

PUBS MISSING OUT ON LUCRATIVE COFFEE MARKET



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HospitalityGEM research has found in a new survey of the UK's coffee market that two thirds of respondents expect good quality coffee to be available at a pub, but only 2% say they buy it at these sites the most.

Only one per cent of people feel they receive the best service at a pub when buying coffee, with only two per cent choosing these sites as the place they would spend the most time when drinking in, and over ten times as many selecting restaurants over pubs on these measures.

86 per cent of people think service is important, while 61 per cent will only pay between £1 and £2 for a regular Americano coffee.

Steven Pike, managing director of HospitalityGEM, said: "While on first impressions these results may not seem hugely positive for pubs, we think they represent a real opportunity for landlords to improve their sales here.

"Pubs are seen as the heart of the community and nearly half of our respondents said they are most likely to enjoy coffee as a social event with friends, and a further quarter with their family.

"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, and encouraging customers to go into a pub during the day and ask for a coffee.

"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, and considering their audience.

"Our research showed that a personal and welcoming service has a greater influence over women than men, and they're more likely to drink in too; so when designing a coffee-drinking environment, seeing it through their eyes might give you a clearer picture."