

Pub Catering - UK - May 2016

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

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“The pub catering market is highly competitive, as evidenced by the continuing decline in pub numbers. Pubs also compete with a range of other eating out establishments, so food needs to compare favourably with restaurants if they are to increase the frequency of visits. Food is a core part of pubs’ sales mix and all-day food sales continue to provide growth opportunities.”
– Richard Caines, Senior Food Analyst

This report looks at the following areas:

- Pubs must focus on an all-day food offer and celebrations to maximise revenues
- More build-your-own dishes and daily specials can increase the appeal of pub menus
- Personalised loyalty rewards offered by digital schemes will help build engagement

The large size of the pub catering market stems from the almost universal appeal of pubs. The majority of people who eat at pubs though do so only once a month or less, meaning one of the challenges for pubs is increasing frequency of visits.

The number of pubs has been declining, with those that relied on sales of alcoholic and soft drinks more likely to have disappeared. While a greater focus on food has proven to protect many venues, the eating out market is extremely competitive and pubs are not just competing against one another but also against a range of other eating out establishments. This means there is a need for a strong food offer that compares favourably with restaurants for quality and value.

To maximise sales more, pubs are now going beyond the peak lunchtime and evening trade and introducing breakfast/brunch menus, as well as a stronger hot drinks and snacks offer throughout the day. With so much competition, continuing menu development and regular offers remain vital, as does good customer service and increasing engagement with pub visitors using both traditional and digital marketing activity.

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DID YOU KNOW?

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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