



DRINK, FOOD, PUB, RESTAURANT

PUB GOERS CONFERENCE 2015

🕒 NOVEMBER 3, 2015 💬 LEAVE A COMMENT

Last month (October) the Pub Goers Conference was held in London with some key points highlighted by industry speakers. I followed this event on Twitter and noted some insights from Pub and Bar Magazine and John Porter (<http://apieandapint.com/>) – Beer, Food and Pubs Writer and Accredited Beer Sommelier.

Thought I would share with you some key points they picked out from the various speakers on the day.

Food

- Majority expect to spend £15 a head on a main course but most don't factor drinks spend into calculation.
- Age no significant factor in ordering food in pubs, women slightly more likely.
- 60% of pub goers will order food when visiting a pub Source: HospitalityGem.
- There are now more licensed restaurants than community pubs in the UK for the first time.
- 25% of all visits to chain pubs include a Meal Deal, cf. 6% of visits to independents.
- Lunch and dinner evenly split but 1 in 5 customers want to eat in the pub late afternoon.
- More than half of pub customers prefer to tip in cash, about a third would rather staff are paid more than have to tip.

Drink

- Prosecco now 54.5% of UK sparkling wine sales.
- Both pub users and non-pub users say it's too expensive to drink in pubs / can't afford to go out as much.
- Mixed sex drinking occasions account for 45% of on-trade beer & cider served. Insight from [@Heineken_UK](#) & [@DiageoGB](#).
- Craft beer is something that happens out of home, local market

knowledge most important factor. [@JamesClayBeers](#)
[@BookerWholesale](#).

General

- 23% of non-pub goers go out fortnightly Source Cardinal Research / Pub Goers Survey 2015.
- Food quality top factor in deciding which pub to eat, cleanliness/hygiene rating second.
- People are more likely to choose a pub which is clean, over a pub with good atmosphere, according to [@HospitalityGEM](#).
- 64% would go if pubs were better value 58% if better quality food.
- A large proportion of population are not going out at all 1 in 3 non-pub goers eat out less than six-monthly.
- "Invite, indulge, inspire. But the key to achieving those three things are the people running the pubs." – Gavin George.
- 1.9 million Adults watch live sport on a TV in a pub/bar at least once a week – [@SkySportsPub](#).
- Sport is a great way to engage with customers, and keep them in your pub for longer. (40% stay afterwards) – [@SkySportsPub](#).
- 38% of [#PubGoers](#) are going to pubs more often than they used to, in comparison to the 27% who are not, according to Cardinal Research.