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THE LEADING PUBLICATION FOR THE INDEPENDENT HOSPITALITY SECTOR



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Hospitality Sector Calls for a Permanent Lower Rate of VAT to Boost Recovery



Leading trade associations representing the UK's hospitality and tourism sectors have joined forces to call on the Chancellor Rishi Sunak to introduce a permanent lower rate of VAT for these fragile sectors, helping to safeguard their future, protect jobs and to accelerate the UK's economic recovery.

Hospitality and tourism VAT has increased to 12.5% from 1st October and will return to its pre-pandemic level of 20% come April 2022, just as next year's peak season begins for much of the sector.

Now the trade bodies – UKHospitality, the British Beer and Pub Association, the British Institute of Innkeeping, Tourism Alliance and the Association of Leading Visitor Attractions – are warning that unless VAT remains permanently low at 12.5%, the Government risks derailing the recovery at a time when businesses are still in survival mode.

Across the course of the pandemic, hospitality and tourism were the hardest hit sectors, with spend down £100bn, 12,000 businesses permanently closed and 660,000 jobs lost. However, the reduction in VAT helped protect hundreds of thousands of jobs and allowed many businesses to stay open and serving customers when permitted to trade.

A survey of the trade associations' members covering 815 businesses operating tens of thousands of venues found that:

- *The reduced rate of VAT has been vital to businesses, with over three-quarters (77%) stating it is important or crucial to viability*

(CONTINUED ON PAGE 3...)

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Editor's Viewpoint



EDITOR
Peter Adams

CLH News is 21 years old! Our first issue was October 2020.

We have, in those 21 years, seen the sector enjoy some thrilling highs, and challenging lows.

It has been a real pleasurable experience being part of such a vibrant, lively, energetic and sociable industry. And we would take this opportunity to thank readers, advertisers and contributors are like for your support - we could not have done it without you!

A major disappointment is to my mind; no Minister for Hospitality. Over the years we have regularly reported and supported calls for successive governments to appoint a tourism/ hospitality Minister to give the UK's third largest employer a voice in parliament.

And if ever the sector needed a voice, it is now!

The hospitality and licensed on trade is reeling under the double whammy of furlough pay coming to an end, and an increase in VAT from 5% to 12.5%.

I suspect that "the world and his wife" always knew that furlough pay could not go on forever, and to be fair we have had plenty of time to prepare.

Nevertheless, these are fragile times.

According to reports over one million workers were still believed to be furloughed in September, the final month of the scheme, and the consensus is that the unemployment rate will possibly increase toward the end of year as businesses realise they can't afford to keep staff on the payroll.

The other major issue for the hospitality and on trade sector to me is the increase in VAT, which rose from 5% to 12.5% the day after furlough pay ended.

After years of lobbying by sector leaders and organisations, with comparisons to success overseas, the Chancellor had an opportunity, albeit forced upon them by the pandemic, to put into action a long-term plan of reduced VAT in the hospitality sector, which all industry observers and many politicians say would not only increase revenue for the treasury but also increase jobs.

The case for a permanent reduction in hospitality VAT has never been stronger, and sector bodies have called for the Chancellor to commit to a permanent 12.5% VAT rate.

I would prefer to see 5% until 2023, (wouldn't we all)? But a 12.5% permanent rate would be a happy compromise.

There are also calls to freeze duty. Keeping wine and spirit duty rates as they are, instead of the Government planned tax rises in line with RPI.

If the Chancellor increases duty, at the same time as furlough pay running out, and VAT going up in the sector from 5% to 12.5 % he will have the exact opposite effect of what he is trying to achieve!

Don't forget to sign up for our weekly digital edition at **www.catererlicensee.com**

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Hospitality Sector Calls for a Permanent Lower Rate of VAT to Boost Recovery

(CONTINUED FROM FRONT COVER)

- *Businesses will use the current reduced VAT rate for an array of productive purposes, including 6 in 10 who will invest in their businesses; keeping prices more affordable for customers; along with paying suppliers and creditors*
- *Similarly, if the reduced rate were to continue to apply beyond April 2022, 70% would use the saved costs to maintain business investment*
- *Returning VAT back to 20% in April 2022 would have serious consequences; 6 in 10 businesses said it would likely lead to cutbacks and job losses; with one in ten saying it could cause their business to close. The rise would also risk triggering price increases for consumers*
- *If VAT on tourism and hospitality were to remain at 12.5%, analysis suggests it would increase business turnover by an average of 8.8% and boost business investment by an average of 12%.*

In a joint statement, the trade bodies said: "Businesses are at a perilous stage of their recovery after what's been a devastating 18 months. Costs are increasing and there are numerous operational challenges for them to deal with, specifically around labour and product supply. A reduction in VAT has helped many of our businesses survive to this point and was most welcome. However, the return of VAT to its pre-pandemic level next year would curtail investment, restrict growth, set back our tourism recovery and risk yet more painful job losses.

"We're now calling on the Chancellor to commit to introducing a permanent 12.5% rate of VAT in his upcoming Budget, later this month. This will help protect jobs and continue the support for our hospitality and tourism businesses which contribute hugely to the nation's economic and social wellbeing."

FREEZE DUTY TOO

The WSTA has called on the Treasury to freeze wine and spirit duty as well as extend the hospitality VAT reduction in the Autumn Budget to allow the country to climb out of the Covid-19 slump.

In a submission sent to the Treasury the WSTA has appealed to the Chancellor to give British business and consumers a break, in the face of a slowing economic recovery, rising inflation, rising energy costs and surging fuel prices.

The mounting pressures on the consumer purse and British business, comes ahead of a 1.25% rise in National Insurance which will hit next year and inflation forecast to reach 4%.

Keeping wine and spirit duty rates as they are, instead of the Government planned tax rises in line with RPI, will ease the burden on consumers and help businesses and the hospitality sector to survive, recover and eventually thrive.

UK wine and spirit businesses support over 360,000 jobs across the supply chain as well as bringing in around £50 billion annually to the British economy.

A duty freeze will safeguard UK wine and spirit businesses, many of whom are SMEs, protect future income to the Treasury, and support a sustainable recovery for the UK's hospitality sector – in which wine and spirits will play an important role.

BROADEN VAT CUT TO INCLUDE ALCOHOLIC DRINKS

As it stands, the temporary cut in VAT to 5% on soft drinks and food has ended with VAT increasing to 12.5%. To support the hospitality industry in their recovery, the WSTA is asking the Government to keep the lower rate if VAT for hospitality, but also to broaden the scheme to include alcoholic drinks.

Miles Beale Chief Executive of the Wine & Spirit Trade Association said: "After more than 18 difficult months, and with the prospect of rising prices and falling consumer confidence, we are calling on the Government to keep alcohol duty rates as they are until after it has completed its Alcohol Duty Review. Freezing wine and spirit duty at the Budget will give businesses and consumers a much-needed break, which will be vital for our sector's the road to recovery.

We appreciate that the public finances are under tremendous pressure, but so are the businesses we represent – and that is why our 'asks' are modest. The country has to be allowed to recover from Covid, we need the Government's backing to recover, to rise again and achieve our full potential.

Freezing alcohol duty will keep cash strapped consumers from facing further price hikes and will allow the UK's wine and spirit businesses to recover, grow and explore new opportunities as the UK forges new trading relationships across the globe."

Duty is currently so high that 55% of the average priced bottle of wine and 73% of a bottle of spirits, at 40% abv, sold in shops and supermarkets is now taken by the Treasury in tax and VAT.

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Reputation Study Finds Importance Of Digital Reputation In Hospitality

An exclusive study by CGA, commissioned in partnership with Reputation, the global expert in reputation experience management (RXM), has found that digital reputation plays a central role in the customer journey for out of home leisure activities such as eating and drinking at bars, restaurants and pubs.

The study included insights from 2,000 nationally representative consumers who visit a bar, restaurant, pub or hotel once every six months. It found that consumers rely on digital tools and online reputation before, during and after their visit. In the early stages of the consumer journey, a venue's website, Google and Facebook are the most popular channels for discovery, booking and confirming COVID-19 safety measures. At the same time, social media platforms, along with ratings and review sites like TripAdvisor, are more commonly used during and after the visit.

The study dives into what consumers want in a brand's online presence, revealing the 10 most important pieces of information for consumers in the digital journey, which include:

1. *Menus*
2. *Price Range*
3. *Opening Hours*
4. *Location/directions*
5. *How to make a booking*
6. *Reviews*
7. *Discounts and promotions*
8. *Checking if a venue is currently open*
9. *COVID-19 safety measures*
10. *Images and videos of food and drink served*

"Digital channels kept consumers and businesses connected over the past 18 months. Now, as businesses reopen their doors and consumers engage in more leisure activities, we are seeing that those same platforms are providing a wealth of information that enhances the customer experience," says Anthony Gaskell, Reputation's EMEA Managing Director.

"The hospitality industry is competitive. Brands can set themselves apart by ensuring that their website, Google listings, rating sites and social media profiles are accurate and engaging. Tools like Reputation can help manage all of this information efficiently so that hospitality leaders can focus on providing a great experience."

The study also looked at the role reviews played in the customer journey, finding that nearly half of all consumers search for reviews (48%) on TripAdvisor, which beats Google (34%) and a venue's website (27%). However, brands focused on younger consumers should focus on Google as TripAdvisor is more popular for consumers aged 55 or older.

Businesses focused on young adults should know that reviews are a core component of the eating and drinking out experience, with more than one-third (38%) leaving a review most times they eat. Still, their feedback is scattered across channels, with a more significant focus on social media platforms. In fact, more than half of 18-to- 34-year-olds say they are much more likely to visit a venue if they see someone they know post about it on social media, and two thirds (67%) are more likely to go if food or drink images look good on those platforms.

Andy Dean, CGA client director, adds: "The pandemic has dramatically accelerated the use of technology in hospitality, and consumers and businesses alike have become much more confident in using it to engage with one another. For all brands, understanding exactly how, where and when guests want to connect, and responding quickly and constructively to all the feedback they receive, are going to be crucial elements of reputation and marketing strategies in 2022 and beyond."

To build and enhance digital reputation in the hospitality industry, hospitality industry leaders must deploy a strategy of specific tactics across a variety of touchpoints, including:

- *Review requesting*
- *Responding to reviews*
- *Social media management*
- *Google My Business (GMB) management*
- *Acting on feedback*

Musician Turned Publican James Blunt Pens Foreword For CAMRA's Good Beer Guide, Urging Consumers To Support Pubs

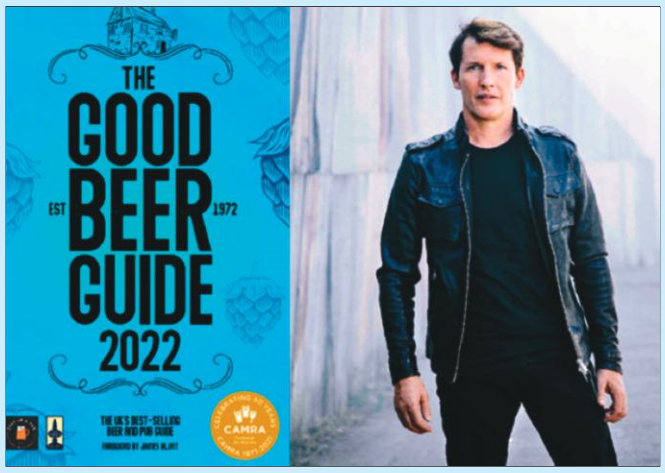
Best-selling singer James Blunt has thrown his support behind the Great British pub and reflected on the industry's struggles during the coronavirus pandemic, in his foreword for CAMRA's Good Beer Guide 2022, due to be released on 12 November 2021.

Following 18 months of struggles for the industry in the face of restrictions and lockdowns, Blunt, who owns the 17th-century Fox & Pheasant pub in Chelsea, remarks that as both a musician and a publican, he has "pretty much chosen the worst two jobs for a global pandemic".

However, with his trademark optimism, he highlights the importance of pubs to communities and encourages Brits to get back to the pub to support their locals, writing: "Whilst, in recent years, there might have been a trend for people to drink cheap supermarket beer at home, those people have been locked away for the best part of a year, and now those people want out. They can taste real beer from the tap, and food cooked by a pro, and they can meet legally and joyfully."

Now available for pre-order, the Good Beer Guide is considered the definitive independent guidebook to good pubs that serve real ale across the UK.

The Guide, which surveys 4,500 pubs across the UK, is considered the definitive beer drinker's guide to the very best pints in the most picturesque and friendly pubs. Despite being hampered by national lockdowns and restrictions, thousands of independent volunteers have worked together to compile this year's entries, helping to identify significant trends and themes locally and nationally.



Blunt's foreword reflects on the challenges the industry has faced, including the closure of pubs and the introduction of the furlough scheme. The ramifications of the COVID-19 pandemic are still being felt across the industry, despite the lifting of most restrictions. Last year's edition of the Good Beer Guide warned readers of the devastating impact on Britain's pub culture, highlighting the first decline in the number of independent UK breweries in over a decade.

Nik Antona, CAMRA National Chairman, says: "We are thrilled to have James Blunt on board, writing the foreword for this year's Good Beer Guide. Having saved a pub from demolition and running the business, he can appreciate the struggles felt by thousands of publicans across the country during the pandemic.

"Pubs have faced a number of unique challenges since the first lockdown in March 2020, including long periods of closure, reduced turnover and higher overheads due to social distancing measures. As we begin to see the light at the end of the tunnel, we hope people will take James' advice and use the Good Beer Guide to visit excellent pubs across the country. They need your support now more than ever."

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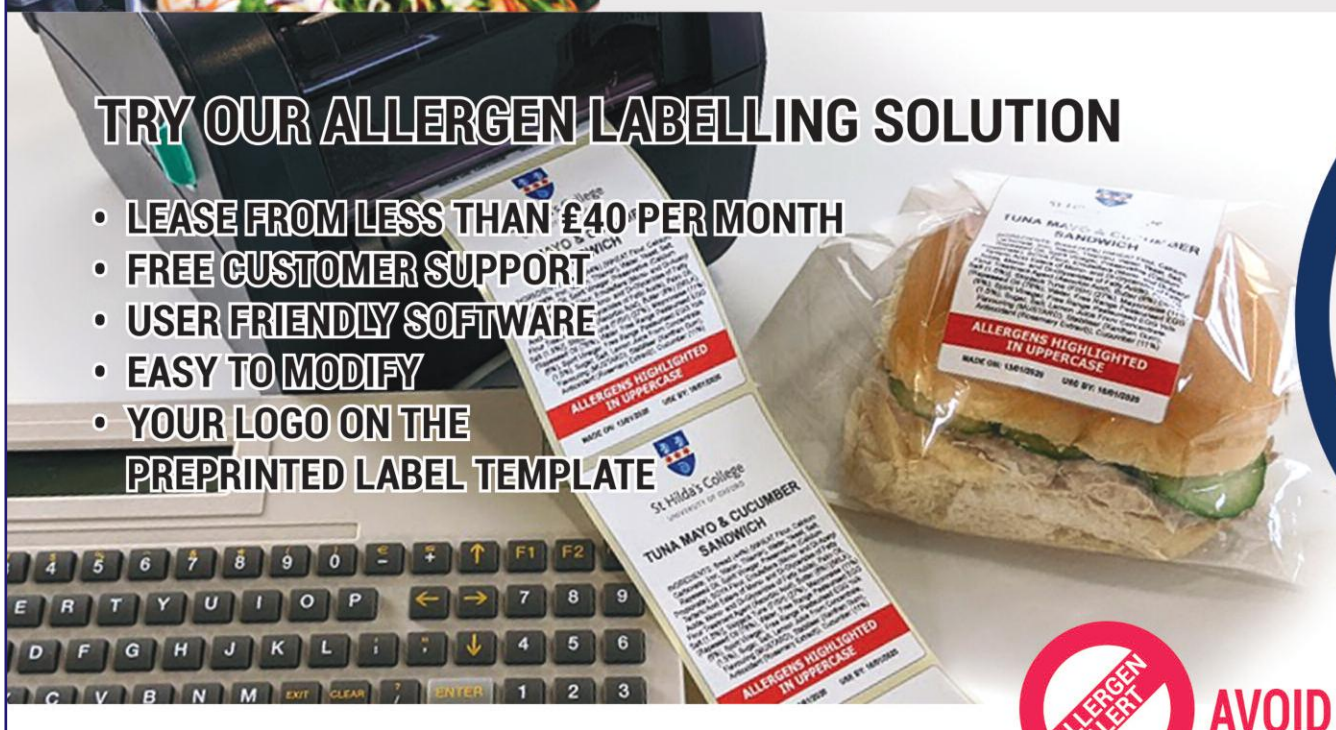

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Hospitality Sales Expected to Soar by £3.5bn Following Sharp Rebound

The hospitality and licensed on trade industry are expected to contribute £3.5bn more to the nation's GDP this year than in 2019 according to a report.

In a new thought leadership report Leisure Rediscovered, Barclays' data shows that the vast majority of hospitality and leisure businesses (94%) are confident about their growth prospects for this year following a post-lockdown surge in trade. Based on projected sales figures for the period from April to December 2021, when the hospitality sector has largely been open again, this equates to £3.5bn more in Gross Value Added (GVA) than in the equivalent period in 2019.

