supplies, Everyday Favourites, Premium Selection and Farmstead – the Own Brand collection has been developed to be better positioned for customers and reflect current and upcoming food movements.

Essential Supplies is the non-food brand, providing supplies needed to run things behind the scenes. Everyday Favourites has over 600 products and ranges from simple elements for scratch cooking to ready-prepared products. Premium Selection offers over 100 products which have been endorsed by the Craft Guild of Chefs, including premium bakery and desserts, British ready-made meals, and burgers and sausages. Farmstead is Bidvest Foodservice's fresh meat brand, which offers a broad range of meats, typically found in a butchers.

“The Own Brand portfolio has been developed with the foodie nature of the sector in mind, offering modern and fresh products,” says Holly Marrero Easson, Bidvest Foodservice Own Brand manager. “For example, there are world food-inspired products as well as British products, providing customers with on-trend and versatile menu options.”

bidvest.co.uk

MKN INTRODUCES FLEXICOMBI TEAM

▶ MKN has unveiled a new combi steamer – the FlexiCombi Team – which is a single appliance equipped with two cooking chambers.

Bread rolls can bake in the lower cooking chamber and at the same time vegetables can steam in the upper one. The appliance is operated using the intuitive MagicPilot touch control. The touch screens for both cooking chambers are situated at eye level in the upper part of the appliance. The height has been designed to ensure particularly ergonomic operation of the new MKN combi steamer. The lower door handle is turned 180° for convenience.

The FlexiCombi Team is available in various model versions and equipped with proven features such as the automatic WaveClean cleaning system or the FlexiRack capacity concept.

mkn.eu



SMART FIRE LAUNCHES NEW INFRARED HEATER

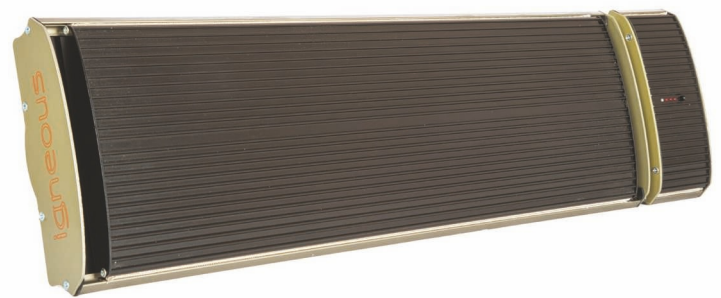
▶ Smart Fire UK has launched a new infrared heater for outdoor and indoor areas.

The Igneous Infrared heater has a programmable thermostat as well as efficient directional spot heating, meaning the owner is in complete control. The hidden infrared heating means the Igneous can blend in with any setting without producing any light or sound to distract from the ambience.

In addition, it can be placed in a variety of areas as it comes with an IPX4 weatherproof rating and has an adjustable bracket that can be mounted on both walls and ceilings. The heaters' starting retail price is £499 and they come in four different styles – the Igneous 600, 1000, 1500 and 2000 – depending on the size of the area which needs heating.

“We're thrilled to be launching our Igneous heater, as we believe it really is perfect for this time of year,” says Paul Holt, business manager at Smart Fire UK. “People love the idea of sitting outside with a blanket in winter but without an efficient heating source it's just not practical.”

smartfireuk.com

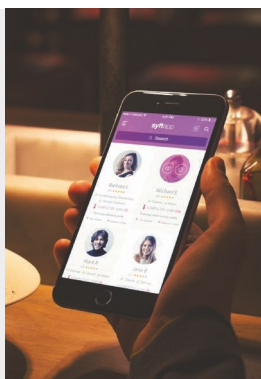


▶ NEW APP LAUNCHED FOR HIRING TEMPORARY STAFF

A new app called Syft has been launched, which aims to provide a cost-effective recruitment solution for temporary workers in the hospitality and events industries.

All job seekers are fully vetted and trained prior to being given access to Syft. Staff are rated according to specific skillsets, such as silver service or mixology by the community of employers. Syft pays more than minimum wage, on average £9.25 and up to £20 per hour.

syft-app.com



▶ WALKERS EXPANDS MAX RANGE

Walkers has expanded its Max range, with the launch of two new flavours: Max Flame Grilled Steak and Max Cheeseburger, both available in 50g formats.

In addition, Walkers is also launching two bespoke vending packs – Chargrilled Steak and Paprika – both in a 42.5g format.

