

UK pubs "missing out" on coffee opportunities



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UK pubs are missing out on a major opportunity when it comes to the coffee market, new research suggests.

A survey by HospitalityGEM reported that whilst two thirds of Brits expected food quality coffee to be available in a pub, only two percent of people said they bought it in pubs the most.

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.

"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."

Question of service

According to the survey only one percent of respondents said they felt they received the best service at a pub when buying coffee, with two percent choosing these sites as the place they would spend the most time when drinking in.

Additionally more than ten times the amount of respondents favoured restaurants over pubs on these measures.

Pike added: "It is 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."