

Propel info

Edited by Paul Charity

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Pubs missing out on coffee market but “real opportunity” to improve sales, survey reveals: Pubs are missing out on the UK’s coffee market but there is a real opportunity to improve sales, a survey has revealed. Research by guest experience management experts **HospitalityGEM** shows while two thirds of respondents expect good quality coffee to be available in a pub, only 2% of people say it’s the place they buy it the most. Only 1% of people feel they receive the best service at a pub when buying coffee and only 2% choose them as the place to spend the most time drinking their cup with more than ten times as many selecting restaurants over pubs on these measures. However, a quarter of respondents felt the best coffee service they receive is in restaurants, rather than a dedicated store – demonstrating the potential for pubs to win customers based on the experience as a whole. Managing director of **HospitalityGEM** Steven Pike 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. 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.” The survey also identified the importance of a standout experience for customers when buying coffee, without a hefty price attached. 86% of people think service is important, while 61% will only pay between £1 and £2 for a regular Americano coffee. It also evaluated the big brands with Costa beating chains including Starbucks and Caffe Nero in terms of service, particularly with customers aged 30 years plus.