

The Race Is On Amongst Future MPs for Pub-Goers' Votes

CAMRA has announced that 500 election candidates from across the parties have pledged support for community pubs and real ale ahead of the General Election. CAMRA has issued a challenge to each of the parties to get their candidates to add their support.

- The 500 candidates have pledged to:
- Support well-run community pubs
 - Promote Britain's 1,300 breweries
 - Represent pub goers and beer drinkers

Candidates from 350 constituencies backed the campaign. So far Labour candidates have shown the most support with 167 backing the pledges, with Conservatives at 108, Liberal Democrats at 103, the Green Party at 76 and finally UKIP with 31.

CAMRA's Chief Executive Tim Page commented: "CAMRA is delighted that 500 General Election candidates have committed to back real ale and community pubs.

It's looking like a three horse race to win the title of "Most Pro-Pub Party" with Labour, Conservatives and the Lib Dems all having over 100 candidates signed up already. This overwhelming response from candidates is great news for beer drinkers and pub goers alike and will be crucial to CAMRA delivering yet more successful campaigns over the next five years."

With 29 pubs a week currently closing in the UK, CAMRA say it is essential that future MPs pledge their support for the pub and beer industry, an industry which it is clear people still believe to be important – with 75% of pub-goers* saying a well-run community pub is as important to community life as a post office, local shop or community centre.

"Pubs are hugely important and deserve to be properly protected and supported. CAMRA want to see action in the next Parliament from newly elected MPs and we are urging all parties to include commitments in their manifestos to supporting real ale and community pubs." Tim added

Let Them Eat Cake! - HospitalityGEM Finds 80 Per Cent Of Diners Say No To Cakeage

FURTHER TO recent news that London operators are charging a 'cakeage fee' – the cost of bringing a cake into a restaurant, **Guest Experience Management experts, HospitalityGEM, reveal an overwhelming 80 per cent of diners would not be happy to pay a cakeage charge. Survey respondents described the new London trend as 'pointless' and 'ridiculous', as it strays too far from the standard of service expected in restaurants.**

The national findings have proven that the trend is very London focussed, with only one per cent of respondents admitting to ever having paid a fee, and only 27 per cent

have even heard of a cakeage fee.

Steven Pike, Managing Director, HospitalityGEM commented: "Corlage is widely accepted in many restaurants, as some often do not have the necessary license to serve alcohol. However, cakeage is deemed a step too far by many customers. A cake is often brought to a restaurant to celebrate a special, personal occasion – whether it is a birthday, anniversary or another personal event, and customers expect some goodwill on the part of the venue.

Nevertheless, bringing your own cake does often reduce average spend per head, as the cake is often a direct substitute for dessert, reducing the operators ability to maximise sales from a table, so it is perhaps no surprise that sites are looking for a way to make some revenue from this."

Daily Revenue Management without the Price tag...

How you control and manage your inventory is the key to the success of your business, no matter what your size

We offer a personalised range of cost effective solutions that can assist you grow your revenue and increase profitability

E.H.S
Evennett Hospitality Services

Call or email today to see how we can help your business see it's full potential

... Tailored Revenue Management training & consultancy services

A fresh approach to Revenue Management for the Independent Hotelier

To obtain your **FREE** no obligation initial consultation, please quote **CLH173** when responding