

## Leisure Venue Catering - UK - January 2012

Report Price: £1750 / \$2837 / €1995

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“Leisure venue catering remains particularly vulnerable to cut backs in consumer spending as it is often seen only as a refuelling exercise. Operators therefore need to enhance the ‘experiential’ element of their catering offer eg by offering highly customisable service formats which add a sense of occasion/‘theatre’ as well as help to stem menu fatigue.”

– Helena Spicer, Senior Foodservice Analyst

### In this report we answer the key questions:

- How can the industry cater to consumers under pressure?
- What high street trends can leisure venue caterers tap into in order to combat reduction in spend from consumers?
- How can cinema caterers develop their menus to engage key consumer groups?
- How can museums/art gallery caterers engage more with visitors?

#### Definition

Mintel defines leisure venue catering as being any food- and drink-based (including alcoholic drinks) catering offer at specific leisure venues. Catering facilities might include kiosks, hatches, catering units, refreshment stands, bars, cafés and self-service or full-service restaurants.

Within the confines of this report, Mintel defines leisure venues as licensed bingo clubs, cinemas, historic buildings, museums and art galleries, nightclubs and discotheques, tenpin bowling centres, theme parks, theatres and zoos and wildlife parks.

Leisure venues that are wholly or mainly catering-oriented, such as gastropubs and restaurants, are excluded from this report.

Value figures throughout this report are at retail selling prices unless otherwise stated.

Market sizes at constant 2011 prices are devised using Mintel’s foodservice deflator

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