CHANGING CONSUMER HABITS

The research reveals new patterns in the way people are accessing hospitality and leisure services and changing consumer habits. For example, although restrictions on foreign travel have eased substantially in the past couple of weeks, staycation tourism could be here to say with nearly half (45%) of consumers prioritising UK holidays over those abroad. The most popular destinations are the Lake District, the South West of England and the Scottish Highlands.

Barclays Corporate Banking estimates that, if a preference for UK holidays continues at the same rate in 2022, it will add up to £9.2bn to the domestic tourism market.

HEALTH AND WELLBEING

The report also shows that significant numbers of consumers are prioritising hospitality and leisure products that are offering health and wellbeing benefits, strong sustainability credentials, or which come with particularly strong safety and hygiene standards.

PAYING A PREMIUM FOR SUSTAINABILITY

While eating out or drinking, those aged 16 to 24 would be prepared to pay a premium of 35%, on average, for products with strong sustainability credentials. The average premium for 25-to-35-year-olds is 30%. Meanwhile, a sustainable holiday experience is worth 39% more to the youngest group, and 32% for 25s-to-35s.

Unsurprisingly, many consumers are expressing strong preferences for services that are safe and hygienic. In fact, customers would pay an extra 20%, on average, to eat and drink in venues with particularly strong standards. The 16-to-24 age group would pay an average of 39% extra, while those aged 25 to 35 would pay 33% more.



Mike Saul, Head of Hospitality and Leisure at Barclays Corporate Banking, commented:

"After a very difficult period for the hospitality sector, it is great to see how well the sector has bounced back. Our findings show an industry brimming with confidence and buoyed by surging revenues.

"However, it is also an industry that is undergoing a substantial amount of change – from the customers it serves to the products it sells. We have uncovered strong evidence that, particularly for younger customers, operators will need to place increased focus on healthy, sustainable and safe product ranges and to maintain investment in data and technology. Whilst the industry is navigating some short-term challenges around supply chains and labour shortages, operators that prioritise these areas will be an incredibly strong position for the long-term."

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*Opeepl Danish pastry research July 2020. **Lantmännen Unibake UK – Danish and French Pastry Marketing Research – June 2021

Government Launches New Hospitality Council To Guide The Sector's Recovery

A team of industry experts has been assembled to help England's pubs, restaurants, and cafes to thrive, Business Minister Paul Scully has announced

The Hospitality Sector Council is made up of experts who represent a cross-section of the sector, to support the delivery of the government's Hospitality Strategy.

The council will identify and oversee actions related to the 22 commitments in the strategy, create sensible solutions using their expert knowledge and assess the strength of the sector, and is co-chaired by Minister Scully and hospitality entrepreneur and Chair of Prezzo Karen Jones.

Council members include UK Hospitality CEO Kate Nicholls, Emma McClarkin of the British Beer and Pub Association, Nando's UK & Ireland Chief Executive Colin Hill, Greene King Chief Executive Nick MacKenzie, Starbucks UK General Manager Alex Rayner and Mowgli's Nisha Katona.

Small Business Minister Paul Scully said: "The hospitality industry has shown incredible creativity and resourcefulness through the pandemic, pivoting to new ways of doing business like al fresco dining and take-away pints to stay safe, meet changing consumer demands and protect livelihoods.!

"With the launch of this council, we're taking the next step in the journey to build back better from the pandemic by unveiling the experts who'll be driving the reopening, recovery and resilience of the sector. It's a real 'Avengers Assemble' moment for the industry".

This announcement builds on the Plan for Jobs – the government's blueprint to protect, support and create jobs across the UK and help people gain the skills they need to get into work through schemes such as Kickstart, apprenticeships and traineeships.

Over Half of Consumers Support Paying a Deposit When Making Reservations

New research from Zonal and CGA reveals that 51% of UK pub and restaurant goers are happy to pay a deposit to book a table, and even more (55%) are in favour of paying no-show fees if they don't turn up.

The findings, from leading hospitality tech firm Zonal, forms part of its industry-wide campaign #ShowUpForHospitality, aiming to highlight the damaging impact of customer no-shows, which collectively cost the sector £17.6bn a year. Visit the campaign page to learn more, join the conversation and help spread the message far and wide and encourage customers to #ShowUpForHospitality.

Consumers are more likely to be in favour of their use in for special occasions and on significant days such as Valentine's Day or a Bank Holiday, with 65% happy to pay a deposit for a such events.

Guests inclination to pay deposits is less (41%) for casual occasions such as after work drinks but remains at strong levels for larger bookings of six people of more (59%) and is still over half (53%) for smaller groups.

However, younger consumers are more reluctant than the national average to pay to secure a booking. Only 28% of 18-24-year olds say they would put down a deposit and just 24% said they would be happy to pay a no-show fee.

Commenting on the findings, Olivia FitzGerald, Chief Sales and Marketing Officer, Zonal said: "These latest insights show that, while a blanket approach may not be the optimum way forward for operators, consumers are far more inclined to accept them than we previously thought – and for a wider range of occasions. Deposits and no-show fees shouldn't just be reserved for high-end restaurants or Valentine's Day and Christmas either and are a legitimate tool for reducing no shows during busy trading periods.

"As part of our #ShowUpForHospitality campaign we want to spotlight this issue, change consumer behaviours as well as start an industry discussion as to how best to combat this long-standing problem. We've seen phenomenal support across the sector from CGA, UKHospitality, Bums on Seats, Think Hospitality plus many more. It's been fantastic to see once again hospitality come together for the benefit of the entire industry."

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The last year has been hugely challenging for industries across the UK, but perhaps one of the hardest hit was the hospitality industry. Looking ahead to recovery, the restaurant sector is facing new and unprecedented challenges every day. As we emerge from the pandemic and consumer confidence grows, so too will consumer spending. As a result, the food industry is anticipating a hiring boom to keep up with demand.

Identifying and training new hires will become the next operational challenge for the industry. From food preparation to workplace protocols and even audits, the industry needs to embrace new methods to quickly bring employees up to speed while managing costs and optimising performance. Here, technology can play a key role, streamlining training processes and ensuring consistent quality execution across entire businesses, industries, and multiple geographies.

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- **Training:** Hands-free smartglasses can be used to train employees at their workstation, streamlining the onboarding process and reducing the pressure and costs of peer-to-peer training while increasing employee engagement.
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- **Maintenance:** NSF EyeSucceed assists workers in keeping equipment in working order, with instructions available on-demand. Frontline workers can install, set up and maintain equipment via AR livestreams and connect with technical experts to diagnose and fix issues. A leading quick service restaurant client saw that using NSF EyeSucceed contributed to avoiding lost revenue due to equipment downtime and reducing maintenance costs by up to 75%*.
- **Self-audits, reporting and inspections:** Businesses can make greater efficiencies in food safety by making self-audits, reporting and inspections easier with hands-free technology. Documentation is also digitised for everything from task checklists to inventory management to ensure a permanent history.
- **Remote interactive communication:** NSF EyeSucceed eliminates the need for travel and on-site visits by offering remote audits, inspections, tech support and collaboration, saving businesses significant sums. Connected users can see exactly what the on-site wearer sees, allowing users to collaborate seamlessly.

BUT DON'T JUST TAKE OUR WORD FOR IT

Wendy's® began a pilot program with NSF EyeSucceed in 2020, testing in the U.S., then expanding it to international markets, including the U.K. As the brand looks to expand its footprint across the globe, pilot results to-date suggest that NSF EyeSucceed will be especially useful in supporting Wendy's training and quality assurance teams to uphold the same high standards the Company expects around the world.

Jorge Hernandez, Vice President of Quality Assurance, The Wendy's Company:

> "When your job is to protect your brand across the globe, learning fast and being flexible are essential. NSF EyeSucceed has the potential to provide us with additional means to be more flexible, efficient and effective in our work. Through our ongoing pilot, the smartglasses have helped us with supply chain management and international quality assurance processes, especially as travelling became a barrier. The smartglasses increased our ability to share product evaluations, feedback and product performance with different suppliers, facility suppliers and distributors."

As a global, independent organisation at NSF, our teams are committed to facilitating the development of public health standards. Our co-founders are veterans of the food industry and bring more than 40 years of collective foodservice insights to daily and long-term operational challenges faced by foodservice managers.

To find out more about NSF EyeSucceed and how your business can get involved, please visit www2.nsf.org/es

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Staycation Boost Drives Occupancy Up For Fourth Consecutive Month

UK hotel occupancy rates jumped six per cent in August as the thriving staycation market increased levels for the fourth consecutive month, according to the RSM Hotels Tracker.

The data, compiled and produced by STR and analysed by RSM, shows the average occupancy rate has risen to 71 per cent in August from 65 per cent in July 2021. Wales continued to be the destination of choice for UK holidaymakers as occupancy levels increased to 86 per cent – surpassing pre-pandemic levels for the same month in 2019.

Scotland also saw an increase, up from 64 per cent on July 2021 to 71 per cent in August, but despite a staycation boost Scotland didn't reach 'The Festival' driven pre-pandemic highs of 83 per cent occupancy rates. London saw an improving picture, up seven per cent, at 56 per cent but without international and business travel the capital rates fall short of pre-pandemic levels – bringing the overall UK average down.

The average room rate has almost recovered to pre-pandemic levels at £94, with Wales reaching a two-year high at £89. In addition, revenue per available room across the UK was £67 in August 2021, up from £34 in 2020; but still behind pre-pandemic levels at £80.

Chris Tate, head of hotels and accommodation at RSM, said: 'The hotel sector is on the right track with a welcome staycation boost driving occupancy levels up again this month. Wales hit record highs over the summer as holidaymakers opted to enjoy the Welsh Valleys rather than foreign getaways. However, lower occupancy levels in London continued to hamper a wider UK recovery as restricted international travel and oversupply in London hit average occupancy levels and room rates.

'Staff shortages continue to impact the sector which is starting to push up wage costs – applying acute financial pressure as the sector looks to recover post-Covid. Looking forward, travel restrictions for the double jabbed and the re-opening of travel corridors to the US will hopefully fuel further growth as the hotel sector looks to enjoy a post-summer boom and busy build up to the festive period.'

Drinks Sales Holding Up Despite Operational Challenges

Drinks sales continue to compare well to pre-COVID patterns despite a host of supply, staffing and cost pressures across the On Premise.

CGA's latest Drinks Recovery Tracker shows average drinks sales by value in the seven days to Saturday 18 September were down by 5% on the same week in 2019—a dip from growth of 1% in the previous seven days and 5% in the week before that. However, trading remains solid given the context of major challenges highlighted by CGA's latest Business Confidence Survey.

The week-on-week drop was also influenced by damper and cooler weather. Daily sales were down on 2019 levels by between 2% and 12% between Sunday and Friday (12 to 17 September), but recovered well to sit just 1% down on Saturday.

Continuing the pattern of the summer, spirits sales comfortably outpaced the market, with cocktails extending their popularity. Spirits sales across the week were 16% up on the same week in 2019, but beer (down 11%), soft drinks (down 7%), cider (down 16%) and wine (down 13%) were all in negative territory.

"While just short of 2019 levels, these figures show the impressive resilience of the On Premise," says Jonathan Jones, CGA's managing director, UK and Ireland. "Trading conditions aren't easy at the moment, and there are likely to be plenty of ups and downs between now and the end of the year. But consumers remain as enthusiastic as ever about drinking out, if supply and staffing issues can be mitigated, operators have a good chance of ending 2021 on a high.



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Dine-In Represents More Than Two Thirds Of Reopening Sales In Restaurants

According to the recent quarterly update to the Lumina Intelligence UK Restaurant Market Report 2020/21, the majority of purchases are now made in restaurants following the easing of restrictions. In total, 67.7% of restaurant purchases were made on-site in the 12 WE 11.07.2021. In comparison, 18.7% ordered for delivery and 9.6% ordered for collection.

The report also highlights some of the key differences between branded and independent restaurants. For example, a greater proportion of consumers eat in in independent restaurants (58.5% vs 46.5%), which is helping to drive a greater average spend (£20.60 vs £18.00).

Dinner occasions are the still the most important for branded and independent restaurants, accounting for nearly two thirds of total visits for each.

Alcoholic drinks are more likely to be purchased in independent restaurants than branded restaurants. 42.2% of drinks purchased in independent restaurants are alcoholic, compared to just 15.6% in branded restaurants. However, in both independent and branded outlets soft drinks is the top choice of beverage.

Furthermore, independents outperform branded restaurants for all satisfaction ratings. Independent restaurants achieve scores of 78% for freshness and food quality and taste and outperform the market average for all ratings. Branded restaurants underperform compared to the market average on numerous counts including atmosphere, drink quality and friendly service.

Pizza hut remains the most visited brand – 12% of branded restaurant occasions are served by Pizza Hut, driven by its established delivery offering. Nando's and Wagamama are the next most visited brands by share, due to the vast number of outlets across the UK as well as appealing to more health-conscious shoppers with a variety of healthier options to traditional fast-food choices.

Katherine Prowse, Senior Insight Manager at Lumina Intelligence said, "Delivery has provided a significant life-line to restaurants over the past 18 months, however with restrictions easing, operators will be glad to see consumers returning to dine-in occasions. Over the 12 week period, independent restaurants have led the way in terms of spend and consumer satisfaction, as well as driving a higher proportion of dine-in footfall. In particular, independents achieved strong satisfaction scores for freshness and food quality and taste. Operators can capitalise on this opportunity by highlighting local suppliers on menus and on social media."

Hospitality Businesses to be Banned from Retaining Tips Meant for Staff

The government is to make it unlawful for operators to withhold any part of gratuities/tips left by customers in a move it said would benefit around two million people working in the hospitality, leisure and services sectors.

Following campaign by Dean Russell, the Tory member for Watford, to pass legislation protecting the money meant for staff, the small business minister Paul Scully confirmed he measures will be included in the upcoming Employment Bill.

Mr Scully said the law would reassure customers their money was going to "those who deserve it".

Current legislation prohibits restaurants from retaining cash tips, but when a customer tips by card they can choose whether to keep it or pass it on to their staff. Several chains have been criticised for keeping all or part of the service charge paid by on card. The change will mean that waiting staff are entitled to 100 per cent of their tips.

The Department for Business (BEIS) acknowledged that "most hospitality workers, many of whom are earning the national minimum wage or national living wage, rely on tipping to top up their income."

The Living Wage Foundation welcomed the changes but pushed for the government to ensure full-time work provides enough money for people to live on.

"Any move to improve pay in low-paid sectors like hospitality is welcome, but if this work is to be truly valued, we need to see more people lifted onto a real Living Wage," the foundation's interim director, Graham Griffiths said. We all need a wage that meets our everyday needs."



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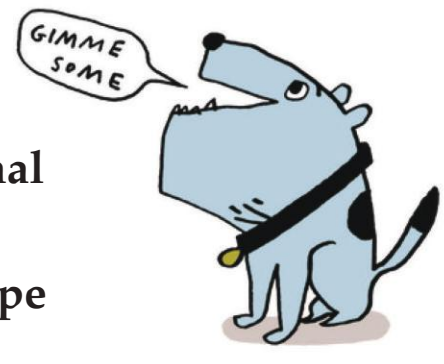

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Seven Things You Must Do To Promote Your Restaurant

AJ Sharp, Founder of Food and Drink PR Agency Sharp Relations (www.sharprelations.com), shares her top seven things you must do to promote your restaurant locally.



1. **Know Your Customers.** It's hard to be specific about customers but these details will improve your activities immeasurably. Note down the sort of customers you're getting at different times of the day and on different days of the week. For example, you might get a younger crowd in the evening, but more tourists at the weekend. Find out where they're from as it could be a key market for you.

2. **Encourage word of mouth (WOM).** As people are leaving your restaurant ask your front of house to say; "If you enjoyed your visit, please tell your friends". Maybe 1 in 10 actually will tell a friend, and of those recommendations c.50% actually will try the recommended restaurant. That's 5 new customers, for every 100 through the door. Even better, give out a wallet-sized promo card offering an incentive.

3. **Special Events.** Interesting experiences are the perfect way to encourage footfall and bookings. You can create anything from wine tastings, meet the producer, menu offers, live music, magicians, comedy, karaoke and open mic nights. Do think carefully about your customers, who is it you are trying to attract? Karaoke is going to draw a very different crowd to Moules Mariniere and Muscadet Mondays! (Feel free to use that last one!)

4. **What's the Strategy?** This is key, I would have put it at number one, but often considering who you want to promote to helps with the why are you promoting to them at all. Your strategy is your plan for reaching the goal. So, this is where you to decide what the perfect world looks like to you in 12-months or 36-months. Is it a packed restaurant every night of the year? Is it increasing spend per head so you can shut on Mondays and have a break? Is it to open a second or third outlet? Is it a Michelin Star or AA rosette? Is it lots of press coverage? Is it finding a head chef and FOH so you can take a step back from the day-to-day? Whatever it is, set the goal and work out the strategy, what needs to happen? Don't get hung up on the detail, just write what you are aiming for. Take the emotions out of the goal setting and break it down into steps, suddenly it seems easy.