“We are excited to broaden the selection of this tasty range which will support foodservice outlets and the vending sector, and ultimately drive footfall and incremental sales,” comments Ayman Nasreldin, director of out-of-home at PepsiCo.

walkers.co.uk



BRAKES LAUNCHES NEW ONLINE TOOL

▶ Brakes has launched Bran, a new online tool to help operators address concerns about recipe management and allergen reporting.

Brakes' recipe builder tool shows a list of allergens present in your created recipes, as well as the full nutritional values per serving, so that caterers can show the calories on their menus or provide a range of dishes with fewer than 500 calories.

"We know our customers frequently seek our help on issues such as regulation compliance, and we're always looking at different ways to support them," explains Jane Rowe, Brakes' director of channel marketing. "Bran is the latest example of a solution available only to Brakes and Woodward customers, which adds a huge amount of value to their business, removing one of the challenges they face on a daily basis when running a foodservice operation."

Bran can be accessed from a PC, a tablet or a mobile device.

brake.co.uk



BRITE LINES PIPELINE CLEANER UNVEILED

▶ A new environmentally-friendly pipeline cleaner, designed specifically to clean beer lines, has been launched.

Brite Lines features hydrogen peroxide and silver, which work together to eradicate harmful bacteria and remove organic matter, leaving a protective coating that gradually builds up over time to create a barrier. This is designed to stop the build-up of yeast, sugar deposits and bio film, and is expected to result in longer times between cleans from the standard seven days to several weeks.

It is non-toxic, non-corrosive, colourless, odourless and tasteless, and does not affect the taste of the beer. The yeast and sugar deposits reduce to water straight after cleaning, so they can be flushed down the drain, which conforms to EU's forthcoming directive of not pouring toxic waste directly into the sewerage system.

A 3% dilution rate is recommended for the first clean, followed by 1.5% for subsequent cleans, before leaving in the lines for about 30 minutes for a thorough clean. Over a period of time, less usage of the product is required.

britelines.net



▶ K-FEE AND FRANKE LAUNCH TWO CAPSULE MACHINES

K-fee has marked Franke's entry into the professional business-to-business capsule market with the launch of two capsule machines – the C200 and C250FM.

The two companies have collaborated together to create machines that are capable of producing coffee, tea and mixed milk drinks from a single source. The machines also integrate a fully automated cleaning system. The C250FM is equipped with Franke's Foammaster milk foaming system.

k-fee.com



MISSION FOODS RE-LAUNCHES RANGE WITH NEW SUPER SOFT RECIPE

▶ Mission Foods has introduced its new Super Soft recipe to the UK foodservice market.

The wraps have been created with improved features like flexibility, flavour, appearance and texture. They have also been designed not to dry out and to hold their shape once assembled. Mission Foods will initially be introducing a 10-strong Super Soft range which will consist of both plain and flavoured wraps across a number of different sizes; followed by further NPD launches throughout 2016.

"Ideal for the out of home market, the range will be easier to work with as the wraps are more pliable, less likely to tear and don't dry out, allowing chefs to really get creative in the kitchen and explore the different usage opportunities," says Dave Edwards, head of sales at Mission Foods. "As eating out occasions such as breakfast and snacking continue to grow, there are more opportunities for wraps to appear on menus."

missionfoods.eu



CORNELIUS LAUNCHES NEW BEER COOLER TECHNOLOGY

▶ This March, Cornelius is set to unveil its new Advanced Beer Cooler Technology.

The new ColdFlow 5HC-e HFC-Free remote beer cooler has been designed to save operators over 70% of their energy costs. An integral part of this cooler is the ecoFLO Smart Pump System, which is designed to offer a design life expectancy of up to 10 years. It is fitted with a long life EC motor and a patented intelligent electronic controller, which allows the pump to speed up or slow down dependent on the needs of trading conditions.

It only runs the cooler when required rather than all the time day and night, and therefore significantly increases the life of other key components within the refrigeration system.

cornelius-emea.com



▶ PIDY LAUNCHES SPICY FLAVOURED MACARONS

Pidy has launched spicy and curry-flavoured Macarons.

