

## Pub Catering - UK - May 2013

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*“Whilst increasing the ‘experiential’ element will help create a buzz around the dining/leisure occasion, operators should also be concentrating on improving engagement rates with consumers’ pre-/post-visit in order to increase the likelihood of turning diners into ‘brand ambassadors’.”*

– Helena Spicer – Senior Foodservice Analyst

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

- How can menu innovation help operators reinvigorate consumers’ willingness to spend?
- What steps can operators take to foster word of mouth recommendations?
- How can operators create specific reasons to visit to encourage more regular usage among diners?
- What role can snacks play in driving quality perceptions of pub food?

An established image as being a value-for-money provider has helped to buoy the pub restaurant industry in recent years. However, factors such as poor weather over a number of seasons, combined with low consumer confidence have worked to dampen consumers’ enthusiasm for spending on eating out and forced operators to more proactively chase footfall.

Catering continues to gain share of overall pub revenues, as sales of alcoholic drinks continue to come under pressure from rising prices and a shift towards in-home drinking; however the long-term decline in pub outlet numbers limits its potential growth somewhat. As operators focus on gaining market share, trends towards more defined brand positions, such as premium pub concepts, are evident as operators look to target particular consumer groups more effectively. Menu innovation is another key strategy in the industry as operators look to increase their competitiveness against other eating-out sectors, and re-ignite consumers’ willingness to spend on this category.

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