5. **Pictures.** You cannot promote a restaurant without quality images. My top tip, find a local photographer and hire them for half a day 4 times a year – or every time you make significant menu changes. We have often opted for wedding photographers, although not the obvious choice, they're great at shooting people, places and details like food and place settings and capturing the venue's atmosphere. Images don't necessarily have to be taken professionally, but they do have to look professional, so use a good quality camera, shoot everything in high res, use extra lights for every shot and edit them individually in Photoshop afterwards.

6. **Social Media.** Think carefully about the platform and why you're using it. Here's a very broad-brush overview of the top two platforms for each generation. Baby Boomers and above, the ones that are using social media, are on Facebook. They watch, they don't tend to contribute much content. Gen X are tricky, they are on Facebook and have access to many social platforms, but they aren't really contributing much content, they are highly sceptical of social media. Millennials are all over all of it, but their favoured platform is Instagram, Insta reels and increasingly Tik Tok. Gen Z are on Tik Tok, watching reels and Instagram. The Alpha Generation is very keen on You Tube, as well as Tik Tok.

7. **In the Press.** There's no doubt that good press coverage will encourage people through the door. It generates WOM which is incredibly influential. The easiest way to achieve this is to ask a local freelance PR, specialising in consumer food or travel, to help you to promote your special events and invite local publications to review dinners. Can you do this yourself? Absolutely! Striking up a relationship with the regional press around your establishment is a great idea. However, it is time consuming, and you might get caught in a loop of being asked to pay to place your restaurant between the pages. A PR professional will help you to find your news and tell the stories people really want to read about locally, not to mention getting you listed in the what's on and events pages each week, without paying for advertising.

Natasha's Law - New Allergen Labelling Information for Business

With new legislation on allergen labelling coming into effect in early October, the Chartered Trading Standards Institute (CTSI) is launching a new guide through its online platform, Business Companion, entitled 'prepacked for direct sale and other non-prepacked foods - from October 2021'.

Known as 'Natasha's Law', from October 1 2021, all food businesses must provide complete ingredient lists and allergen information on foods pre-packaged for direct sale in the UK. This free, in-depth Business Companion guide provides excellent and straightforward advice to businesses on incorporating and conforming to the new law in their operations.

The guide covers legal definitions, labelling requirements, how to label and many more important subjects relating to this law. The potential pitfalls of failing to comply with the new law are vast, and at worst, could lead to the death of customers and the destruction of the reputation of the offending business.

The law is named after Natasha Ednan-Laperouse, a 15-year-old who suffered an allergic reaction to a baguette that contained sesame seeds. The packaging did not declare allergens, and tragically, Natasha died.

Natasha's Law has been welcomed by campaigners, consumer groups and regulators alike. However, alarming recent research has found there is a lack of awareness on the part of the food industry about how the new requirements affect businesses. Worryingly, standards organisation GS1 found that eight in ten food business owners do not feel adequately prepared for the new regulations. Meanwhile, four in ten have not heard about Natasha's law at all. As such, this new Business Companion guide arrives at the perfect time to educate the business sector about this crucial new law.

Make sure your business is up to date and compliant. Take a look at the Changes to Food Allergens guide on **www.businesscompanion.info** today.

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Changes to allergen labelling laws

Historically, foods that are 'prepacked for direct sale' (PPDS) - for example, sandwiches that are packaged in the shop from which they will be sold - have been subject to fewer requirements for allergen labelling than fully prepacked food. However, following the sad death of teenager Natasha Ednan-Laperouse in 2016, that is set to change.

In October, new regulations - informally known as 'Natasha's law' - are coming into force, which will put PPDS allergen labelling requirements on the same level as prepacked food.

Business Companion provides free, impartial legal guidance to help you stay updated with the requirements you need to meet to protect your business and your customers.

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Supply Chain And Inflation Issues Should Galvanize UK Restaurants To Start Sourcing Locally, Says Globaldata



The UK restaurant sector suffered heavy losses due to the pandemic, with the market value falling by 43% in 2020 to £18.2bn – a whopping £13.9bn loss, according to GlobalData. The sector's recovery will be hampered by problems in the industry for restaurants and pubs relating to labour shortages and price hikes for food. However, the leading data and analytics company notes that restaurants can overcome some of these issues by tapping into the broad appeal of eating local as 77% of UK consumers find local ingredients and flavors somewhat or very appealing, according to its Q2 2021 consumer survey.

Hannah Cleland, Consumer Analyst at GlobalData, comments: "The inevitable cutbacks that restaurants will have to make in response to rising food prices will likely translate to smaller menus as businesses attempt to streamline their operations and maintain affordability for their customers. As additional issues surrounding supply chains prevail—such as the HGV driver shortages, border disputes following Brexit, and complications of the global pandemic impacting international food supply—businesses in the UK must seek a new strategic approach."

Local sourcing can provide restaurants with a positive spin to put on these perceived challenges. GlobalData's consumer survey (Q3 2021) reveals that consumers value companies wanting to make a positive impact in their local area, with almost half (47%) of Brits admitting that they are more loyal to brands that support social matters.

Cleland continues: "In the run up to Christmas especially, there are marketing opportunities for food outlets to showcase local offerings as the seasonal interest in traditional UK food peaks. The interest in eating local produce also has clear long-term advantages. Cooperation with local suppliers and, more broadly, the local community helps companies to create sustainable partnerships by showing a will to invest in local economies and workforces. When uncertainties over trade persist, it is the safer bet to operate on a local level with suppliers rather than navigating the international supply chains."

Locally sourced produce has lower 'food miles' and thus a lower carbon footprint – a bonus for environmentally mindful consumers. Sustainability will only continue to grow in the public consciousness, with campaigners such as Greta Thunberg drawing media attention. It gives businesses a reason to invest in local products beyond the current market issues. GlobalData's latest consumer survey (Q3 2021) reveals that 66% of UK consumers agree that environmental matters are quite or very important.

Cleland adds: "The challenges facing foodservice to maintain affordable menu prices as well as sufficient and varied supply will not be answered by local ingredients alone, but consumer trends indicate sourcing locally is a goal worth focusing on in the long run."



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Workers Treasure Leisure So Bosses Face Losses

By Lee Gamble, managing director of Berry Recruitment (www.berryrecruitment.co.uk)



Some businesses have as many workers as they did pre-Covid but they are working half the hours because they want a better work-life balance.

Berry Recruitment said staff got used to having more leisure time while on furlough and during lockdowns.

With the country opening up, these workers want to retain elements of their previous lifestyles, which means many are opting for part time work.

Employers, who know there is a candidate shortage, are being forced to accept this and many are struggling to make up the lost hours because they can't find new staff.

The company's managing director Lee Gamble said: "It is a real problem for businesses who have staff opting for part time work.

"Many workers got a taste for it during the lockdowns and while on furlough and want to keep their new-found leisure time.

"The pandemic gave people a chance to take stock as they had to slow down and it led to a reappraisal of their working lives.

"Without being forced to work fewer hours this trend would probably not have happened.

"Many of those now choosing to work less have not seen a huge dip in income because of the tax system and any loss is offset by what they have gained.

"We are seeing this particularly in the driving, office, catering and hospitality sectors, but it is across the board.

"In terms of demographic it is more pronounced in those aged in their late 40s and 50s, but the trend is observable in all age groups and nationalities.

"People had been working the same way for 30 years and suddenly were forced to change habits, which they've now embraced.

"Businesses are left with a headache because there are not enough workers to make up the lost hours.

"It is making the labour shortage even worse, but is leading to rising wages as the rule of supply and demand kicks in.

"It might be that tax increases or inflation compel people to return to former work habits, but there is no sign of that happening yet.

"We have clients that have the same numbers of staff as they did before the pandemic but half the hours being worked."

Statistics have shown that there are now one million vacancies in the economy – the highest ever.

There are around 1.5 million people unemployed.

StreetSmart Encourage Hospitality Operators to Sign Up to Help the Homeless This Christmas



As autumn arrives and furlough ends it seems a good time to give a shout out to StreetSmart the annual hospitality fundraiser that takes place in November & December to rise vital funds for those who are at risk of living on the streets this Christmas.

At StreetSmart participating restaurants during the festive months, a voluntary £1 donation is added to diners' bills, with every penny going to support homelessness projects.

Over 400 participants have signed up already including Barrafina, River Café and MEAtliquor as well as the eateries at Selfridges and Fortnum and Mason. Pub groups who take part include Urban pubs, Hippo Inns and Market Taverns and organisers are hoping to raise over £500,000 all from £1 donations.

Angela Hartnett, chef and supporter says " StreetSmart is an extraordinary, worthwhile charity that is simple and easy to take part in"

StreetSmart has raised over £10 million since its foundation. Over 50 homelessness charities now benefit each year, with funds supporting services like the creation of beds, housing advice, and training and job support. And what's more, all funds stay local to where they are raised.

Homelessness is complex and often misunderstood. It is not suffered through choice. All money raised through dining out will contribute to achieving impactful social change, supporting those most vulnerable, living on the streets and in unsuitable accommodation.

With a mission to end youth homelessness, LandAid has a committed partnership with StreetSmart, supporting them for the last two years. Despite a challenging 2020 for many across the property and hospitality industries, this year they plan to bounce back stronger than ever. Their support ensures that 100% of what is donated goes to help those in need.

StreetSmart are also continuedly looking for new partners to come on board and unite to help tackle homelessness. Being part of the initiative is simple, administration is minimal and it does not affect VAT returns. There is still time to sign-up and make a big difference with a small change.

The registration form can be found here:
www.streetsmart.org.uk/about-streetsmart/sign-up/

Get Ready for Natasha's Law: CIEH Gives Four-Step Plan



Natasha's Law came into force on 1 October, meaning we'll be seeing important changes to the way certain foods are labelled and sold. To ensure hospitality businesses are up-to-speed and ready to implement these changes, **Kate Thompson, director at the Chartered Institute of Environmental Health (CIEH)** summarises the law, what it means and gives a four-step plan to following it.

From 1 October, 'Natasha's Law' comes into force, requiring all food businesses to provide full ingredients labelling, with allergenic ingredients emphasised - on food that has been pre-packed for direct sale (PPDS).

The law is being introduced following the death of teenager Natasha Ednan-Laperouse, who suffered a fatal anaphylactic reaction after eating a pre-packaged baguette which contained undeclared sesame as an ingredient.

It will provide potentially life-saving allergen information to customers and businesses must take action now by checking if their products comply with the new PPDS labelling standards.

What is PPDS food and what should you do to prepare for the changes?

PPDS food is food that is presented to the consumer in packaging. The legislation applies to food packed at the same place it is sold and packaged before the consumer selects or orders it.

Examples include:

- *Sandwiches and bakery items, such as filled croissants or cakes, packed on-site before a customer chooses or orders them.*
- *Fast-food packed before it's ordered, such as burgers stored under a hot lamp that can't be altered without opening the packaging.*
- *Dishes or individual products prepacked on site ready for sale, like pizzas, rotisserie chicken, salads and pasta pots.*
- *Samples of cookies given to customers for free which were packed on site*
- *Burgers and sausages prepacked by a butcher on the premises ready to sell to customers.*

The ingredient and allergen information provided on the label must be accurate and presented in a suitable format. Labels should include the name of the food and a full ingredients list. Allergenic ingredients must be emphasised within this list. The FSAs website provides more detailed guidance about labelling foods prepacked for direct sale.

It's essential to be prepared and to have implemented these changes, whatever style of food operation and however big or small by Friday 1 October 2021.

Here are some simple steps you can take now:

1. FOLLOW THE GUIDANCE

The FSA website provides a whole range of useful, up-to-date information on allergen labelling, including sector specific guidance, which can be found here. Hospitality businesses should speak to their local authority for advice specific to their business.

2. WORK WITH YOUR SUPPLIERS

You will need to work with all your suppliers to understand how they capture ingredient and allergen information, and how this will be passed on to you. Ask your supplier what verification checks and processes they have in place.

3. ENSURE YOU AND YOUR STAFF ARE TRAINED

Everyone in your business must be fully informed and responsible for providing the correct allergen information. Training staff on the new allergen legislation should minimise the risk of errors and mistakes when it comes to labelling and doing so through a certified course, like CIEH's Certificates in Food Safety and Allergen Awareness will ensure every aspect is covered. Appropriate labelling means listing ingredients with allergen information emphasised – there are 14 major allergens that you should be aware of.

4. LINK UP YOUR FOOD DATA WITH LABELLING

Labels placed on PPDS foods must be up-to-date with all ingredient and allergen information when put on display. While pre-printed labels can save time, and are useful if your printer is prone to problems, they don't allow for last-minute ingredient substitutions from a supplier.

Therefore, linking up a database of food products and ingredients to the way you print labels will help make sure that the correct information is transferred easily. The database could record your products, recipes and ingredients, making it easy to track what's being used and where.

Think about:

- *How ingredient and allergen information is captured?*
- *How you'll get all the ingredient information on the labels?*
- *How you'll manage label production?*
- *How you'll ensure food labels are providing accurate and reliable information in the correct format?*

Following these four steps now, and checking that everyone handling food across your business is up-to-date on the changes will mean you and your business are ready to implement the legislation and more importantly, keep your customers and your business safe.

Exclusive New Launches on Display at The Cleaning Show 2021

Helping businesses and cleaning professionals discover the next big innovation to transform cleaning practices, The Cleaning Show 2021, which returns to London from 2-4 November will welcome some of the industry's leading suppliers as they showcase their innovative cleaning products.

ADVANCES IN CLEANING TECHNOLOGY

ICE, the UK's largest independent provider of cleaning equipment, will be on hand to showcase its wide range of future friendly cleaning solutions, including its newly launched UV Bot – the latest in its co-botics range designed to advance autonomous cleaning through innovation. While Killis, a leading manufacturer and importer of specialist cleaning equipment will also demonstrate how automation is leading the charge, through the introduction of its Leobot.

Elsewhere on the show floor, Lavor will present its LI-ION Series, the new range of LAVOR floor scrubber dryers, designed with lithium batteries to increase the level of productivity and reduce cleaning costs. Similarly, Rotowash will be showcasing its industrial floor cleaning machine suitable for all types of flooring.



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Throughout the pandemic, there has been a sharp increase in the need for disinfectant sprays, which is why companies like Vycel have embraced technology to pioneer future solutions for virus protection. Its Electrostatic Sprayer delivers a positively charged water-based antimicrobial spray, quickly sanitising and disinfecting 100% of surfaces within just 30 seconds.

In addition, P-Wave will feature at this years show exhibiting its GermErase 24hr disinfectant product, whilst IK Sprayers will be introducing its new IK e 15 BS to visitors which comes with four specifically designed nozzles to improve the effectiveness, safety, and speed of treatments.

Registration for The Cleaning Show 2021 is now open. To register today and find further information on this year's programme, visit **https://cleaningshow.co.uk** or see the advert on page 7.



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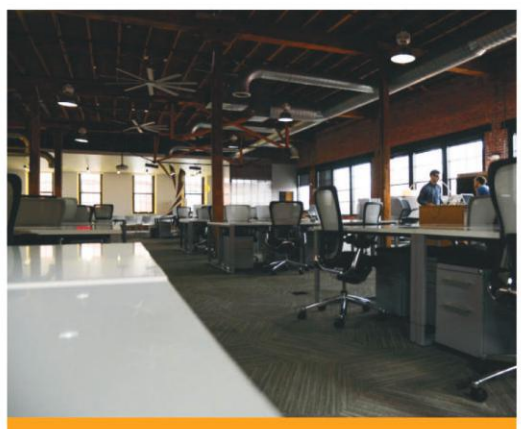

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Surge in Demand Necessitates Protection of Hospitality Staff from Abuse and Overwork

By Kunal Sawhney, CEO of Kalkine (www.kalkine.co.uk)



UK hospitality has been facing challenging times for the past 18 months now. With Covid-19 restrictions in place, the hospitality sector suffered badly hit. Things started changing drastically after the complete removal of restrictions, but there is another challenge, the shortage of staff and staff isolation, which led to the staff being increasingly exposed to a long time away from homes.

Confusion over foreign travel resulted in a boom in domestic travel, with travellers pouring, making the staff reach their tipping point. With the booking from domestic tourists bumping up by roughly 300 per cent, the hospitality sector has struggled to meet demand.

But with more people pouring in, there has been an increasing number of cases of staff abuse by holidaymakers. The UK has some of the most diverse hospitality facilities and nightclubs and is often considered one of the best throughout the world. After a year of the pandemic that saw the sales drop, the last thing the industry cannot afford is the unhappy staff serving the customers.

BOTH HOTEL STAFF & CUSTOMERS CRITICAL

In the present situation, the hotels and restaurants must manage their staff well both physically as well as emotionally. They need to keep the checks and balances in place in their hotels to ensure that not only do they gain business, but at the same time, no holidaymaker misbehaves with the staff.

Also, with new vaccine passports set to be implemented from the end of September, the customer's patience could well be a little shaky. Nightclub goers would require a vaccine passport from the end of September, which has been confirmed by the official spokesman of the Prime Minister recently.