Both the spicy and curry-flavoured Macarons are available as 3.5cm in size and are delivered in 96 portions to a case. They are filled with a number of savoury and spicy fillings from tomato and avocado mousse to hummus, ricotta mousse and a variety of fish and seafood fillings. Pidy is also launching a range of larger sized 7.5cm Macarons, now available in Vanilla, Chocolate and Raspberry flavour.

pidyuk.com



Property News

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Glendola Leisure sells Brogan's to McGettigan's



Glendola Leisure has sold its leasehold interest in well-known Irish-themed bar Brogan's to McGettigan's for an undisclosed sum.

The property, which is located on Fulham Broadway in London, is set to open after a major refurbishment towards the end of Q2 2016 and will be the first location in the UK for McGettigan's, which has sites in Ireland, Dubai, Abu Dhabi, New York and Singapore.

The three-storey property totals 7,994 sq ft and includes a large split level bar, trade kitchen and owners accommodation.

"McGettigan's is a very popular pub chain that has traded successfully in numerous locations across the world," comments Kevin Marsh, head of licensed leisure at Savills, who represented McGettigan's in the sale. "This is an excellent site in London for its first UK location, close to a number of bars and restaurants, and also the Chelsea Football Club ground Stamford Bridge. McGettigan's has plans to further expand and currently we are looking for opportunities across the UK focusing on key regional cities including Glasgow, Manchester, Leeds and Birmingham."

"Fulham Broadway is once again becoming a popular bar and restaurant circuit, so demand for Brogan's was strong with a number of offers from well-known operators," adds James Davies from Fleurets, who acted on behalf of Glendola Leisure.

Batemans acquires The Fairways in Rotherham



Batemans Brewery has acquired The Fairways, a property that has been developed into a successful pub and dining venue.

It is located just to the north of the Rotherham suburb of Brinsworth, around two and a half miles south of Rotherham town centre. The Fairways also benefits from the proximity of the M1 via the nearby junctions 34 and 33 allowing for efficient access to Meadowhall, the Motorpoint Arena and Magna Centre.

"We are delighted to have completed the acquisition of The Fairways," says Linda Green, retail director at Batemans Brewery. "The purchase marks a great step forward in terms of our strategic

review and we look forward to introducing our beers to this part of South Yorkshire."

"The Fairways is a good example of a wet-led community pub/restaurant with the added benefit of seven letting bedrooms, which Batemans were able to readily appreciate," adds Nick Thomas from Fleurets, who acted for the vendors Yorkstone Property Limited, who had owned and operated The Fairways, a former Spirit managed house, since 2008. "Management operated on a simple wet/dry format with the added benefit of letting income, The Fairways will readily transfer to Batemans' intended style of operation and further cements their expanding presence in this part of Yorkshire."

ULG announces one sale and two acquisitions



Urban Leisure Group (ULG) has announced the sale of its Central & Co. venue.

ULG has also confirmed another two new sites to open this year, making a total of four openings planned for 2016. The first of these will be Heist Bank, due to launch in late February/early March 2016 in Paddington, serving woodfired pizza, local beer and fresh flowers to locals and nearby businesses. A new Alice House in Putney East will see ULG venture across the river and a site in Hackney

Wick will focus on gin. The fourth site, taking over La Brocca in West Hampstead, will take ULG's love affair with the 70s to the next level.

ULG now has venues open across London – the latest of which is Coin Laundry, which opened at a prime corner site in December 2015, bringing 70s-inspired cuisine and cocktails to Exmouth Market.

An overseas operator is set to launch a burger concept at the Central & Co. site.

One Year On - The Falcon

In September 2014, **Lindsey** and **Richard Johns** took on the leasehold of **The Falcon** in **Withernwick, East Yorkshire**. One year on, Lindsey talks to **Pub & Bar** about their time at the pub



What was your background before The Falcon?

We ran a restaurant called Artisan for eight to nine years; I was at the front and Richard was the chef. It was a fine dining venue and we got into the Michelin Guide and the Good Food Guide.

After the recession, our audience started getting narrower, as the customer was looking for more casual fare. So we started looking for a pub.

What drew you to The Falcon?

We were approached by someone in our area who knew we were looking and we ended up at The Falcon.

What has your first year been like?

We've had a challenging first year, but we picked up where we left off, getting the pub into the Michelin Guide and the Good Food Guide in the first year. The pub was a dilapidated old boozer and we are now number 28 in the best dining pubs in the UK.

