

# Pilsner Urquell Tankovna Beer driving sales

▶ Pilsner Urquell has stated that Tankovna venues are seeing an increase of 28% in footfall when the tanks are installed.

The tanks are seeing new customers entering the premium beer category, using Tankovna venues as a destination for a quality and authentic drinking experience. Of those entering a Tankovna venue, 10% said they were doing so because of the copper tanks.

“Having the tanks inside our pub has not only created a great talking point because they are so visible, but has also helped to deliver great tasting beer,” says Jez Manterfield, general manager at The White Horse in Parsons Green. “Unpasteurised tank beer offers my customers something really special.”

“Due to the introduction of Pilsner Urquell Tank Beer last year, we saw strong volumes (+44%) being consumed versus kegged beer,” adds Dean Finch, general manager at Strongroom Bar and Kitchen. “The arrival offered staff a fresh and exciting opportunity to engage with consumers and share its incredible heritage and beer story.”



## NEWS BITES

### Kirklees Council gives green light to Greene King

▶ Kirklees Council has given the go-ahead for a new Greene King Farmhouse Inn in Birkenshaw, Kirklees.

The new restaurant will create up to 75 new jobs. Planning permission for five Greene King Farmhouse Inns across the north of England has been secured since December 2014.

### Honesty Group pub receives SRA award

▶ The Crown & Garter in Inkpen, Berkshire, has won its first accolade within six months of opening.

The recent acquisition by the Honesty Group has gained a One Star Sustainability Rating from the Sustainable Restaurant Association for its commitment to sustainability in sourcing, society and environment.

## HospitalityGEM research identifies upselling decline

▶ New research released by HospitalityGEM has found that upselling in the foodservice industry has declined over the last two years, featuring in 70% of customer visits throughout 2014, compared with 83% in 2012.

The data found that upselling was at an all-time low in December 2014. This is thought to be the result of the higher number of customers and large group bookings at Christmas time and the increased pressure this places on staff.

Generally, upselling is at its highest throughout January, suggesting that the traditionally lower levels of footfall throughout this month leave staff with more time to focus on upselling through service and New Year promotions.

“While staff may feel uncomfortable offering customers additional or more expensive products, it’s well worth operators investing in training to ensure this takes place,” recommends Steven Pike, MD of HospitalityGEM. “Our research identified that the Net Promoter Score is actually higher on visits where upselling features. This suggests that the customer appreciates the offer and the implied consideration of their requirements, and this is ultimately translated into positive word-of-mouth.”



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