

# Propel info

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MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

## Wed 27th Apr 2016 - Propel Wednesday News Briefing

**Survey finds three quarters of consumers feel pubs are successfully catering for the family market:** The pub sector's attempts to broaden its demographic has been recognised in a survey by guest experience management company HospitalityGEM that found 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. This data provides options for those pubs keen to minimise the number of dishes and ingredients used, and for those wishing to cater for children in a less overt way. Health considerations are also incredibly 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. Whilst 72% of 18 to 25-year-olds wanted to see this information, only 45% of the over-65s did. When it came to specific items, the HospitalityGEM research found 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 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. Steven Pike, managing director of HospitalityGEM, said: "For those pubs wishing to be more than just wet-led, and wanting to appeal across all of the dayparts, then it is clear that making younger guests feel welcome offers a great opportunity to boost income. It's also very positive to see that the vast majority of customers think that pubs are already doing enough to make their venues suitable and attractive for those with children. Elsewhere in the hospitality sector,

chain restaurants scored particularly highly in catering for children, so it may be worthwhile for those keen to improve their offering further to look at brands in this area for inspiration. We've found from diner feedback that each chain often has one or two things they do well or differently, which means there are sure to be some specific aspects from these brands that other operators can apply to their own business."