The customers would expect a quick and faster delivery process after standing in a queue to gain entry to the bar. The industry needs to gear up with such challenges and need to constantly conduct mock tests to ensure that the staff are up for them. At the same time, regular training sessions are required to be given to the staff to ensure that they know how to deal with such an odd situation.

Besides, they can also hold team bonding sessions, considering there will be an increasing number of hours that the staff is away from their homes. The team bonding session often cheers up the mood of the staff. Mental health has become a critical aspect, and it's essential to realise that post the pandemic, there is an increase in impetus that one lays on an individual's mental health.

MAINTAINING HYGIENE WOULD BE CRITICAL.

One thing that the Covid-19 pandemic has brought us is the sense of better hygiene. With most of the joints operating under the new standard rules, one of the critical aspects that one tends to forget is that many of them are now more aware of hygiene. The Covid-19 has highlighted the sense of hygiene in public places. Most customers prefer to visit the place frequently if the hygiene protocols are in place, which has been more evident today than earlier.

While the government has been quite prompt about the mask protocols, the hospitality industry, on their part too should take care of it to ensure that the joint does not face any legal issues due to the Covid-19 pandemic violations.

Clearing the Confusion This Christmas



With the most wonderful time of the year fast approaching, it's safe to say that last Christmas left a lot of us with a resting Grinch face. However, this year, with call for greater optimism, the ghosts of Christmas past will hopefully not be returning.

Whilst some of us may recoil in horror at seasonal goods being displayed long before we have even had the chance to carve our pumpkins, but by planning ahead this year you could benefit greatly. A recent survey conducted by eBay Ads UK found that 2,000 UK consumers start to think about Christmas shopping before the end of August 1.

With this in mind, we want to clear some confusion so moving forward, you can be appropriately licensed and understand the difference between an entertainment licence and a music licence this Christmas.

So, first things first… do you need TheMusicLicence to play music in your venue even if you have an entertainment licence that allows you to play music? In short, yes you do and here is why.

An entertainment licence is issued by your local authority. It gives you permission to provide entertainment on your premises. It may be subject to certain conditions such as time restrictions or number of people attending.

If you're going to introduce music this Christmas, or if you are already using music in your business, you'll usually need a music licence. TheMusicLicence is issued by PPL PRS. TheMusicLicence gives you permission to play music which is subject to The Copyright, Designs and Patents Act 1988. Consequently, this means that you don't have to spend your time and energy contacting potentially hundreds of thousands of rights-holders – those people who create music – to get permission to play or perform their music in your business.

www.pplprs.co.uk/get-themusiclicence/

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1. https://www.ebayads.com/2021/08/02/christmas-shopping-starts-earlier-as-cautious-confidence-sweeps-the-nation/



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How To Manage Anti-Social Behaviour



The use of social media has given businesses across the country new ways of engaging with customers and promoting their offers to loyal followers. However, if not managed carefully, it can have negative impacts on reputations and businesses alike.

Here, Louis Hill, Managing Director at digital PR agency Source PR (www.sourcepr.co.uk), outlines how best to use social media platforms and why it's important to be proactive in managing customer complaints.

In today's digital world, customers can research a venue, review a menu and order food and drinks all via their smartphones. In some cases, they like to virtually 'check in' and share updates of their every activity with their friends, family and followers.

For receptive and socially aware businesses, this can give almost immediate endorsement of their establishments and an excellent opportunity to engage with customers.

The other side to social media does however pose some challenges as operators seek ways to stay on top of enquiries that can come in 24/7, or negative reviews and comments that can damage a reputation at the click of a button.

HAVE A PLAN

To make the most of the opportunity, businesses should by now have marketing and communications strategy. It does not need to be comprehensive, but it does need to give the businesses a communications framework, a platform to provide updates and showcase events, as well as add personality for its followers.

To maximise the opportunities and minimise the issues, the natural place to start is with a plan that delivers on objectives. Think what messages the business wants to convey and on what channels – remember that producing good social content can be time consuming, so it's better to manage a couple of platforms well than attempt to take on too much.

Consider a posting schedule, which includes how often you want to post and on what platforms. Importantly, also work out who has responsibility for updating whether you are doing it internally or using some outsourced support. In the plan include key dates relevant to the business or customers such as Mother's Day or Halloween.

WHAT TO POST AND WHEN?

Be regular but don't 'spam' your followers' feed. It's ideal to post around 4-5 times every week, with content depending on what you want to convey.

Experience suggests that good content can include products, personality and people - share what you're proud of and that give audiences an insight as to what to expect. Video and imagery can add personality to your feed and people help show the fun and human side of the business. Don't forget it's also a great way to share business updates, activities and important information for customers.

As well as content, think about the visuals. Pictures speak a thousand words - videos are even better. Make sure you have good quality images that showcase your offering and put you in a positive light.

ENGAGING WITH CUSTOMERS

As social media presents the 'face' of the business, consider how you want to interact with users. It's a good idea to have an agreed tone of voice and method of replying to comments and messages on social media.

It's also wise to have a designated person (or small team) to manage the platforms as having too many involved may upset the routine. Equally, it's important to convey the right message and not to make grammatical errors or say the wrong thing as this could have ramifications on your business.

REVIEW PLATFORMS

Review platforms can divide opinions – some see them as positive, a tool that allows for feedback to improve performance or recognise good work. They can however also be seen as damaging, providing a platform for disgruntled customers or competitors give negative views.

Whatever your opinion, it's important to know how to handle them to protect your reputation or to maximise the positive benefits.

It's best to keep on top of reviews, regularly check the sites and respond to comments. Replying to 5-star reviews is just as important as replying to 1-star reviews – let your customers know that you appreciate their feedback and use the channel to build relationships.

DEALING WITH NEGATIVE REVIEWS

There are many different approaches that can be taken to negative reviews, largely depending on your brand and how you would like to be perceived. However, we would advise you not to 'wash your linen in public' and where possible take the discussion offline. Social media is a public platform and it's never good to be seen criticising or arguing with customers.

Addressing negative reviews can also be seen as proactive – even if you don't agree with the reviewer's side of the story. In this digital age all eyes are on your business, so it's important to make a good impression, to be polite and professional as review sites are often visited by potential new customers.

Replies should always be kept consistent, in line with your brand and use the same tone across all platforms. Where relevant, you may also want to sign off a response with the business owner's name to make it more personal.

When dealing with a fabricated review, you can usually contest it and have it taken down. In more serious cases, for example if blatantly untrue or deliberately damaging to punish a business, work with the platforms to have the pieces removed.

Sharing positive reviews on your social media channels is a great way to showcase what your business has to offer. If you're a restaurant/pub/bar or hotel, sharing positive stories from customers is a great way to illustrate good experiences and provides you with fresh imagery for your channels.

Finally, make sure your business information on review platforms, such as Google and Tripadvisor, is accurate and up to date, such as opening times, news and imagery as often they can be the first port of call for visitors.

Balancing the good and bad of social media can be challenging, but if done well it can provide an unparalleled means for businesses to communicate and engage with customers.

CAMRA Launches Cider Month Campaign Ahead Of The Budget

The Campaign for Real Ale (CAMRA) will be celebrating its biannual Cider Month throughout the month of October, raising awareness for the cider and perry industries' struggles ahead of the Autumn Budget.

CAMRA have partnered with 'The Ciderologist' Gabe Cook, to launch a cider campaign ahead of the Government's Budget announcement at the end of October. This campaign will call for cider duty reform in order to better support small, local and independent producers.

As regulations and restrictions related to the coronavirus pandemic have been wound down, the organisation is able to mark the Month with physical events. In order to promote these to members and fellow cider lovers, CAMRA will be publishing a month long 'content crawl' timeline, following the success of a similar feature in May. This timeline will include a selection of content aimed at both new cider drinkers, and those who already enjoy it.

New content pieces from some of the key figures in the cider and perry world will be published on CAMRA's national website. The revealed content will include:



- *Two October editions of CAMRA's podcast, Pubs. Pints. People. – a harvesttime special will be available 12 October, followed by a 'Halloween Horrors' episode on 26 October, discussing beer and cider faults*
- *Exclusive content from CAMRA's Learn & Discover platform, including a video on cider flaws from Susannah Mansfield on 4 October, and three pieces from Bill Bradshaw – 'The Story of Perry' with Gabe Cook, 'Bringing Cider to the Table' on 8 October, and 'Beyond Cider' on 22 October*
- *The presentation of CAMRA's Pomona Award, taking place on 16 October*
- *The launch of the Cider Duty reform campaign with Gabe Cook, taking place from 18 October once Parliament returns from recess. This will include lobbying and support from CAMRA members, as well as a social media takeover*

Nik Antona, CAMRA National Chairman said: "I am delighted that we are finally able to return to in person events this Cider Month. We have plenty of content for cider and perry lovers to enjoy, and people will also be able to get out and attend events with their branches or local communities, and support local pubs. I hope cider lovers enjoy following our content crawl timeline, and perhaps even find a new favourite tipple to recommend.

"This year, we are also taking the opportunity to partner with Gabe Cook and launch our Cider Duty reform campaign. We want to see changes to cider duty that mean fairer cider taxes, support for producers and that ensure consumers are getting the highest quality real products. Visit our website to learn more!"

CAMRA supports and campaigns for cider and perry throughout the year, and spotlights them with celebrations twice a year. These are in October and May, during which time local CAMRA branches organise cider and perry events across the country. October was chosen as it is an extremely busy time for cider makers when production is in full flow and fruit is being harvested, milled, pressed and stored for fermentation.

Unlike real ale production, which can happen at any time of the year, real cider and perry is generally a seasonal, sustainable product as it can only be made when the fruit is ripe. Production is tied to a natural cycle of the apple and perry pear trees found in traditional, biodiverse orchards around the country.

Find CAMRA's Cider Month timeline here: https://camra.org.uk/beer-and-cider/cider/cider-and-perry-months/

Business Confidence Recovering, But Challenges Keep Hospitality Fragile

Seven in 10 (70%) restaurant, pub and bar leaders feel optimistic about their businesses' prospects for the next 12 months, the third-quarter Business Confidence Survey from CGA and Fourth reveals—but mounting costs and debts mean many firms remain vulnerable.

The confidence level represents a drop of 13 percentage points from the second-quarter survey—when optimism was inflated by the reopening of hospitality venues for the first time in 2021—but is the second-highest figure since the May 2018 edition of the poll. Nearly three in five (58%) leaders meanwhile feel optimistic about prospects for the general market over the next 12 months.

The survey has several more positive indicators, including:

- *Just over two thirds (69%) of businesses are currently trading at a profit—more than four times the 16% who were doing so three months ago*
- *Two in five (39%) leaders say they are performing ahead of expectations, compared to 23% trading below expectations and 38% in line*
- *Seven in 10 (70%) businesses have opened all the sites in their estate, and 92% have opened at least nine-tenths of their venues.*

However, the Business Confidence Survey also highlights concerns about hospitality's outlook and the need for continued government support. More than four in five business leaders would like to see a VAT reduction extended beyond March 2022 (84%), business rates reform (81%) and business rates relief in 2022/23 (81%), and over two thirds (71%) support measures to address labour shortages in hospitality and the supply chain.

Karl Chessell, CGA's director – hospitality operators and food, EMEA, said: "It's encouraging to see such strong levels of confidence in hospitality leadership, especially given the turmoil of the last 18 months and the many cost and logistical pressures facing businesses at the moment. Many operators enter the autumn on the back of strong August sales, and momentum is building in consumer confidence and spending. But the damage that COVID-19 has wreaked on the sector will be felt for years to come, and with debt repayments and tax rises ahead, profits are going to be needed for months to come if businesses' finances are to be secured. Firms remain in need of support on their tax burdens, labour shortages and much more, but with the right backing hospitality is well placed to power the UK's economy as it builds back from the pandemic."

The latest Business Confidence Survey from CGA and Fourth also highlights the integral role of technology in hospitality's restart this year. Well over nine in 10 leaders say tech has been fundamental (44%) or helpful (50%) to their return, and nearly half (47%) have improved their view of it. New digital solutions are here to stay, leaders think, with two in three (65%) planning to use them more than they did before the pandemic, compared to just 1% who will use new tech less.

Sebastien Sepierre, managing director – EMEA, Fourth, said: "The ongoing rise in confidence throughout the sector is, of course, very welcome indeed, although the road ahead is still shrouded in a veil of uncertainty. The ongoing staffing and supply chain issues are continuing to heavily impact business performance and it remains unclear how long these challenges are going to ravage the sector. What is clear, however, is that the digital transformation journey is set to continue across the industry, helping businesses streamline, perform better and drive efficiencies. We'll be continuing to work hand-in-hand with hospitality operators to help them harness the power of technology to tackle the myriad workforce challenges as we negotiate this crucial trading period."

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Pub and Bar Market To Grow +63% To £14.8bn, with Full Recovery Expected by 2024

According to the new Lumina Intelligence UK Pub & Bar Market Report 2021, the UK pub and bar market is set to grow +63% in 2021, to a value of £14.8bn. This follows a catastrophic 2020, which saw the coronavirus pandemic wipe £13.9bn or -61% off the value of the market.

UK pub and bar market to recover to 64% of its pre-pandemic value in 2021

The £14.8bn that the market will be valued at by the end of 2021 is a recovery to 64% of the £23.0bn that the UK pub and bar market was worth before the coronavirus pandemic started.

A dampened start to 2021 with a national lockdown and restrictions on trading until July will hamper the sectors ability for a faster recovery. However, managed, branded and franchised pubs are set for the strongest recovery (+64%) in 2021, with a greater proportion of sites able to capitalise on delivery and takeaway opportunities in the first half of the year.

TOP 10 PUB GROUPS SET TO SEE -57.8% TURNOVER DECLINE IN FY 2021

The top 10 pub groups by turnover are expected to see considerable turnover decline in their 2020/21 financial years, led by closures and trading restrictions across the period. Whitbread, Marston's and Mitchells & Butlers are among those seeing the largest turnover decline in FY 2021.

In contrast, outlet growth among the largest pub groups by outlets is expected to be +1.6%, with Admiral Taverns adding 674 pubs to its estate through its acquisition of Hawthorn.

2 IN 5 PUB VISITS ARE FOR DRINKS ONLY

Drinks only occasions are vastly more important to pubs than the average hospitality channel – accounting for 42% of visits. Dinner is the most important meal, accounting for 24% of all pub and bar occasions. Pubs can capitalise on the dinner day part by offering dinner and drink deals to encourage customers on a drink only mission to also purchase a meal.

Lunch accounts for 22% and breakfast 3% of total occasions, however, there is an opportunity to boost breakfast and lunch sales through "work from home" lunch and Wi Fi deals, which many pub and bar operators have introduced over the past 18 months.

OVER A THIRD WOULD LIKE TO KEEP USING DIGITAL IN PUBS

34% of consumers agree with the statement, ""I have been using QR codes and mobile app ordering and payments technology and would like to keep using them in the future". This rises to 38% for 18-24 year-olds and 45% for 35-34 year-olds.

44% agree that "using a mobile app/QR code to order from the table in pubs and bars is more convenient than ordering at the bar from staff" and 45% agree that it "is faster than ordering at the bar".

FULL MARKET RECOVERY EXPECTED BY 2024

By 2024, the UK pub and bar market will have recovered to and exceeded its 2019 market value. Year-on-year, the total UK pub market is expected to grow by +51.8% in 2022, reaching a value of £22.4 billion. Thereafter growth will stabilise at around the 2% mark ahead of reaching a value of £23.4bn in 2024.

Commenting on the results, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: "Despite a catastrophic last 18 months, the UK's love affair with pubs remains intact and will see the market not only fully recover by 2024, but also outpace value growth in the total eating out market."

"The legacies of the pandemic present significant opportunities to operators and will remain key to market recovery. Delivery accounted for 50% of pub/bar occasions during lockdown and offers operators the chance to broaden its consumer base. The adoption of digital has resulted in a quicker, more seamless customer journey, which many customers are now used to and prefer. As well as offering a better experience, digital ordering and payment gives operators access to valuable data that allows them to understand their customers better.

Top Five Trends To Watch In The Spirits and Wine Sector Over 2021/2022

Disruptions in supply chains, crop damage as a result of climate change, and a shift in consumer attitudes towards drinking are set to shape new trends and consumption habits in spirits and wine over the coming years, supporting steady growth, according to GlobalData. who expects the market to increase at a compound annual growth rate (CAGR) of 1.2% by 2026.

Holly Inglis, Beverages Analyst at GlobalData, explains how these factors are driving new innovations: "Health consciousness and sustainability, sprinkled with a pinch of indulgence, are set to drive many innovations this year, as consumers look for products' that align with their personal values without compromising on taste.

"In GlobalData's Q2 2021 consumer survey, 34% of global consumers stated that they find sustainably/ethically sourced ingredients very appealing, highlighting an innovation opportunity for beverage producers."

Inglis highlights the top five trends that will shape the spirits and wine sector over 2021/22:

LOW/NO ABV

"Already established in the beer sector, low or no ABV are now taking shape in spirits and wine. Although hard seltzers benefited from this trend recently, Boston Beer reported that hard seltzer growth diminished, meaning the company had to revise its full year growth forecasts – perhaps suggesting a slowdown in the previously booming category.

