



latest hospitality news

Dangers of the single offering

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The recent surge in single offering and specific concept sites in the UK is putting operators at risk of alienating their guests. 40% of diners feel the availability of suitable dishes is the biggest concern when eating out.

The trend for a specific offering has resulted in success for Pret a Manger and its veggie pop-up site, however not for County Durham pub, The Victoria, which recently advertised "it's all about meat".

With a recent survey by HospitalityGEM revealing 23% of diners described themselves as having special food requirements, it is more important than ever to have a food offering that appeals to multiple markets. However, 30% of diners' felt staff were not well trained when it came to catering for special dietary requirements.

Steven Pike, Managing Director, HospitalityGEM commented: "All brands need to stand out for something in a crowded marketplace or they will be forgotten. But some subjects are more emotive than others and alienating any particular group can be a risky strategy. While these examples focus on advertising campaigns, the same can be true of interactions with guests in-house.

"There's no easy answer (apart from playing safe, which may not always gain commercial recognition) but it can help to involve guests in your decision-making process, either in terms of research into what you stand out for (which may be different to what you expect) or by testing the impact of a given message on their perception of you."