We're running two sides to this business – we're running a pub and we're running a restaurant. We have a section where people dine and a section where people drink; the two can bounce off each other and give the pub a good feel. We did away with the dart board and the pool table though.

People thought it would go all posh and the prices would go up, but we've never done that. There are a few who understand the food and drink – they're friendly and friends with us.

What are your plans for the future?

The pub does still need a refurbishment to move with the times. The food side of the business is the biggest part, so we need to put more bums on seats. We're so busy on weekends that we're turning people away. We're in a quandary at the moment and we're weighing things up. There are lots of things that hinge on taking this business forward.

What advice would you offer someone taking on their first pub?

There's such a good footprint for people to do a lot more in pubs, but people have got to support them. But don't just think now 'let's go run a pub'. That's a rose-tinted thought.

Do as much research as you can and look into the area, as it is all about location. If you know what you're doing you can possibly do it anywhere, but some places are easier and more accepting than others. Do your research and run a really tight ship.

Location Report

East Midlands

JON HEALD, DIRECTOR OF EVERARD COLE, TALKS TO PUB & BAR ABOUT THE PUB PROPERTY MARKET IN THE EAST MIDLANDS



Trent Bridge, Nottingham

A RICS report released last year suggested that the East Midlands enjoyed one of the highest property price increases in the country during 2015. The improving economic fortunes experienced in the region, as in most parts of the UK, have, in turn, seen an increase in the value of licensed and leisure property.

Although the East Midlands is not quite experiencing the strong rental growth and capital values witnessed in central London, the market is clearly improving and the regional cities, such as Nottingham and Leicester, are seeing impressive growth, with a host of individual, regional, multiple and larger national operators opening a stream of new pubs, bars and restaurants. The region as a whole is experiencing improved confidence and, with an upturn in trading, demand for property is increasing.

As has been widely reported, the past year also saw increasingly high levels of M&A activity with several tenanted and managed package deals being completed, and managed house operators continuing to grow through either individual acquisitions or by larger group deals, which has also affected the East Midlands market.

After years of inertia, a growing number of purchasers, buoyed by increased confidence, are looking to acquire once again, revitalising the freehouse market. This, allied with the

reduced freehold supply as a consequence of the reduction in 'bottom end' pubco disposals, is expected to result in an increase in sale prices. This growth in demand and pricing is encouraging private vendors to take the plunge and realise the increased value in their businesses.

The pubcos have not stopped selling completely however, and Everard Cole continues to offer a number of freeholds to the market. These sites are usually suitable for a number of potential uses and offer a tremendous opportunity for purchasers to enter the freehold market at a reasonable price.

On the horizon lies the proposed Market Rent Only legislation and both its detail and any consequential effects in the East Midlands and indeed nationwide are still far from certain; although many commentators anticipate a postponement of capital investments by many companies, a reduction in the number of pub leases in the marketplace and the possibility of further pubco disposals. While the next 12 months will prove interesting, the industry will undoubtedly evolve and adapt to whatever change is introduced.

As a result of the increased market activity and the fantastic opportunities within the East Midlands and beyond, commercial property consultancy Everard Cole has expanded, with the opening of offices in Nottingham.

WHITE LION



Heanor, Derbyshire

PRICE: £169,000

TENURE: Freehold

Situated within a well-populated area of the town, this is a traditional public house with four-bedroom residential accommodation and a beer garden lying in a plot of approximately 0.22 acres.

THE FORESTERS



Borrowash, Derbyshire

PRICE: £400,000

TENURE: Freehold

This community local is situated on the busy Nottingham Road and has easy access to the cities of Derby and Nottingham. It sits on a plot of around 0.38 acres.

Whitesands

Sennen, Cornwall

UNDER
£900K



This leisure business, which is located close to Land's End, features six en-suite guest bedrooms, a four-bedroom self-catering lodge and camping area with consent for 12 tent pitches. There is a restaurant, bar and guest lounge. Offered as a freehold for £899,000.

sbcproperty.com

The Jolly Sportsman

East Chiltington, East Sussex

UNDER
£800K



This country pub and restaurant is located 12 miles from Brighton in an affluent village. It was built in the 19th century and has many period features. There is an extension to the rear, as well as front and rear gardens. Offered as a freehold for £750,000.

