



Healthier food for a healthier profit!

More people are considering meat free dishes when they eat out and want to see more choice on the menu.

In the UK 12% of adults follow a vegetarian or vegan diet, this rises to 20% of those aged between 16-24, so there is a potential target market of more than 20 million people looking for meat free options.

The vegetarian option on menus is becoming increasingly important as people look to eat more healthily and cut down on meat



and allay their fears about meat production on the environment.

While the numbers may seem relatively small compared to the meat eating majority, this spikes to 35% of the population when incorporating the semi-vegetarians or the flexitarian.

Not only this, 15% of households avoid gluten or wheat, so there is potentially more people eating out with someone who requires gluten free options and that requirement will drive the decision on where to go.

The customer is right...always!

Good service is a conversation between two people, not a transaction.

When its done right it's effortless and elegant. What underpins this ethos is the fact that your staff are committed to you, to each other and committed to giving the customer a great experience. They have to care about themselves, the customer and about you and your business, the service and the product they

deliver and care about the full experience that they give. They must pride themselves on the service they give, so 'hire the smile and train the skill'.

If you get it wrong, remember you can't teach pigs to sing, and if you try you're going to waste your time...and probably annoy the pig!

The customer is always right, but if they're not, you must make them feel like they are.



Ways to pay the living wage



On the 1 April this year the living wage comes into effect and applies to those who are 25 years of age or over.

The set rate is £7.20 an hour but over the next 5 years the understanding is that government is to increase this to over £9.00 an hour. So how do we counteract the effects of this additional business expense? How can we increase income and/or reduce costs?

There are only 3 ways any business can improve sales. Increase prices; get customers to spend more (on single occasions or by visiting more) or get new customers. This should always be part of your marketing strategy but just increasing prices sounds simple but isn't always that easy

(unless it's a brewery increase where you have no choice) the principle here is that a number of small measures can add up to making a big difference.



The next thing to consider is reducing costs. At the moment you will be working with staff

rotas, so take a different approach to depersonalize this process.

Start with a blank sheet of paper and head it up 'manning schedule', then take every session every day. Without thinking of individuals (which is your existing staff rota) think in terms start times. For instance, should the cleaner be servicing tables when this should have been done by bar staff the night before? Similarly, should lunchtime bar staff be doing preparation work that should have been completed at the end of the last shift.

The effect of just a quarter of an hour a day saved will reduce your payroll costs by over £650 per annum. So perhaps now is the time for a review.

Ensure You've Insured Wisely

Before your next renewal you've nothing to lose and everything to gain from obtaining an alternative quotation.

We can recommend an Insurance provider that will:

- Give you better cover than you have now, specifically designed for pubs

- Allow you to enjoy a good size saving in premium
- Incorporate a site visit to ensure nothing important is missed, which could certainly create problems if a claim arises in the future

Please contact Rachel or Ellie for further information.