"That said, 'moderation' is still a winning trend, as consumers look for lower/no ABV variations of their favorite drinks. Innovations witnessed so far in 2021 have included Street Hard Seltzer in Russia, Desperado's virgin 0.0% mojito beer in France and Svami Zero Proof non-alcoholic pink gin and tonic in India."



CBD INFUSION

"Two companies have recently leveraged experimental and health trends in one unique launch. Spirit's producer, Amass, has recently paired THC and CBD-infused with zero ABV spirit, highlighting a modern take on what was once considered a taboo. In Poland, CBD beer launches from Browar Miejski Gloger Sp. Z o. O have also been witnessed, though in GlobalData's Q2 21 consumer survey, only 15% of global consumers stated that novel/unusual flavors were opted for in alcoholic drinks, positioning this as more of an emerging trend."

BETTER-FOR-YOU WINE

"Consumers are increasingly demanding sustainable and healthier alternatives to traditional products, and often this is achieved via certifications such as organic. Regarding wine, this refers to organic, biodynamic, or sustainable, all of which have their own certification boards and regulations. GlobalData's Q3 2021 survey reveals that 55% and 40% of global consumers find natural and organic claims to be very appealing, respectively. In Chile, Miguel Torres Las Mulas brand launched an organic sparkling wine, appealing to eco-conscious consumers, though launches of this nature also connote a premium."

HARD TEA

"Following the immense success of hard seltzers, manufacturers are now looking to new cross-category innovations. Hard tea leverages a popular non-alcoholic beverage choice – with a twist. Producers are able to combine novel alcoholic blends with a tea base to create a unique offering, which is likely to appeal to younger-age consumers. Take Bully Boy's Italian Iced Tea brand, which combines aperol spritz tastes with iced/rtd tea flavors, with a 7% ABV content."

PORTION CONTROL CANS

"The can format primarily came into play as part of the on-the-go trend. However, since the pandemic and subsequent slowdown of many people's lives, canned wines and spirits have co-opted a different space – that of portion control. Cans provide an accessible and affordable way to both count calories and consumption of alcohol units. In GlobalData's Q2 2021 survey, 33% of global consumers stated that they are actively trying to reduce their consumption of calories, with a further 38% highlighting they are trying to reduce sugar consumption. This denotes not only a move away from high ABV count, but other less than healthy ingredients too."

WestKing Culinary and Hospitality Graduates Celebrate with a Bang

Chef and hospitality graduates marched past cheering students banging pots and pans as they celebrated their success at Westminster Kingsway College.

Around 200 students and apprentices donned in mortar boards and gowns were awarded in front of teachers, staff, parents and guests at ceremonies at the college's Victoria Centre.

They received diplomas for completing courses and apprenticeship training in culinary arts, kitchen and larder, hospitality and events, patisserie and restaurant service.

Both the classes of 2021 and 2020 were honoured at separate ceremonies after last year's graduation was cancelled because of the COVID pandemic.

Scrolls were presented by Assistant Principal Terry Tinton, Paul Jervis, Head of School for Hospitality and Culinary Arts and Sharon Barry, Head of School for Hospitality Apprenticeships.

Awards were also presented to the best and most improved graduates of 2021 including the Student of the Year on Professional Chef, Pastry Chef and Restaurant Service diplomas.



Daniela Prela, 21, won the Professional Chef Diploma Student of the Year award and has been working at The Ritz London for the past two months.

She said: "I've taken so much from my time at WestKing. Every day I am using skills and bits of knowledge I've learned at college. I was edging towards university, but it wasn't where my heart was and I'm glad I took this route. It was definitely the right decision."

The ceremonies saw professional chefs Ben Purton, Daniel Ayton, Selin Kiazim, Ben Murphy and Andrew Wong each receive an Honorary Fellowship of Westminster Kingsway College.

The tradition of banging pots and pans was introduced by Deputy Executive Principal Gary Hunter when he was Head of School as a way of welcoming graduates into the alumni.

Speaking at both ceremonies, he said: "To all our graduates I would like to convey my warmest congratulations on what is a brilliant personal achievement. I hope that you have fully enjoyed your time at the college and will profit from your experience and training here in the years to come."

See the advert on page 17 for more information about Westminster Kingsway College

British free range liquid egg



Range Farm Liquid Egg products are produced from fresh free range, British eggs. Available as Whole Egg, Egg Whites and Yolk supplied in pallecons, BIB and cartons. To start cooking with ease, call **01249 732221** or email **Adrian.Blyth@stonegate.co.uk**



We want you to know we're always here
for pub, bar, brewery, wine and spirits people,
through good times and bad.

If you'd like to talk just call **0808 801 0550**
or visit **licensedtradecharity.org.uk**

LICENSED TRADE CHARITY

Helping Licensed Trade People

PUB • BAR • BREWERY • WINE • SPIRITS

Future of Pubs Hang In The Balance As Recovery Is Derailed By Escalating Costs

The latest member insight report from the British Institute of Innkeeping (BII) highlights the fragile state of our nations' pubs. Their recovery is being undermined by the combination of summer trading below 2019 levels, rapidly escalating costs and increasing taxation.

84% of member's pubs' summer trading was below levels in 2019, with 54% trading below 75%.

The majority of the BII's members, operating single pubs in every community across the UK, will at best be breaking even moving forward. Revenues remain below 2019 levels, the cost of food and drink is rapidly escalating, wages are having to be significantly increased to attract and retain staff with taxation also rising as Government support falls away.

The impact of closure and severe restrictions over the last twelve months has left pubs with an average pandemic specific debt of over £50,000 which will now take over 4 years to pay back. With 1 in 4 also having insufficient funds to keep up with outgoing costs. The fragility of these small, independently run businesses will significantly undermine their ability to be at the heart of the economic recovery.

Already, 1 in 2 operators will not invest any money into their businesses in the next twelve months due to both lack of funds and levels of existing debt.

Pubs are facing a wall of rapidly escalating costs in all areas of their businesses;

- *76% are paying higher wages to attract and retain staff with 70% of these paying at least nearly three times the rate of inflation*
- *2 in 3 pubs are seeing over 10% increases in food costs*
- *1 in 3 pubs are seeing over 10% increases in drinks costs*
- *1 in 2 have utility costs increasing over 10%*

Operational challenges are also significant with 61% not being able to recruit enough staff to keep up with their workload, 33% experiencing no-shows and supply issues, leaving 72% of pubs running out of core lines in their food and drink offering.

Steven Alton, BII CEO commented:

"The Government has now formally recognised the significant economic, employment and social value of our members' pubs with the recent launch of the Hospitality Strategy. This insight from our membership clearly shows that further investment will be required by Government to safeguard the future of our nations' pubs and enable them to be at the heart of the economic recovery. Our members will need trading support over the coming months and years in three key areas; a full business rates holiday for England alongside a fundamental reform of the rates system, an extension of a reduced rate of VAT for our sector and a rapid introduction of a duty cut for draught products served in pubs, to both support them and the local brewers that are dependent upon them.

"If Government do not recognise the support that is desperately needed by our fragile small businesses in the coming weeks and months, there is a very real danger of widespread business failure in our sector. I have this afternoon written to the Chancellor and the Secretary of State for BEIS, highlighting not only the stark realities for our members, but also the immediate need for these three key areas of ongoing support to be urgently addressed."

The Impeccable Pig Named AA Inn Of The Year 2021

ONE of County Durham's most unique venues is celebrating more than just its birthday, after scooping a top hospitality honour.

The Impeccable Pig, at Sedgefield is known for its eclectic décor and luxury accommodation, with rooms featuring hot tubs and an outdoor sauna.

And the site's efforts have not gone unnoticed by leading hospitality standards agency, AA – which celebrates the very best in guest accommodation – with the venue taking home the title of AA Inn of the Year 2021 at this year's AA Bed and Breakfast Awards.

This is the first time a venue in the North East has received the accolade and Pierre Bertolotti, general manager at The Impeccable Pig, is delighted to have been recognised with the prestigious award.

"It's fantastic to be named AA Inn of the Year 2021, especially at a time which has been such a challenge for all those in the industry," he said.



"Everyone at the venue prides themselves on going above and beyond to provide the best possible guest experience, so it's brilliant to have our efforts validated by such an esteemed organisation."

Simon Numphud FIH, Managing Director, AA Hotel & Hospitality Services said: "Congratulations to the Impeccable Pig on winning the AA Inn of the Year award.

"This inn is full of character and has so much to commend it, including the subtly themed rooms, all of which feature a freestanding copper and nickel bath.

"The AA Rosette quality food features pub classics that allow the kitchen team to showcase their skills and the hospitality offered across the inn excels in every respect."



Products and Services

Gunner Saint - The Drink with Heritage



Drawing upon a rich heritage, with a recipe that dates back to 1842, the Gunner Saint non-alcoholic cocktail is a truly fresh and energising drink, which we are proud to say is also made in the UK.

Conducting our own market research earlier this year we found that 18% of UK adults have increased their consumption of NoLo drinks over the last 12 months, with over a quarter of respondents stating they would happily swap more than 50% of their alcohol consumption with NoLo alternatives. Results which corresponded with the recent growth of the sector in UK and international drinks markets.

Following the success of our existing draught solution we have now launched the new Gunner in a can, which has been welcomed by customers across the hospitality sector.

The Gunner Saint, both draught and in the can is made to THE original recipe using all natural ingredients.

A cocktail of ginger, aromatic bitters and a twist of lime, the Gunner Saint provides a refreshing and restorative drink which can be enjoyed as a stand-alone mocktail, or if you want something stronger as an alternative refreshing mixer.

We have even created some ideas of how to mix yours on our website.

By listening to the needs of our stockists the Gunner Saint is in a slimline can, providing convenience and sustainability for use within the hospitality sector. Plus, it is made and canned here in the UK, avoiding any supply issues as recently experienced by some mixer brands.

The Gunner Saint is a great tasting, long, non-alcoholic drink with a grown-up kick.



Best served over ice, it provides as much refreshment today as it did back in 1842.

Why not find out for yourself.

www.gunnerscocktails.co.uk

info@gunnerscocktails.co.uk

Or see the advert on page 5.

Staff Problem Solved!

We've previously talked about the importance of Pub Banners to get your deals and promotions noticed, but with great deals on offer by HFE Signs, can we use their products in other ways?

The answer is certainly yes! HFE Signs print everything to order and with banner deals such as buy 2 get 3rd free you should really be putting your imagination to work. Remember the 'sky is the limit' and anything you like can be printed to promote the offers you are currently running or planning in the future.



Over the past months our industry has seen a rapid change from closure to re-opening to rushed off our feet and as a result it has been incredibly difficult to manage staffing to cater for the quick change in demand – You will be surprised how effective a simple 'Recruiting Now' banner will solve this issue for you. The added flexibility of being able to use your banner over and over again means it is the perfect way to recruit staff quickly.

HFE don't only print Pub Banners, they print banners for any purpose and cover all market sectors ranging from Birthday Banners to Solicitors or Accountants to Engineers and Schools to Construction Safety.

With various online categories it is worth looking to get some ideas on new promotions or help you plan some future events and if you only need two printed banners you could even donate your third free banner to your local school? Schools are always on a tight budget and free school banners would be greatly received by any schools!

For more information visit **www.hfe-signs.co.uk** today!

Super Quick, Free Range, Super Easy

Range Farm Liquid Egg products are ready to use, easy to handle, and provide convenience for those working in foodservice. All products are free range, 100% pasteurised and meet British Lion standards. Available in Whole Egg, Egg Whites and Yolks, with no product waste or mess - all your eggs in one carton!

Range Farm Free Range Hens are free to roam and forage in the natural environment. Freshly laid, our eggs are processed at our state-of-the-art facility in Wiltshire and dispatched to customers in our fleet of refrigerated vehicles ensuring they arrive perfect and ready to use.



Range Farm Liquid Egg is sourced from 100% UK based farms so quality and continuity of supply is guaranteed. We are also conscious of our environmental responsibilities so please be assured that our cartons are recyclable.

We provide a range of sizes and packaging according to the needs of our customers, with all Range Farm Liquid Egg products available in pallecons, BIB and cartons. To start cooking with ease and find out how we can meet your requirements, call 01249 732221 or email Adrian.Blyth@stonegate.co.uk

See the advert on page 25.

WTTB – Print Ordering Made Easy...



To take liberties with a popular phrase, "no business is an island."

To succeed there are so many other factors to take into consideration, which is why it's important to ensure that you have reliable, cost effective and professional suppliers in your corner.

WTTB is one such ally, so much so that we don't see ourselves as service to your business but rather an extension of it.

Our print on demand and up-to-the-minute technology means that we can provide everything you need for your offline marketing – from banners to flyers to signage and all points in between.

Through our state-of-the-art site you can manage your print requirements seamlessly and easily, with a fast turn around time. And although we're a digital service, we're there every step of the way to give you our support or answer any queries.

Our products are suitable for an endless range of sectors and particularly for hospitality.

From information packs to menus, from promotional materials to vouchers and loyalty cards – we're about producing everything your business needs to keep your existing customers happy and to help you win new ones.

We have a long and strong track record in helping boost our customers' bottom line with endless solutions to help you get your business noticed and keep it front of mind.

Print is an essential tool for any successful business so find out what we can do for you by visiting **www.wherethetradebuys.co.uk**

See the advert on page 10 for details.

Shanty Spirit



This evocative small batch Organic Botanical Vodka offers you an experience like no other.

An expertly crafted intricate blend of five hand-foraged organic British seaweeds create stunning undercurrents of Umami flavour. This subtle depth of flavour is further enhanced by ripples of Wasabi, Galangal, Yuzu, Bergamot and Sea Buckthorn dancing on the surface.

Each Botanical isseparately vacuum distilled to extract and retain the freshness that nature intended. Finally we add a pinch of Dorset sea salt to remineralise the purest of water with which the spirit is cut.

Let your taste buds take the plunge and transport yourself directly to the water's edge. As well as being enjoyed as a "Sipping Vodka" or a "Shanty on the Rocks",

Shanty Seaweed Botanical Vodka breathes new life and adds delicious dimensions to some old classics. It also pairs beautifully with seafood.

SHANTY MARY

50ml Shanty Seaweed Botanical Vodka, 125ml tomato juice, 5ml lemon juice, pinch of sea salt, pinch of white pepper, 4 drops of Green Tobasco, 2 dashes Worcester Sauce, Seaweed powder.

Pour all ingredients into tall glass with ice, mix. Garnish with celery and lemon wedge.

contact@shantyspirit.com
(+44) 7979-237-649
Facebook- @shantyspirits
Insta- @shantyspirit
www.shantyspirit.com

See the advert on page 11.

Tyrrells Launches 'Pub Classic' Flavour and Pledges £50k Donation to British Pubs

Continued support of the Licensed Trade Charity with new on-pack promotion



KP Snacks, the no.1 supplier of Bagged Snacks in pubs and bars[1], and its premium snack brand Tyrrells, have announced the launch of an exciting new flavour alongside a promotional campaign supporting the Licensed Trade Charity (LTC).

From September to November, 2 million special edition packs of Tyrrells crisps will be on sale, with Tyrrells donating £50,000 to the LTC from sales generated. Running for the second year in a row, the campaign looks to help the On Trade Channel recover from the pandemic by supporting the LTC which provides essential help across the industry, from financial hardship to mental health.

The nationwide initiative will run across three of the most popular Tyrrells flavours: Lightly Sea Salted, Mature Cheddar & Chive, and Sea Salt & Cider Vinegar in 40g singles format, as well as a new product, Tyrrells British Beef & Ale.

Designed to be the perfect accompaniment to your chosen drink, Tyrrells British Beef & Ale crisps provide consumers with a favourite pub classic in a delicious snack form. With consumer preference for meaty flavours in crisps and snacks growing[2], the new product is set to catch the attention of pub-goers looking for a snack.

Beth Minch, Marketing Manager at Tyrrells says: "Tyrrells is a premium snack brand which provides hand-cooked crisps in a range of delicious flavours. As we launch this year's campaign to support pubs and bars, we are excited to also be introducing the new Tyrrells British Beef & Ale flavour, which was created with pubs in mind.

"We are incredibly proud to be supporting the LTC for a second year. As a brand, we are committed to supporting further recovery of pubs and bars after such difficult times. We are eager to see pubs get fully back on their feet and are thrilled to be able to contribute to the valuable work of the LTC."

Commenting on the partnership, Paula Smith, Head of Marketing, LTC said: "We're so pleased to be collaborating with Tyrrells on this campaign and for the valuable funds to help pub people all over the UK".

Taste and quality is at the heart of the Tyrrells offering and its authentic English heritage attracts consumers all over the UK, and internationally too. With a £55.4m RSV and growing at +10.2%[3], Tyrrells products are currently purchased by over 5.5m households, with its main shoppers falling within the 45yr+ ABC1 category.[4] It is the UK's No.1 vegetable crisp brand and the No.2 hand cooked crisp and has 86 Great Taste Awards across its portfolio.

See the advert on page 23 for further details.