fleurets.com

Ye Horns Inn

Goosnargh, Lancashire

£700K
PLUS



This 18th century coaching inn has a parlour bar, a dining room and a function room. It has a net turnover of £501,895 pa. There is a barn conversion, with six four-star en-suite bedrooms. Externally, there is a sun terrace and a car park. Offered as a freehold for £700,000.

christie.com

The Black Bull

Moffat, Dumfries and Galloway

UNDER
£500K



This 450-year-old inn comprises now distinct buildings, with a middle courtyard area, which can be used for al fresco dining. Internally, there is a public bar, a lounge bar, a separate restaurant and eight en-suite letting rooms on the first floor. Offered as a freehold for £450,000.

colliers.com

Property Map



**UNDER
£600K**

★ STAR BUY ★

The Talbot Arms

Settle, North Yorkshire

Tenure: Freehold

Price: £575,000

Turnover: Undisclosed

Agent: christie.com

Town centre pub with beer garden



**UNDER
£60K**

The New Broom

Checkley, Staffordshire

Tenure: Marston's leasehold

Price: £55,950

Rent: £38,700 pa

Agent: ga-select.com

Carvery-based country pub



**UNDER
£25K**

The Seal Inn

Netherseal, Leicestershire

Tenure: Free-of-tie

Price: £24,950

Trade split: 100% wet

Agent: ga-select.com

Affluent village freehouse



**UNDER
£70K**

Charlie's

Bristol, Somerset

Tenure: Leasehold

Price: £65,000

Turnover: £8,000 pw

Agent: knightsbridgeplc.com

Well-presented property



**£500K
PLUS**

The Topsy Pigeon

Folkestone, Kent

Tenure: Freehold

Price: £525,000

Turnover: £421,000 pa

Agent: knightsbridgeplc.com

Established pub with 110 covers



**UNDER
£60K**

Keenan's

Muswell Hill, London

Tenure: Leasehold

Price: £50,000

Rent: £40,560 pa

Agent: fleurets.com

Pub with open plan trade area



**£400K
PLUS**

Coach and Horses

Compton, West Sussex

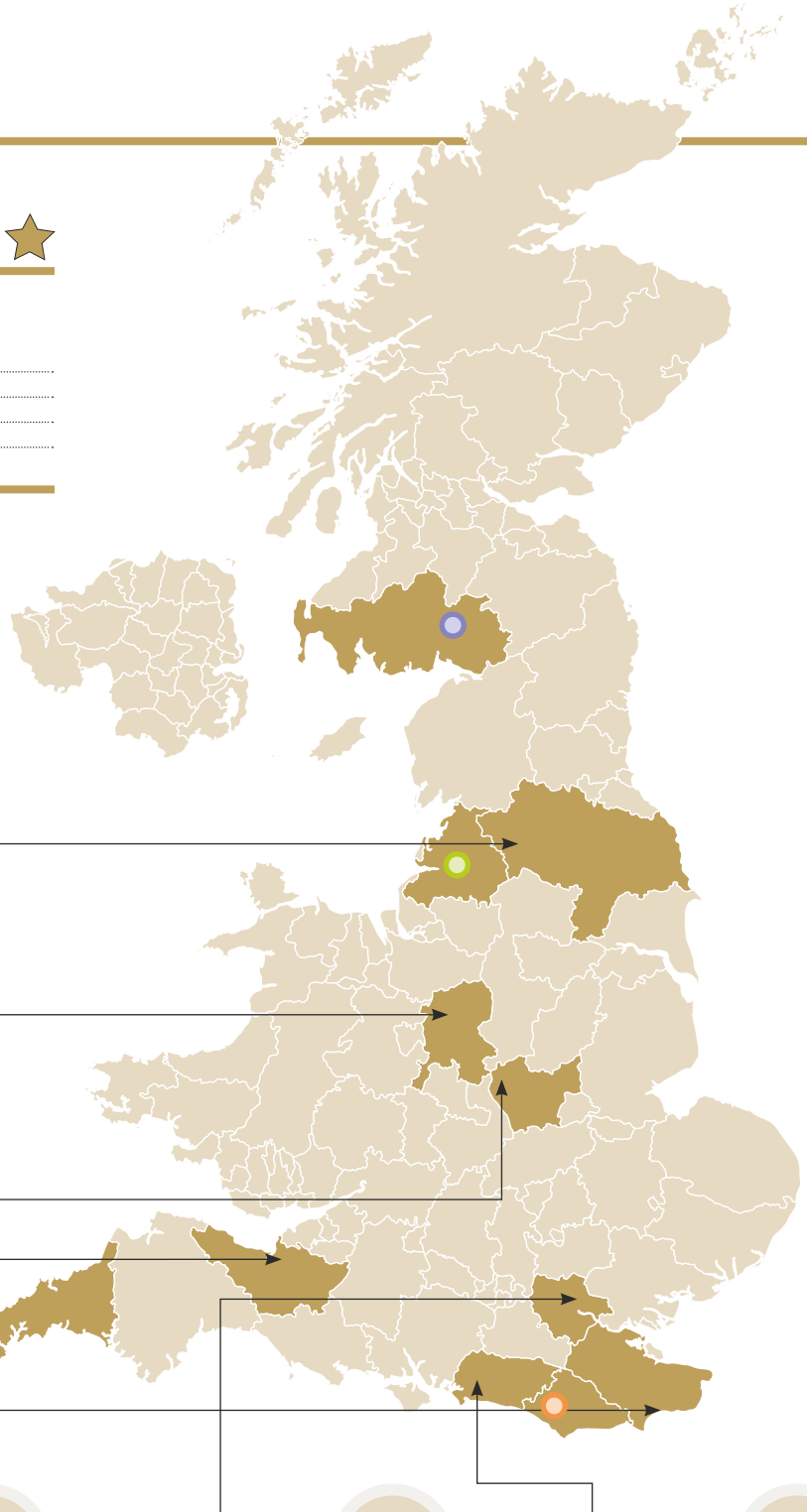
Tenure: Freehold

Price: £435,000

