

Essentially Catering Magazine

DEAL

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Industry News

Family-focused dining - pubs get the thumbs up

Hospitality**GEM**

HospitalityGEM, one of the UK's leading experts in Guest Experience Management (GEM), has completed a survey into the dining needs of customers with young children. Nearly three quarters of respondents said they felt pubs do enough to appeal to families.

The demand for a child-friendly food offering is clear, with 91% of respondents stating they would expect a separate children's menu to be available when they visit a pub. Interestingly, while 52% of people do prefer to order through a separate children's menu, there is still a considerable 36% who favour smaller portions of dishes from the full menu for young guests.

Health considerations are also very important for most customers with children; 66% said they would like to see calorie, health and allergen information displayed on the menu. This is the case for the majority of age groups, with the exception of the over 65s. While 72% of 18-25 year olds want to see this information, only 45% of the over 65s do.

When it came to specific items, the research found that a mini roast dinner was the most popular dish for children, followed closely by chicken nuggets. Meanwhile, in terms of pub facilities, 26% of respondents felt that the most important way to appeal to families was to provide a separate dining area for those with young children. Family-specific special offers, and availability of colouring books and goodie bags, were also highlighted as attractive.

