

Selling the experience!

Remember, you're not just in the business of selling food, drink and letting rooms, you're selling an experience.

If your staff don't understand this, you won't succeed.

Customer experience is the key to your lasting success. If your customer experience is rated highly you will be more profitable and retain the loyalty of not only your customers but also your staff.



Making the Christmas Spirit Last

Christmas is coming and people will soon be in a seasonal party mood.

Apart from encouraging your Christmas Day customers to book for next year you have

an opportunity to promote special offers in the New Year to anyone enjoying your Christmas Fayre during December.

"Bounce Back Offers" can be effective in tempting customers to return, so why not advertise your special offers on the Christmas Menu?

One might be a free bottle of wine for a table of four in January, free starters or sweets for a table of four in February...something for March? You choose!

Minimum Wage Rise

From the 1st October the new National Minimum Wage came into effect. The scale below shows the rates now in force. The biggest increase is for Apprentices (APPs) whilst the "Living Wage" (LW) for those aged 25 years and over comes into effect on 1 April 2016.

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|-------|--------------|---------|
| ADULT | Up 3% (20p) | £6.70ph |
| 18-20 | Up 3% (17p) | £5.30ph |
| 16-17 | Up 2% (8p) | £3.87ph |
| APP's | Up 20% (57p) | £3.30ph |
| LW | 01.04.16 | £7.20ph |

Contact us about Auto Enrolment

We have a low cost solution to satisfy all your legal set up obligations and proceed smoothly from then on. You can rest assured that when the time comes all your responsibilities will be met. call Rachel for details.

If you have a query, just give us a call on: 01937 581 356 - and remember, our advice is free!

Education is key to Beer's renaissance.

Training providers such as Cask Marque and Beer Academy have launched training programmes that are on-line, flexible and low or no cost. Staff training is shown to improve yield by at least 7%.

Cask Beer Uncovered is a new free e-learning programme that builds bar staff's knowledge of cask beer. There are five short educational films to view each covering a different aspect of cask beer. Each of the films is followed up by a set of multiple choice questions.

Users can pause the films to take notes and there is the opportunity to watch the whole film again if they are unsure of any of the answers. If 75% of the questions are answered correctly,

you can print a personalised Cask Beer Uncovered Certificate.

To take the free Cask Beer Uncovered course, just log onto www.cask-marque.co.uk and click on the Cask Matters tab.

The course has been put together and funded by a group called Cask Matters, which is an informal partnership of industry and consumer organisations, brewers and retailers, including SIBA, CAMRA and Cask Marque.

But don't forget the ladies. You're not going to encourage the female drinker by serving beer in pint glasses.



30 Mins FREE Marketing Consultation

We've negotiated a free 30 minute consultation for you from Outfox Marketing.

Outfox offers marketing for pubs, hotels and restaurants. Specialising in marketing that entices new and existing customers using on-line and off-line techniques. Including, web design, social media, e-newsletters and press release campaigns. Taking care of all your marketing so you can go back to serving your customers and giving them an experience in your pub.



For your free marketing consultation just contact emily@outfoxmarketing.co.uk or phone on 07855 334 128 quoting reference "DRJ".

The Gluten Free option is no longer an option.

Seven out of twenty customers go out for dinner with friends or relatives that require gluten free menu options.

In the same way that you have to make allowances for disabled customers, you must also be aware that many pub visits will be based on accommodating the minority.

If you are accredited under the Allergy Awareness Scheme, you will receive a premium listing on "Can I Eat There" an on-line

restaurant and menu directory for the Allergic and Coeliac community. Just like dealing with disabled customers this isn't going to go away so you need to embrace this change to improve your business success.

Not only that, over half of customers feel that there are not enough vegetarian dishes on menus when eating out. Remember, many choose not to eat meat, not because they're vegetarian, but for some other reason.