Turnover: Undisclosed

Agent: fleurets.com

Grade II detached property





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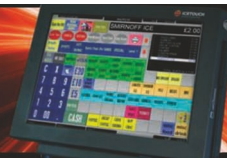
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EVENTS FOR MARCH

SAVE THE DATE

Happy Mother's Day

MOTHER'S DAY | 6 MARCH

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1

TUESDAY
St David's Day

5

SATURDAY
St Piran's Day
Cornwall

5

SATURDAY
Football
Chelsea v Stoke
Tottenham v Arsenal
Everton v West Ham
Man City v Aston Villa
Newcastle v Bournemouth

6

SUNDAY
Mother's Day

Happy Mother's Day

7

MONDAY
British Pie Week
(until 13)

8

TUESDAY
Cricket
World Twenty20
(until 3 April)



12

SATURDAY
Football
Norwich v Man City
Aston Villa v Tottenham
Man Utd v Crystal Palace
Stoke v Southampton
Sunderland v Everton

12

SATURDAY
Rugby Union
Six Nations fourth weekend
(until 13)

13

SUNDAY
Football
Liverpool v Chelsea

17

THURSDAY
St Patrick's Day



18



FRIDAY
Formula 1
Australian Grand Prix
(until 20)

19

SATURDAY
Rugby Union
Six Nations final weekend

19



SATURDAY
Football
Crystal Palace v Leicester
Southampton v Liverpool
Everton v Arsenal
Chelsea v West Ham
Tottenham v Bournemouth

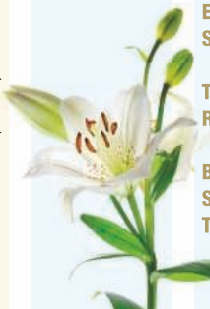
20



SUNDAY
Football
Newcastle v Sunderland
Man City v Man Utd

25

FRIDAY
Good Friday



27

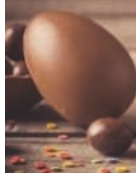


SUNDAY
Easter Sunday

The Boat Race

British Summer Time begins

28



MONDAY
Easter Monday

EVENTS FOR APRIL



- 1 **FORMULA 1:** Bahrain Grand Prix (UNTIL 3)
- 2 **FOOTBALL:** Liverpool v Tottenham, Man Utd v Everton, West Ham v Crystal Palace
- 7 **GOLF:** The Masters, Augusta (UNTIL 10)
- 8 **GREAT BRITISH FOOD FESTIVAL,** Stonyhurst (UNTIL 10)
- 16 **SNOOKER:** World Championship (UNTIL 2 MAY)
- 23 **BRITISH ASPARAGUS FESTIVAL,** Worcestershire (UNTIL 21 JUNE)



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