

## Pub Catering - UK - May 2014

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

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“Adding more treat elements such as cocktails and drinks flights can help venues enhance their special-occasion proposition and help to drive footfall for higher-spending occasions. Alternatively, launching more products facilitating regular purchase such as takeaway coffee and morning goods allows brands to further exploit their image as providing everyday value.”

– Helena Spicer, Senior Foodservice Analyst

### This report looks at the following areas:

- Opportunities for pubs to embrace their everyday meal image, or alter it
- Pubs need to target specific consumer groups and dining occasions
- Building on the current popularity of pubs amongst the under-25s

The face of the pub industry has changed considerably in recent years, with long-term declines in alcohol consumption affecting pub visits and driving operators towards focusing on their food offering to reduce their vulnerability to drinking trends. Now the share of pub visitors who think it important that pubs offer high-quality food surpasses those who think that pubs/bars are an important part of the community. Brands continue to be refined with an increased focus on specific targeting in order to avoid the pressurised middle ground.

Operators are increasingly tapping into all-day dining opportunities by expanding the number of meal occasions they cater to. Americanisation of menus has also continued as has the expansion of world cuisine on pub menus as operators look to ensure that they are meeting demand for something different to in-home meals.

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### Trend Application

The 'Influentials'

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