

Pub operators 'missing out' on the coffee market



The coffee market represents a 'strong opportunity' for pubs to generate extra revenue, but operators must do more to meet customer demand.

That's according to a survey from guest experience management experts Hospitality GEM, which found that while two thirds of customers expect good quality coffee in pubs, only one per cent purchase the drink there more regularly than in other sites such as restaurants and cafes.

Steven Pike, managing director of HospitalityGEM, cited the results as 'a real opportunity' for landlords to improve their sales

He said: "A lot of marketing effort goes into illustrating the wonderful food and creative ales that pubs now offer – we believe pubs should take a similar approach to promoting a more relaxed coffee-led experience than dedicated shops can offer, encouraging customers to go into a pub during the day and ask for a coffee.

Good service was found to be key to customer satisfaction, with 86 per cent regarding it as important when buying coffee.

One quarter of respondents felt that coffee service was better in restaurants than in a dedicated high street store – demonstrating the potential for pubs to win customers based on the experience as a whole.

Customers also prioritised good value, with 61 per cent of people not prepared to pay above £1-£2 for a regular Americano.

"It's well worth landlords and other operators evaluating their offering, by which we mean the whole experience rather than just the product, to check it's the best it can be for their audience," said Pike.