

PubChef

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Pie week food sales drive

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Licensees are being urged to use British Pie Week as an opportunity to drive food sales at their pub.

Thousands of pubs are anticipated to take part in the event, now in its third year, which runs from the 1 to 7 March. The national promotion of this pub classic is the ideal opportunity for licensees to run a theme night, pie and pint of the day offer or special pie menu.

Many Scottish & Newcastle Pub Company licensees are offering a home-made pie and pint deal. Ben Bartlett, the company's food development manager, said: "I think it is a great idea for pubs to get involved as pies are a national dish and one



Gravy train: British Pie Week can help boost food profits

of the five top-selling pub dishes."

Wadworth is running a competition to find the best

pie in their estate.

Gourmet pie producer Pieminister is offering a "Big Pie Night" concept for pubs

during the promotion.

The company is giving away free pies, gravy, mash and peas to new and existing customers to run a "Big Pie Night" during the week.

In addition to free pies and sides Pieminister will also work with pubs to promote their "Big Pie Night" using the brand's marketing and point of sale.

Pieminister offers a range of nine 275g pies.

Jonathan Simon, director of Pieminister, said: "British Pie Week is the ideal platform for us to launch this exciting new 'Big Pie Night' concept."

British Pie Week is run in association with Jus-Rol Professional. The company is offering PoS kits, which include tent cards and pie menu stencils.

Comment

Wake up and smell the profit

Breakfast has been a key driver in growing food sales for high-street operators such as JD Wetherspoon and Town & City Pubs.

More and more customers are attracted to the breakfast offers of these operators as they realise that they can compete against cafés and delis on quality, delivery and price.

While breakfast isn't necessarily going to be the most important meal of the day at every pub, a breakfast offer is certainly a good way of giving customers added value and driving incremental sales.

Many pubs are now offering breakfast at weekends, as the meal increasingly becomes more of a dining out occasion, as in the US.

We are also seeing more and more licensees offering bespoke breakfasts for customers for events such as business clubs, shooting parties, farmers' markets, parent and baby coffee mornings and calendar dates such as New Year's Day.

So it is certainly worth considering if there is an opportunity for breakfast at your pub, however big or small.

■ Breakfast boom — p32

Customers value good service

Warmth of service is the quality most likely to attract customer loyalty, according to a report.

The Mystery Dining Company's (TMDC) white paper also found that 46% of the 725 restaurant operators surveyed do not evaluate customer service performance.

TMDC's survey found that of the 54% of respondents who measured customer service levels, 37% used in-house methods such as comment cards and 17% used a third-party operator such as TMDC. Reasons for evaluating service included to sup-



Service: encourages loyalty

port financial improvement (27%) and to enhance customer perception (22%).

Warmth of service (31%), value for money (28%) and the pace of the meal (9%) are the elements most likely to lead to a recommendation.

"Businesses that actively seek out objective observations and comparisons have a competitive advantage," said author of the report and TMDC director Steven Pike.

Indian food pub comp underway

The search is on to find the Indian Food Pub of the Year in the Great British Pub Food Awards 2010.

To celebrate the growing demand for Indian food in pubs, the *Morning Advertiser* has teamed up with Shar-

woods to find the best pub Indian food offer.

So if your pub runs a successful curry night or club, or if Indian food is a big part of your pub's menu or food focus then make sure you enter now.

Rachel Kingdon-Saxby, senior brand manager for Premier Foods – Foodservice, said: "Sharwood's is delighted to be sponsoring the Indian Food Pub of the Year 2010, which recognises pubs that have been successful in keeping their menus fresh with interesting Indian dishes."



Hot stuff: curries in demand