

Pub Catering - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The expansion of casual dining and ethnic food venues and the new threat posed by coffee shops trialling evening menus should act as a clarion call to pubs to ensure they can compete when it comes to modern dining trends.”
 – Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- More work required by pubs to woo hot drinks users
- Operators must make pubs feel more special to benefit from rising real incomes
- Food festivals/themed evenings offer a way to boost frequency

The UK pub catering market remains the powerhouse of the overall pub market as operators increasingly focus on sales from food as a priority area.

The market faces challenges, such as from the expansion of casual dining venues and ethnic restaurants, particularly those expanding from London to the regions. However, focusing for example on locally sourced ingredients should help pubs to reassert their place at the heart of their local communities.

Innovating, for example, by offering restaurant-style food such as trios of main dishes and game, can support a perception of pubs as a place to go for special occasions. Meanwhile, ensuring their coffee offer is a quality one and in step with current trends should enable operators to tap into the lucrative out-of-home coffee market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Key points

Just 37% see pubs as good for a special meal

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Figure 35: Attitudes towards pub catering, March 2015

- Special occasions can help to build frequency amongst families
- Pub/coffee shop hybrids interest a third of pub/bar users
- A trio of small dishes would interest one in four as a main course
- One in five interested in eating game in a pub
- One in five pub/bar users think unusual serving vessels make meals feel more special

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Strong interest in homemade dishes

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