1 Kantar OOH Panel 52 w/e 27 December 2020 - Pubs and Bars
2 Nielsen Scantrack Tot Covg,Value sales MAT 18.04.2020
3 Nielsen Scantrack 17.07.2021
4 Kantar WPO 14.06.20

Giving Presentation Some Recognition



It's well known that the presentation of a dish can have a significant impact on a diner's perception. Not only can a well-presented plate of food intensify anticipation, it also encourages diners to believe ingredients are of a higher quality and prepared by a more experienced chef. However, it's not just food that catches the diner's eye, consumers repeatedly tell us that the use of customized items such as branded greaseproof paper encourages them to rate a venue as more professional, longer established and raises their expectations of the food they'll eat.

In our increasingly visual society first impressions matter more than ever as consumers demand that all important wow factor. Thanks to social media, every customer is promoted to food critic and their experiences are out there for the world to see - positive or negative.

Take a scroll through Instagram and chances are you'll spot a food photo. With more than 500 million posts tagged #food or #drinks, food and beverage photos are some of the most popular content on Instagram and it's important businesses capitalize on this trend.

With each dish served it's likely that customers are posting images on social platforms, with or without your interaction. Where food presentations include your logo, such as those served alongside branded greaseproof paper, customer images are automatically branded. Not only do you ensure your skills are credited to your business, you utilise existing customers to upsell your restaurant to their social media network.

For customers opting for take-out, presentation matters too and for this packaging plays a huge role. Packaging design allows businesses to communicate with their audience and the unboxing experience becomes a fundamental part of your customers' sensory buying experience. Adding intentionally branded touchpoints such as branded greaseproof paper elevates both the look and feel of a product and helps create that sense of anticipation and value which consumers desire. More importantly it ensures an experience that consumers want to repeat and can't wait to tell their friends about.

Visit **www.printedgreaseproof.com** or see the advert on page 17.

Products and Services

Thrill Sanitation from Steelite

Thrill International glass chillers are professional tools that cool and sanitise glassware. With hygiene more of a focus than ever before, the Thrill machine kills up to 88% of the bacteria found on glassware in seconds. Using carbon dioxide to chill and sanatise the glass, the bartender simply pops the glass over the Thrill dispenser, which blasts CO2 into it for a few seconds.



These brilliant machines not only add drama to the bar, but keep drinks cooler for longer, neither watering down nor altering the flavour and aroma of beverages. The chiller can be used with all glass types, making it ideal for establishments that serve cocktails, beer and chilled wine.

The new Thrill Vortex TAP glass chiller revolutionises the bar mat concept. This new professional barman tool offers functionality at the highest levels and a unique design with a two-tone finish: satin structure and matte black grid.

Thanks to a low and elongated design, the new Vortex TAP CO2 glass chiller is ideal for Flair Bartenders and the most demanding Mixologists who can prepare cocktails using a large and reliable workspace, always clean and with integrated glass froster system.

The rectangular shape and the large grid with liquid collector allow Vortex TAP to be used also as beer glasses and mugs sanitizing tool.

Visit **www.steelite.com** or see the advert on pag 9 for further details.

K Fee UK Introduces Affordable, Low Maintenance, All In One Capsule Coffee Machines



K Fee UK are part of the family owned Kruger Group and pride themselves in offering affordable all in one capsule coffee machines and coffee accessories for your pleasure and enjoyment. The coffee machines are compact, easy to operate, low maintenance and, where cost is a major consideration, great value for money. Prices start from only £99.00 for the K-Fee One and include a 2 year swap out warranty.

K – Fee are also explorers and connoisseurs, seeking out and sourcing the finest coffees from around the world. Driven by a passion for coffee, they experiment with new roasts and blends to develop flavours that reflect the latest trends in the coffee market. Their Mr & Mrs Mill coffee capsules, hand-picked coffee beans from the world's best growing areas are used, gently roasted and ground. As soon as the capsules have been filled, they are given a seal to preserve their freshness and full aroma.

Furthermore, all their coffee is UTZ certified as they are committed to using resource-saving production and helping develop better living conditions for farmers. They have also partnered up with myclimate to help compensate our CO2 emissions and reduce greenhouse gasses locally and regionally, but also make a positive contribution to sustainable development.

Contact: K-Fee-enquiries@Kruger-uk.com
Tel: 0161 527 7359
Website: https://www.k-fee.co.uk/

See the advert on the back cover for further details.

The Power of Scent

At Scentworks we offer a substantial range of essential oils, fragrance oils and formulations of both to suit all environments and needs whether it is for communal areas, washrooms, waste areas, offices, personal rooms, entrances etc. Our oils are all manufactured within the UK and are all IFRA controlled and compliant.

Our scent diffusion equipment is discreet but also stylish, very quiet and very low maintenance, requiring only 1-2 service visits per year on self-replenished units which helps to keep costs to a minimum, from as little £1 per day.



We have a selection of scent diffusion equipment with a wide range of coverage from small tabletop units suitable for an office environment, floor or wall mounted options for medium sized areas and up to larger units that connect directly to an air conditioning system above a roof void. All our scent diffusion equipment is programmable, which means that once set up you can just enjoy the fragrance not having to worry about switching the machine off as it will happen automatically.

We offer a wide range of pricing solutions, whether this would be renting or purchasing of equipment along with fragrance and equipment packages, we are totally flexible to suit your requirements.

Visit **www.scentworkssolutions.com** or see the advert on page 14.

Top Restaurants Enjoying The 'Purest Water' On Tap

The importance of great tasting, pure water – and the role it can play in the dining experience – is well recognised within the restaurant industry. Yet, whilst water filters for the home have been around for a long time, hospitality businesses have only recently begun to embrace premium filtered water.

Nordaq is leading the way, with a unique and patented water filter system, developed in Sweden, capable of delivering the purest drinking water – with a taste and quality that is unrivalled. It does this by filtering out all impurities and undesirable flavours within local tap water, whilst retaining natural salts and minerals.



World-renowned chef, Heston Blumenthal, who has introduced Nordaq to several of his UK venues, including the famous Fat Duck, says: "Attention to detail is something that we have always looked at in all of our restaurants. An eating experience is beyond the food we eat … Nordaq's technology offered us exactly what we were looking for."

Nordaq's purity exceeds even that of bottled water because it doesn't require the preservatives necessary for a practical shelf life. Instead, a venue can produce this incredible water – both still and sparkling – on-site, dispensing it straight from a tap into elegant, branded, reusable glass bottles.

Nordaq is now served in over 400 of the world's best hotels and restaurants. They all benefit from Nordaq's unique ability to enhance the taste of food and wine. In addition, the premium filter approach reduces the financial, logistical and environmental burdens that water service typically represents. With all this in mind, it's hard to imagine the future of restaurant water being anything but filtered.

To request your Nordaq experience, contact Peter Smeaton on 01943 609 437, or email enquiries@nordaq.com.

Jura Professional Coffee Machines

During more than 20 years of developing automatic coffee machines, JURA has come up with many innovative technologies that set new standards. These have been incorporated into the entire range and are now the fundamental ingredients for enjoying the perfect cup of coffee. Each machine contains the wealth of knowledge and experience of their engineers. Functions and components have become standards that will delight you with perfect coffee day-in, day-out, cup after cup.



JURA has a range of Professional coffee machines to cater for the smallest to the largest coffee shop, restaurant, pub, or hospitality venue. Top of the range is the GIGA X8 or X8c available with cool controls, fridges, cashless systems, cup warmers and data communicators. Smart Connect is integrated and suggested daily capacity is 200 cups per day. Still with the GIGA range is the GIGA X3 or X3c which has most of the features and accessories of its larger sibling but a smaller daily capacity at 150 cups per day. The X10 and the X8 are models to suite mid-range venues with daily capacities of up to 80 cups per day. Finally, the smallest in the range are the WE6 and WE8, still packed with features but offering daily capacities of 30 coffees each. As you would expect from JURA UK there are price points and packages available on all JURA Professional machines and, of course, all these machines come complete with Smart Connect and J.O.E. the state of the art JURA Operating Experience.

For sales enquiries: **ProfessionalEnquiries@jura.com** or w: **uk.jura.com.** See the advert on page 7.

Keeping Food Hot? We Have All The Answers

First of all, you will want one of our world beating Kanga boxes and a Carbon Heater. You can then keep food hot indefinitely and fully comply with HACCP regulations.



Sounds too good to be true? Well we only supply premium German manufactured products from stock at incredibly low prices. The insulated box manufactured from top quality expanded polypropylene is a dense closed cell insulation material but incredibly light to handle when empty for example the GN insulted box with a 117 mm internal depth only weighs just over a kilo and yet holds a massive 21 lts capacity. Now combine the Kanga box with a Carbon Heater and the magic begins, hot food all the time!

Our range of Carbon heaters offers two voltage options 12 volts for car operation using the cigarette lighter socket or 230 volt mains voltage for internal or external mains use. The big advantage of the Carbon Heaters they are absolutely fool proof just insert them in the bottom of the box turn on and forget, there are no consumer controls the temperature is pre-set at the factory at 75 deg C. The Carbon Heater is very light at only 700 grammes and does not take up much room only being 10mm thick. Dishes can be place on the Carbon Heater straight out of the oven up to 120deg C. Finally quick and easy to clean just wipe over with a damp cloth.

Contact Catering Equipment Limited on Tel: **0121 773 2228** or visit **www.clickonstore.net** or **www.kangaboxuk.com** or see the advert on page 2.

UK On-Trade Gets A Taste Of Bottega's Italian Rainbow

Award Winning Italian wine producer and distiller Bottega, has launched its Accademia Prosecco Rainbow into the UK on-trade market. Having already grown Accademia sales by a huge 166% this year, whilst also securing wide distribution in the off-trade, Bottega looks to continue to grow its distribution by 500% next year.



Sandro Bottega, Founder & Managing Director of Bottega SPA comments; "Following a spike in Rosé Prosecco last year, we think the Prosecco market still has potential to grow. As well as new drinking rituals developed during lockdown, we're finding that drinkers not only want quality, but they want to know the provenance of their drinks, i.e from ground to bottle. Which is why at Bottega, we're proud to showcase our premium Italian taste, whilst also sticking to our roots of bottling in Venetian rainbow glass."

These premium bottles recognise the most celebrated holidays so that hospitality outlets can capitalise on special moments, such as Halloween, Christmas, and Pride. What's more, the Rainbow Collection also gives a nod to the renowned Venice Carnival and its festive atmosphere. Accademia bottles are inspired by the Venetian colourful art expressions which have become synonymous with Italian craftsmanship. Produced in Italy's Treviso area using the traditional Charmat method, the Accademia Prosecco Spumante Doc Brut encloses all the characteristics that made sparkling wines appreciated all over the world: liveliness, elegance and versatility. In each bottle exudes combined flavours of green apple, white peach, citrus fruits, acacia flowers and wisteria. The taste conquers each palate: fresh, light and pleasantly lively, with a good balance between acidity and sugar, make this wine elegant and refined.

Sandro Bottega concludes: "The advantage of our colourful bottles for vendors is a strong shelf impact, differentiating Bottega as a stand-out celebration bottle. We can't wait to see Prosecco drinkers up and down the UK enjoying our colourful Italian-crafted Prosecco as we continue to dine out more and more."

Accademia Rainbow Prosecco DOC is available (off-trade) across the UK RSP £84.99 (mixed case of six bottles).

For the UK distributor of Accademia LEGACY BRANDS, mail: **sales@legacy-brands.co.uk**

Webiste: **www.bottegaspa.com/en/**

See the advert on page 17.

Simply 'Thaw & Serve' with Schulstad Bakery Solutions NEW Danish Pastry Range

Bakery experts, Lantmännen Unibake UK would love as many people as possible to experience the joy of its authentic Schulstad Bakery Solutions products. That's why it has developed a new range of delicious, fully-baked, Thaw and Serve Danish Pastries, enabling operators without an oven to offer their customers a tasty, sweet treat at any time of day. All they have to do is…. thaw and serve.



Now available through Brakes and Bidfood, the new range features traditional favourites including Schulstad Bakery Solutions Maple Pecan Plait and Mini Danish Selection, and provides an incremental sales opportunity for operators to serve pastries throughout the day, with 57% of consumers saying that they choose Danish Pastries as a between-meal treat . Wrapped either individually or in a tray, these easy to serve Danish Pastries are ideal for out-of-home, hospitality and leisure sectors, where operators do not have the facilities to bake fresh and can be enjoyed in house or on the go.

Kate Sykes, Marketing Manager at Lantmännen Unibake, said: "Quality is key to the latest additions in our range, which has been specifically designed to ensure operators are able to extend their offering to provide more variety conveniently, meaning more of them than ever before can include superior sweet pastries as part of their menus. Our new collection of Danishes is fully baked and ready to serve after thawing, allowing caterers without ovens to significantly reduce preparation time, as well as control costs and wastage."

The full range of Schulstad Bakery Solutions Thaw and Serve Danish Pastries consists of individually wrapped classics: Maple Pecan Plait, Vanilla Crème Crown and Apple Crown. The Mini Danish selection offers five indulgent modern favourites in a handy variety pack, including Mini Maple Pecan Plait, Mini Apple Coronet, Mini Cinnamon Swirl, Mini Raspberry Square and Mini Blueberry Square. Plus, to complement the range, Schulstad Bakery Solutions is offering individually wrapped Pain aux Raisins.

Visit **www.schulstadbakerysolutions.co.uk** or see the advert on page 6 for details.

HALLOWEEN AND BONFIRE NIGHT

A "Scarily" Great Opportunity to Increase Sales



> "It's Halloween, everyone's entitled" to one good scare.
> Brackett, Halloween (1978)

It is an understatement to say that hospitality and licensed on trade has had the most difficult period in living memory, and badly needs "lift".

Well, look no further than Halloween and Guy Fawkes night! Two great winter evenings to put some fun and cheer back into the publics lives and the sector.

The good news, "and we could all really do with some good news", is that trade is returning to pre Covid levels. Average drinks sales in the On Premise took another big step back to normality in August, with performance just -5% behind the same period in 2019, according to CGA's Drinks Recovery Tracker. They also revealed that the sector was responsible for 40% of economic growth in the first two quarters of 2021.

EVERYBODY LOVES A THEME!

Halloween and Guy Fawkes nights are totally different requiring their own unique theme but both nights great for packing in the punters. Both very much social occasions, wonderful fun, for adults' families and children and great ways to increase sales.

Due to obvious reasons, our figures are a little out of date, and we are unable to produce figures for Halloween and Guy Fawkes2020, however pre-Covid Halloween and Bonfire Night have proved to be lucrative sales opportunities with spirits in particular seeing strong growth.

Halloween 2019 saw spirit sales rise by 11% the previous year, and a survey by CGA revealed that, "Halloween spikes spirit sales by 57%, with vodka, liqueurs and speciality drinks being the most popular drinks for spook night".

The research also revealed that Halloween is proving to be one of Britain's most popular evenings, 21% of consumers left their homes for a ghostly evening out in 2018 and only Christmas eve and New Year's Eve were more popular.

Halloween is also popular with the 18 to 24 age bracket, and of those going celebrating Halloween are likely to be female. "Our research reveals that the majority of participants have white-collar jobs and higher monthly spend on eating and drinking out, £125 compared to the average £107. These are consumers that enter the spirit of Halloween with cash in their pockets, so it's a great opportunity particularly for pub and bar operators to get the atmosphere and offer right" said Rachel Weller, Director of Consumer Research and Marketing at CGA.

Halloween provides a perfect opportunity for the on-trade to develop the kind of experience-led nights out that consumers increasingly demand. Beyond drinks and food, themed evenings, games, immersive storytelling and virtual reality activities can all create USPs in this competitive market.

With four in five (84%) consumers on a night out now uploading photos to social media, the fancy dress aspect of Halloween is a great chance to get brand exposure too. That, though, can only be achieved if pubs, bars and drinks brands deliver the all-important 'Instagrammability'—environments and activations that encourage drinkers to take and share their snaps.

It all adds up to a very lucrative opportunity for operators and drinks suppliers alike, but with such a narrow window of opportunity, the planning and executing of strategies havesto be sharp.

While bonfire night has always been a popular on trade event Halloween tended to be largely ignored at worst or given "lip service at best".



When it came to Bonfire night last year, UK consumers spent £316m, up 2% from £310m in 2017, according to new research. Last year almost two in five (38%) Brits shelled out on products for Bonfire Night.

As fireworks take centre stage on Bonfire Night, they account for the largest share (50%) of spend, with Brits burning through £155 million worth of bangers, rockets and Catherine Wheels in 2019. Other major areas of spend include food/drink (valued at £62 million) and sweets/chocolates (valued at £39 million).

Overall, as many as three quarters (74%) of Brits say they enjoy attending public Bonfire Night events. But while Brits clearly love the thrill of the celebration, a cautious 46% of Bonfire Night purchasers say that safety concerns put them off hosting a Bonfire Night party, rising to half of women (49%), with people seeking a planned and organised event as a safer option. "As the smallest of the Autumn/Winter seasonal events, Bonfire Night presents a growing opportunity for the retail market. With continued uncertainty surrounding the UK economy, today's consumers are happier to spend on experiences. Bonfire Night is enjoyed as an event, with many people going to a public Bonfire Night display. There is a definite opportunity for food & drink retailers to combine a Bonfire Night and food event, as, apart from fireworks, food is the main product purchased for the event.

These two events are less than a week apart, and in an age where analysts say that less people are making their visit to the pub, more time and effort spent in creating a unique themed evening one that cannot be replicated in the home will see revellers descend in large numbers, family, friends, work colleagues, there are many ways to create a unique celebration, an opportunity to stand out and attract custom.

Nicola Randall, Senior Marketing Manager, Brothers Drinks Co said: "Halloween is a key calendar moment for operators, and marks the beginning of winter festivities and social occasions as we head into the Christmas season. Halloween, as the second biggest drinking occasion behind New Year's Eve, is a huge opportunity to drive sales, capitalise on the first major occasion since 'Freedom Day' and kickstart a successful festive trading period."

"Halloween brings a real sense of occasion, with fancy dress a staple of the event and is extremely popular amongst younger demographics. A well curated drinks offer along with decorations and staff in fancy dress can help create a great atmosphere and immersive experience. Unique and interesting flavours are key in enticing younger demographics, and fruit ciders and the innovation seen in this segment are highly relevant to this audience."

"42% cider drinkers express an interest in more unique flavours and this rises to 49% amongst women and 48% amongst 25-54s. Additionally, 58% of gen z and millennials typically choose unusual, new or trendy flavours and Brothers' Toffee Apple Cider - a consumer favourite at Halloween - is perfectly placed to capitalise on consumer desires for something different this Halloween. A delicious blend of cream soda and smouldering toffee with a rich creamy finish, it's a flavour that will 'flood the senses' with an unmistakeable sticky and sweet Toffee Apple everyone has enjoyed at Halloween and should be a key part of any operators' range during the autumn and winter months."

THE GREAT OUTDOORS

The Covid pandemic has ushered in a new era of socializing outdoors. Pubs, bars, and restaurants have heavily invested in alfresco facilities. Earlier this year the government extended scheme that allows bars and restaurants to set up tables and chairs outside on public highways by 12 months.

"There's been quite a lot of investment in shelters, marquees, patio heaters and so on to make outdoors eating and drinking more appealing," said Kate Nicholls, chief executive of UK Hospitality."

Halloween and bonfire night are both ideal for catering outdoors. Whether you're holding a Halloween Fright Fest or a Fireworks Spectacular, tasty German products make the ideal choice for all, says Gorg Braese of the "Sausageman". We have has been supplying foodservice customers wholesale for over fifteen years in the UK. You can find The Sausage Man products being served at restaurants, major festivals and events, as well as at venues of all sizes across the UK, and these two busy events are ideal for barbecued sausages. When it comes to hearty foods roasted over an open flame, there is little—maybe even nothing—that can compete with the mighty sausage.

Whether speared with a shaved branch or sizzling in a skillet over a barbecue fire, they are the meaty symbol of campfire cookouts, and The Sausage Man is here to deliver a mouth-watering selection of the champions.

The Sausage Man imports sausage, beers and spirits – as well as plenty of other speciality foods – from suppliers all over Germany. With the widest possible selection, The Sausage Man delivers premium quality products directly to your door.

IT'S ALL IN THE PLANNING

Get the message out now, market yourself! Are you displaying posters? Menu cards? Have you devised the menu for food and drink? Have you organised any prizes for best costume? Are you organising fun activities such as ghost walks, a murder mystery or a horror show, or a Halloween and Guy Fawkes themed quiz night? Or have you lined up any other entertainment?

Have you put the events on your website? Are you taking advantage of social media? Great opportunities to get the message out. Can you tie the event up with a local cause? Raising funds for a charity, school, care home, we all love events with that feelgood factor of benefiting others.

TOP TIPS TO BOOST YOUR HALLOWEEN AND BONFIRE NIGHT CELEBRATIONS

- *Get your message out as quickly as possible, in your establishment, on your social media, and on your website make everyone aware of any special promotions, offer discounts for pre-bookings*
- *Decorate for the occasion*
- *Compile themed menus and promote special offers on the night and cater for all ages*
- *Boost your drinks offering with themed cocktails and mocktails , ales and hot drinks mulled wines & cider or infused drinks with spices and seasonal ingredients*
- *Promote on the night! Use chalk boards images posters table cards, make sure your staff are well-versed and able to recommend pairing food with drinks*
- *Get your entertainment sorted, music, face painting, quiz, firework display (consult a professional), fancy dress competition, make sure you are providing something that cannot be replicated at home*
- *Have a ball-organise a competition for the best costume. Remember people go to a great deal of time and effort so if you are going to reward them be generous!*
- *Consider a ghost walk or employ the services of a good local Story-Teller. Does your venue have a tall tale to tell? Almost every pub will have gruesome incident or ghastly affair that has left a ghostly figure roaming the bars and rooms at night and what better night to tell people!*

www.catererlicensee.com/posters-for-special-events

www.wholesale.sausageman.co.uk

www.brotherscider.co.uk



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Vegan

A CURIOUS MIX

Festive Ordering

Focus On Fresh and Local Festive Food, Says Bidfresh



Festive menus built around fresh and local food will inspire post-lockdown customers to eat out in the run-up to the peak Christmas and New Year trading period, says fresh produce specialist Bidfresh.

Drawing on the latest research into consumer plans for socialising this year, Bidfresh is advising chefs and operators that meals with genuine provenance will have the strongest appeal, with the added advantage of making the most of availability.

Bidfresh is highlighting the menu planning benefits of working closely with all three of its specialist businesses: meat supplier Campbell Brothers, Direct Seafoods, and fresh produce experts Oliver Kay.

Martin Eshelby development support chef with Oliver Kay said: "Consumers are still in cautious mode following lockdown, and most say they plan to stay close to home, support local businesses, and meet up with friends and family. That creates opportunities for restaurants and pubs to offer interesting dishes with a focus on fresh produce and the best British ingredients.

"Festive menus can be fairly rigid, but building in some flexibility will be a real competitive advantage this year. That could mean offering roast duck or partridge as well as the more familiar turkey; having smoked mackerel or trout as a starter, or serving premium twists on accompaniments, such as a sprout slaw or roasted sweet potatoes."

The research* found that:

· *59% of consumers plan to stay local and support local businesses; and a similar number expect to out to eat and drink several times in the run up to Christmas;*

· *Festive bookings will start to ramp up from September onwards, so operators should have reservation systems in place, but 15% will wait until December – favouring businesses that can keep menu options and table availability flexible;*

· *Seeing friends and family; giving gifts in person; and going out for meals and drinks are the top three things people are looking forward to this year;*

· *The top four factors influencing choice of venue are the quality of food and drinks, the price of food and drinks; the safety and hygiene measure in places; and the choice of dishes on the menu;*

· *33% of consumers say they'll definitely expect a higher quality of food when eating out than pre-pandemic; and 44% will now expect to be offered "something a bit different" when they eat out;*

· *While 47% expect to eat a traditional Christmas dinner when they eat out, 27% will be looking for dishes they wouldn't traditionally cook at home, and 21% want something new and interesting to try.*

Eshelby added "It is very possible to meet what can seem like conflicting consumer expectations. A traditional Christmas dinner may not just mean turkey – in fact, 32% of consumers say they want a choice of different roast meat, and poultry such as duck or partridge can add a "wow factor" as consumers are less likely to cook them at home.

"To accompany the main event, a root vegetable gratin with truffle infused cream adds a little luxury to plain root veg, while roasting squash and sweet potato wedges with maple syrup, cumin and fennel seeds is a delicious aromatic twist.

"Equally, 25% want to see unique starters on menus, and 23% want desserts they wouldn't make at home. Offering alternative choices alongside the familiar smoked salmon and Christmas pud will have strong customer appeal, as well as helping to "spread the load" for the supply chain.

"Smoked mackerel or trout, served with a sprout salad, makes an interesting and tasty starter, and helps promote sustainability, which is an increasingly important consideration for many consumers.

"Offering a lighter dessert such as poached clementines with a yoghurt semifeddo can be particularly appealing after a roast with all the trimmings.

"Overall, a more diverse festive menu, making full use of the range of produce and ingredients available from suppliers give operators the broadest possible appeal to consumers, as well as reducing the pressure points that affect the supply chain when everybody is trying to order the same products."

For a twist on a festive roast, a new recipe for spiced roast duck has been added to the range of menu ideas on the Oliver Kay website: *www.oliverkayproduce.co.uk/food-info/seasonal-recipes-ideas/387-spiced-roast-duck*

Operators can tap into expert advice from specialist suppliers within Bidfresh via:

www.campbellbrothers.co.uk,
www.directseafoods.co.uk
www.oliverkayproduce.co.uk

**Bidfood & 3Gem , Christmas 2021 Consumer Survey, 2,000 UK respondents, surveyed 8-11th June 2021.*

Koffmann's - When You Need the Very Best

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It is not possible to list all the many hundreds of products that we can supply but are pleased to show the most popular ones in our new catalogues, available at www.dacooke.co.uk . If you cannot find what you require, please do let us know so that we can find it for you.

We do hope that we can be of service to you over the coming year and would be pleased to visit you with samples and to discuss your requirements further.

See the advert on this page or visit **www.dacooke.co.uk**



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Bring Some Festive Cheer with a Christmas Tree

Market research has indicated that when an establishment spends more money on their Christmas decorations, their customers are inclined to not only spend more time, but also more money, Source https://stiritupmagazine.co.uk/get-christmas-wrapped/

In addition, customers are more likely to visit an establishment that is full of festive cheer, than one that has not bothered to make too much effort.

Decorating your hotel, restaurant or bar can be fun for the staff to do & bring them some festive cheer before the onslaught of the Christmas party season gets underway.

A large Christmas Tree can have a stunning impact & attract the public from far & wide, just to see the tree.

Social Media is driving a lot of interest in the places people visit over Christmas time, as once images have been shared, lots of people then want to go and see it for themselves. The popularity of a venue can very much be influenced by how many images are posted, shared or tweeted so making sure your venue is looking its best in the run up to Christmas is vitally important.

Why Trenchers chose an artificial:-

It is far cleaner to use than a real tree

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When real trees dry out they become a fire hazard https://interestingengineering.com/video/this-video-shows-how-your-dry-christmas-tree-can-cause-a-deadly-house-fire. All Christmas Tree World trees are fire retardant.

Christmas Tree World trees are guaranteed for 10 years but will last at least of 15 years, the cost spread over 15 years makes them far cheaper than buying 15 real trees

To get the benefit from an artificial tree for your business visit **www.christmastreeworld.co.uk**

Raise Your Canapé Game This Christmas



Want to buy foie gras online, but concerned about animal welfare? Foie Royale is the ethical, luxurious alternative.

Foie Royale is an ethical alternative to foie gras. We ethically raise duck and geese that are bred for their meat. Our birds are raised on high welfare farms enjoying freedom to roam from an early age and are naturally fed.

We do not force feed to encourage an engorged liver, instead we use their normal healthy liver to produce Foie Royale, the luxurious pate that rivals the taste and texture of foie gras.

Working with several renowned research institutions including DIL, The Institute of Food Technology, the complex question of how to combine the bird's natural liver with its fat to make a product as good as Foie Gras was solved. Using modern technology Foie Royale was created.

The result is a product that has the same texture, melt in the mouth feeling and flavour as foie gras that can served straight from the fridge or cooked in a variety of ways.

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See the advert on the facing page for details.

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blakemore foodservice

Your flexible service partner

Who are we?

Blakemore Foodservice is part of the wider Blakemore group, with a turnover of over £1 billion. The Blakemore group has been in existence for over 100 years and is headed up by Peter Blakemore who is Chairman and grandson of the original founder. Blakemore is a leading multi-temperature food distribution company that supplies to education & public sectors, as well as national accounts and independent caterers.

What do we offer?

Blakemore Foodservice offers quality ingredients and products for your meal solutions, whilst encouraging a sustainable, commercially viable and responsible buying ethic.



Our promise to you:

1. We aim to consistently provide you with innovative ideas to compile creative meal solutions for your customers & service users.
2. We will always stock a comprehensive product range of over 5000 products.
3. We will always offer a reliable delivery service.
4. We will ensure ordering is simple whether that's via our Website, App or over the phone.
5. We will continue to offer support with our dedicated Business Development Managers, who's goal is to ensure you feel supported through your setup and ordering process.

How can we support your business?

We are constantly thinking of ways to help support your business needs, ultimately to help make your life a little easier! We have taken the opportunity to revitalise our offering by providing you with the following support tools;



- A new website and mobile app – Both are really simple to use!
- Fast account set up
- Voice of the Chef – Our dedicated meal solutions help centre which includes recipe cards and menus.
- Business Support Guides – They do what they say on the tin!
- Erudus Menu & recipe builder
- Natasha's Law FAQ's & up to date Allergen & Nutritional information
- Power BI

Additional support benefits

- Online self-service tools including delivery tracker, Order Information and Claims Portal.
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Festive Ordering

Get Real This Christmas with LittlePod

LittlePod goes liquid! When we launched our award-winning vanilla beer we never expected it to end up in a cake – a souped-up version of an Irish porter cake. People often want to make a cake for Christmas but then leave it until it's too late. This quick-to-make cake is the answer. As the Irish say: Nollaig shona duit! (Happy Christmas!).



BEERY BAKE CAKE

Ingredients

450 g mixed dried fruit
50 g glacé cherries (optional)
grated zest of 1 orange
1 tablespoon LittlePod chocolate extract or 350ml, LittlePod vanilla beer or stout
350g plain flour
1/4 teaspoon mixed spice
175 g butter or margarine
275 g soft brown sugar
50 g walnuts or 50 g blanched almonds, shredded
grated zest of 1 lemon
1/2 teaspoon bicarbonate of soda
150 ml LittlePod vanilla beer or stout
3 eggs
1 teaspoon LittlePod vanilla paste, or 1 vanilla pod, (seeds only)
a 20-cm round cake pan, greased and lined with baking paper, with a 5-cm collar

Method

1. Soak the dried fruit, cherries and orange zest in the LittlePod chocolate extract overnight. Alternatively, soak the dried fruit, cherries and orange zest in 350ml of LittlePod Vanilla Beer or regular stout overnight.

2. Preheat the oven to 140°C (275°F) Gas mark 1. Sift the flour and spice into a mixing bowl. Cut the butter or margarine into the flour and rub it in until it resembles breadcrumbs. Add the sugar, soaked fruit (after straining it), nuts, lemon zest and stir well.

3. Dissolve the bicarbonate of soda in the LittlePod vanilla beer or stout over a low heat. Beat the eggs, add the LittlePod vanilla paste (or seeds of the vanilla pod) and combine them with the beer mixture, off the heat. Stir this into the dry ingredients and mix well.

4. Pour into the prepared pan and bake for 2 hours, then turn down the oven to 120°C (250°F), or until nicely browned. If a knife or skewer inserted into the middle comes out clean, the cake is cooked.

5. Allow to cool in the pan before turning it out. Do not cut it the same day, if possible; it's best kept to mature in an airtight container.

Riso Gallo Commit To Sustainable Program



Riso Gallo is the first international brand in the sector to have undertaken the production of rice from sustainable agriculture, making their premium best-selling risotto rices - Gallo Traditional Risotto, Arborio, Carnaroli - fully Sustainable.

The Gallo Risotto Traditional, Arborio, Carnaroli, and the Carnaroli Rustico are now in packs using FSC certified cardboard outer to protect the grains.

All Riso Gallo plastic vacuum packaging is now suitable for recycling, following the launch of a new eco-sustainable, low environmental impact plastic. Riso Gallo are the first company to adopt this sustainable packaging. The excellence of the products and the high quality standards of the Riso Gallo chain are also guaranteed by the BRC and IFS certifications, and by the intense activity of the company's Research and Development centre. The focus is on the development and experimentation in the field of new Italian rice qualities, not genetically modified and aimed at minimising the impact of cultivation on the environment and its resources.

G Guaranteed - 100% Sustainable

100% of our sustainable rice has been produced at FSA Silver level or higher.

A Authentic - 100% Premium Quality

Riso Gallo guarantees the origin of the rice.

L Local – 100% Italian

All our sustainable rice has been cultivated in 2019 exclusively in 14 selected farms.

L Loyal

Lowering environmental impact. Using plastic packaging that is suitable for recycling and FSC certified paper packaging for sustainable forest management. Reducing waste and CO2 emissions and usingenergy from renewable certified sources.

O Original – No.1 in Italy

To see the full foodservice range from Riso Gallo visit **www.risogallo.co.uk**

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with duck or goose Foie Royale

Foie Royale



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From early 2021 our Foodservice packs will be made with **FSC certified cartons** and a type of plastic that Riso Gallo has developed in collaboration with its supplier and which is **suitable to be recycled**.

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For further information
risogallo.com/sustainability
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THE QUEEN'S AWARDS FOR ENTERPRISE: SUSTAINABLE DEVELOPMENT 2018

Cleaning and Hygiene

Why Increased Customer Expectations Mean Enhanced Hygiene Security Is Key

By David Mills, category manager at hygiene and pest control specialist Pelsis Group (www.pelsis.com)



For independent operators in the licensed trade and hospitality sectors, the past year has been hugely challenging.

Disruption has been a buzzword across the industry, with businesses operating in an environment characterised by uncertainty.

Now, with legal limits on social contact removed and nightclubs able to re-open, businesses across the sector are yet again operating in a new environment.

So how can independents make sure they instil confidence in the public and encourage them to return to their premises at a time when legal restrictions have been lifted but infection levels across the country are high?

A LASTING LEGACY

The sheer gravity of the Covid-19 pandemic means that businesses are operating in a new normal even now legal restrictions on social contacts have been lifted. One of the key aspects of this new normal is that the public are acutely aware of the hygiene of the places they visit.

Hygiene has become a key concern for the public during the course of the pandemic. Independent research conducted by Pelsis Group found that 87 per cent of people across the UK think the hygiene of the places they visit is more important to them now than it was before the pandemic.

While that survey finding is not unexpected, our research also suggests that a focus on hygiene is set to outlast the pandemic.

Only seven per cent of people across the UK say the hygiene of the premises they visit will become less important to them after the pandemic. This finding suggests that a focus on hygiene is likely to be a long-term trend.

For independent operators, this means that clearly demonstrating a commitment to hygiene is key to giving the public confidence to return to premises in the same numbers as prior to the pandemic.

Conducting a comprehensive risk assessment ahead of re-opening in an environment where legal restrictions have been removed will be crucial to ensure customer and employee health and safety.

As part of this, implementing enhanced hygiene protocols, such as the electrostatic fogging of premises, can help operators create hygiene secure environments which minimise the risk of infection spreading.

This approach should be integrated into a comprehensive hygiene regime which mandates the frequent sanitisation of communal surfaces, such as door handles and tables, where the risk of infection spreading from one person to another are high.

These measures will be particularly important for operators at a time when new, more transmissible Covid variants pose a significant risk and infection levels are high.

They will also play an important role in ensuring the hygiene security of their premises later in the year as we move from summer in autumn and winter.

Colder weather will mean larger groups of people are more likely to gather indoors and options for natural ventilation may be more limited, so stringent hygiene protocols will be imperative.

SEEING IS BELIEVING

The visibility of these protocols to both employees and customers is also key to building confidence. Our research showed that two thirds of people would be more likely to visit premises if they could see hygiene protocols being implemented or check the hygiene protocols online before visiting.

As operators seek to build widespread confidence in the hygiene security of their premises, promoting the measures they are taking to keep their premises clean and safe will play a bigger role in attracting customers than ever before.

There is undoubtedly a clamour among the public to be able to return to venues without needing to adhere to social restrictions. However, there is also a real appetite for reassurance that these places are safe.

By making sure they prioritise the hygiene security of their premises, operators can reduce risk and instil confidence in the public.

Easy Does It.. Just Add Salt And Water For Powerful Disinfectant

A unique handheld sprayer has been launched which turns mildly salty tap water into a powerful disinfectant that kills 99.9% of germs, bacteria and viruses, including Covid-19.

The easy-HC10 uses an electrochemical reaction to instantly convert tap water containing just 0.25% salt into hypochlorous acid, a powerful disinfectant which the human body itself produces to fight infection.

The easy-HC10 has been designed by Vapourtec, a leading manufacturer of flow chemistry equipment used throughout research and the chemicals industry.

The sprayer is powered by a rechargeable lithium battery and features a 2-litre reservoir which is filled with tap water and just 5 grams of salt.

Pulling the trigger produces an instant spray of hypochlorous acid solution, the concentration of which can be controlled depending on the intensity of disinfection needed, making it suitable for a wide range of applications.



The battery has a 90-minute run time and each 2 litres of water produces around 25 minutes of continuous spraying, making the device ideal for disinfecting larger areas like offices, schools, health settings and public transport.

"The easy-HC10 means there is no need to buy, store and carry around traditional disinfectant or bleach. It can cost up to 96% less to use than NHS-grade disinfectants" adds Duncan.

With commercial disinfectant costing between £0.75 and £4 per litre, the easy-HC10 requires just a few pence worth of tap water and 5 grams of salt each time it is refilled.

www.easy-hclo.com / 01284 728659

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Infection Prevention and Control from Sanondaf UK

Business owners and management within the hospitality sector now have both the freedom, and responsibility, to decide how they should manage infection prevention and control within their premises.

But whilst the shackles have been removed, it is clear that we are not yet out of the woods. Case numbers, hospital admissions and fatalities for Covid are still alarmingly high, and we are now seeing outbreaks of Norovirus and other viral and bacterial infections.

The enhanced manual cleaning and disinfection efforts of all in the hospitality sector will clearly be an important change to maintain. Yet if we look more broadly, to the healthcare, childcare and social care sectors, sectors which often (pre-Covid) encounter infection prevention and control challenges, there are more effective, cost-efficient practices to be adopted.

Touchless, total environment decontamination (aka fogging and electrostatic spraying), delivered by an experienced infection prevention and control service provider, decontaminates ALL surfaces and the atmosphere, of even the largest properties, in minutes.

Introducing Sanondaf UK

Launched in 2014, Sanondaf is a nationwide provider of specialist disinfection and decontamination services, with 25 regional teams providing infection prevention and control support across England, Wales, Scotland, Northern Ireland and the Channel Islands.



Our clients range from hotels, restaurants, event and hospitality venues to the NHS, research laboratories and pharmaceutical manufacturers, office premises, nursing homes, nurseries, schools, national transport providers and international blue-chip corporations.

Contact us now to discuss your infection prevention and control support needs.

www.sanondaf.co.uk
+44 (0) 1236 702 028
support@sanondaf.co.uk

Sevenrooms Launches Vaccine-Related Product Features

For restaurants looking to ensure its diners are vaccinated, guest experience and retention platform SevenRooms has announced new vaccine related product features to assist operators in communicating their COVID-19 safety and vaccination policies efficiently.

The new features include the ability to incorporate messaging around COVID safety protocols and vaccine requirements in booking widgets and the option to include tickboxes confirming vaccination status at booking. Furthermore, through SevenRooms, partner venues are now able to specify their COVID vaccination policies as part of reservation confirmation emails and booking reminders.



SevenRooms has additionally added a feature allowing restaurants to tag guests as 'Verified Vaccinated', removing the legwork necessary when serving repeat customers as vaccination status will only need to be verified on the first visit. Furthermore, the 'Verified Vaccinated' tag can be shared globally across group locations: a location can verify a diner's vaccination status just once and apply this across the entire group, saving guests from repeating the process at each one.

Additionally, with guest tags, restaurants can enable a 'Vaccination Verified' tag once a guest has shown proof of vaccination.

See the advert on the facing page for details.

Cleaning and Hygiene

ICE - Your One-Stop-Shop for Cleaning Equipment



With over 50 years of experience, ICE is the UK's largest independent provider of industrial cleaning equipment. We manage all your cleaning equipment and servicing requirements, offering total peace of mind.

Our one-stop-shop offering provides everything relating to cleaning equipment purchase, rental, maintenance, and management.

We supply and service a huge range of cleaning machines to suit every need and budget – from low cost robust equipment, through to high end machines packed with innovative technology and features.

We offer a nationwide service with a team of highly skilled engineers dedicated to keeping your cleaning equipment up and running, and a specialist training team who ensure cleaning operatives can confidently use and maintain the machines.

ICE also have over a decade of experience in robotic floor cleaning machines. ICE Co-Botics is our complete range of autonomous vacuums, scrubber dryers, and sweepers in various sizes, suitable for a whole host of environments. They are designed to work along-side your cleaning teams, allowing operatives to focus on crucial detailed cleaning tasks such as sanitisation.

We are also proud to offer a range of cleaning equipment with water recycling capabilities, offering both productivity and sustainability benefits.

All equipment can be purchased, rented (long & short-term), or leased through ICE Asset Finance Solutions.

Innovation and technology advances stay at the forefront of our approach. We continuously review our product range, and the benefits and opportunities they offer our customers, in order to be able to fulfil a complete solution. It's this investment in the key technology advances, both in equipment hardware and virtual know how that help us support our customers.

enquiries@ice-clean.com
0800 389 3869
www.ice-clean.com

SanOZone Cleans Indoor Spaces of All Sizes for Covid Safety

Ozone sanitising is the most effective way to deep clean residential environments of all sizes and it is easier, quicker, and more cost-effective than manual cleaning or fogging.



Once in position, an easy-to-use keypad enables the operator to set the optimal ozone concentration for the size of the room.

The system then automatically converts the ambient air into ozone that fills the room, sanitising floors, walls, ceilings, surfaces and equipment.

The complete sanitisation of an average sized room will take approximately two hours. This includes the production of ozone, maintaining the required concentration for total cleaning and then returning the room to its usual habitation state.

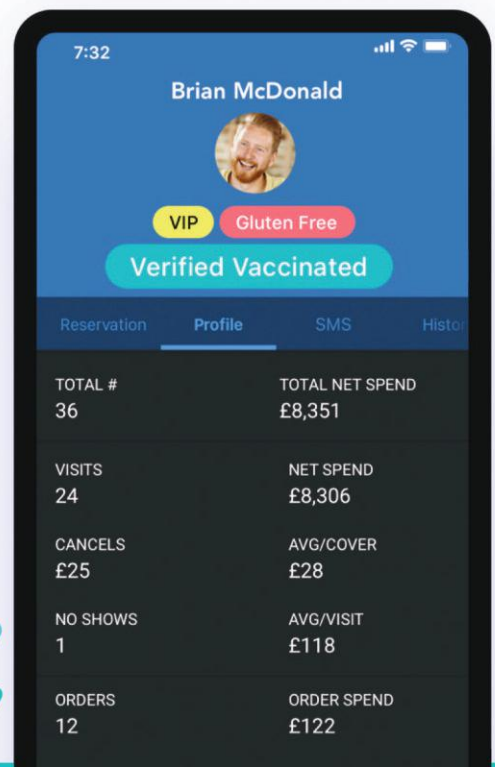
SanOZone is one of the most versatile and efficient sanitisation systems available to healthcare, commercial property owners and facilities management companies. It offers many benefits over manual cleaning and we believe that it is three times quicker and more efficient than alternatives like fogging.

See the advert below for details.

SEVENROOMS

Streamline Your Vaccine & Safety Operations

Discover SevenRooms – the reservation, CRM & marketing platform designed for the new era of hospitality.



- Explain your health and safety standards during booking
- Require diners to acknowledge the vaccine requirement
- Tag diners with a Verified Vaccinated tag at the host stand

sevenrooms.com

Please mention the Caterer, Licensee & Hotelier News when replying to advertising

Why choose SANOZONE?

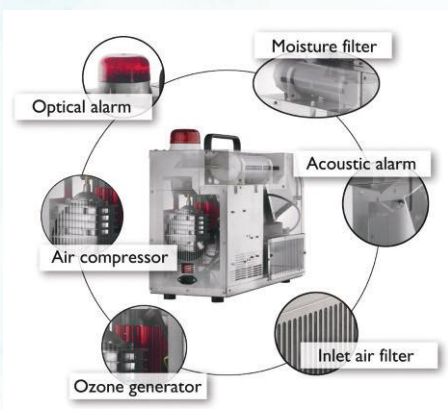
SAN Ozone® PROTECTS YOUR JOB, OUR LIVES.

- SanOzone generates Ozone and completes a deep and accurate sanitation cycle
- Ozone sanitisation is cheaper and faster than alternatives like fogging
- Swiftly cleans and sanitises rooms of all sizes, removing harmful microorganisms
- Reaches every corner of location, acting more rapidly than other disinfecting agents
- Machine generates ozone from the air, which decomposes to oxygen after use

SANOZONE CLEANS INDOOR SPACES OF ALL SIZES FOR COVID SAFETY

THE MAIN BENEFITS OF SANOZONE ARE:

- *Highly efficient in the fight against Covid viruses*
- *Effective against the majority of microorganisms tested*
- *Requires only low volumes of ozone to kill bacteria, fungus, parasites and viruses*
- *A standalone system that eliminates the need for chemical substances*
- *More cost-effective than traditional cleaning operations or materials*
- *Automatic cleaning cycle; easy to move from room to room*



SanOZone units are fully mobile, easy to programme for hourly or daily cleaning and have acoustic and visual warning indicators for safe operation. As it creates its own ozone, no chemicals or additional cleaning products are required. There are no ongoing costs.

SanOZone Easybox systems are available from Barbel now, with prices starting from £1,750 ex VAT for the Easybox 5

barbel™

For more information, contact Barbel on **01629 705110**, email **info@barbel.net** or visit the website at **www.barbel.net**

THE NEW AUTONOMOUS CLEANING RANGE FROM ICE

ICE manage all your cleaning equipment and servicing requirements, offering total peace of mind.

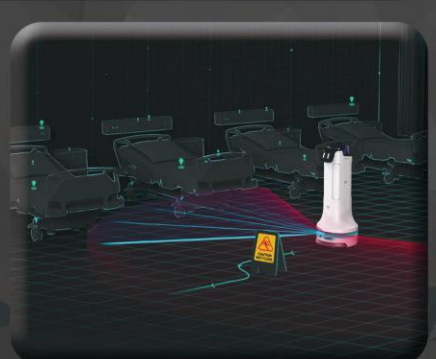
With over a decade of experience in robotic cleaning equipment ICE launched our ICE Co-Botics line last year.

ICE Co-Botics is our complete range of autonomous vacuums, scrubber dryers, and sweepers in various sizes, suitable for a whole host of environments.

MEET THE UV BOT!

- ✓ 99.99% Disinfection Rate
- ✓ Intelligent UV-C Lamp Protector
- ✓ SLAM Mapping Technology
- ✓ 3D Obstacle Avoidance
- ✓ Cloud-based Management System
- ✓ Optional Docking Station





enquiries@ice-clean.com 0800 389 3869 www.ice-clean.com

Cleaning and Hygiene

QR DISCS & TABLE NUMBERS

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Send customers directly to an app or menu



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- Scan code to place your order
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- Maintain Social Distancing
- Link Directly to apps & menus

Brunel Engraving Company
www.brunelengraving.co.uk
info@brunelengraving.co.uk

SCAN HERE

Alternatively please contact the sales team on
01275 871 720
for more information

Clean Water, Grease Control, Safe Establishment

As the catering industry moves to a new normal, with patrons eagerly returning to holidaying and eating out, it is essential to focus on an establishment's overall health and compliance. In addition to meticulous food and general hygiene, this means ensuring clean, safe, water and air. Your water system must have an up-to-date Legionella Risk Assessment and comply with L8, the code of practice issued by the HSE. This may mean undertaking remedial work, as well as routine water tank cleaning, water testing and monitoring.

As the demand for cooked meals has risen, so, inevitably, will the accumulation of grease deposits within your kitchen extraction system. This grease must be removed at regular intervals by expert technicians, as stipulated in the tables in TR19® Grease, which is issued by BESA. Failing to remove this grease layer allows a potential fire risk to accumulate, and could constitute negligence, for which there can be serious legal consequences. In a case of fire, a non-compliant extract system could result in your insurance company refusing to pay out.



Indoor air quality should also be safeguarded by regular cleaning of the ventilation system in accordance with TR19®. If your ventilation system is fitted with fire dampers, these should also be drop tested annually in accordance with BS:9999.

Visit **www.swiftclean.co.uk** or see the advert on this page.

Top Engraver Supports Hospitality Sector with Fast Turn Around for Etched Table Numbers & QR Discs

One of the UK's leading commercial and industrial engraving specialists, Brunel Engraving, is providing a rapid response to the growing demand for etched table numbers and QR code discs in the pub and catering industry.



The company has made a substantial investment in additional state of the art engraving equipment and related software in order to produce a wide range of individually engraved table numbers and discs.

The numbers and disks enable customers to link to Apps or menus, reducing staff contact and eliminating the requirement for hard copies of menus. Although no longer a legal requirement to order remotely, this is something which the government is still actively encouraging and can improve table service through the reduction of queues.

Government guidelines now specify that whilst businesses are no longer legally required to collect customer contact details, doing so will support NHS Test and Trace. It recommends encouraging customers to uses contactless ordering from tables where available such as through an ordering app and ordering for takeaway or delivery online, on apps or over the telephone.

"The demand for our engraved products has significantly increased despite the relaxing of Covid restrictions", said Martyn Wright, managing director and founder of Brunel Engraving.

"Our investment in additional equipment and software has ensured that our customers in the hospitality sector can benefit from an accurate and rapid turnaround at a highly competitive price".

In addition to rotary engraving Brunel offers laser engraving, chemical etching, anodic print, dye sublimation print, flatbed UV print and wide format UV print.

For further information please contact: **01275 871720**
Email: **info@brunelengraving.co.uk**
Website: **www.brunelengraving.co.uk**

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Fire
Kitchen extract cleaning to TR19® Grease & grease trap cleaning

BESA Building Engineering Services Association · Achilles Services Qualified · ACM · SafeContractor Approved · Legionella Control Association · Constructionline · CHAS Accredited Contractor www.chas.gov.uk

For more information, call now: 0800 243 471
or visit our website: www.swiftclean.co.uk

SAM4S

Point of sale technology designed for hospitality.



Forza Series



S-Series

Point of Sale technology designed for Pubs, Bars & Clubs, Cafes & Deli, Hotels, Restaurants, Fast Food & Takeaway.

Forza series



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SAM4S

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Hospitality Technology

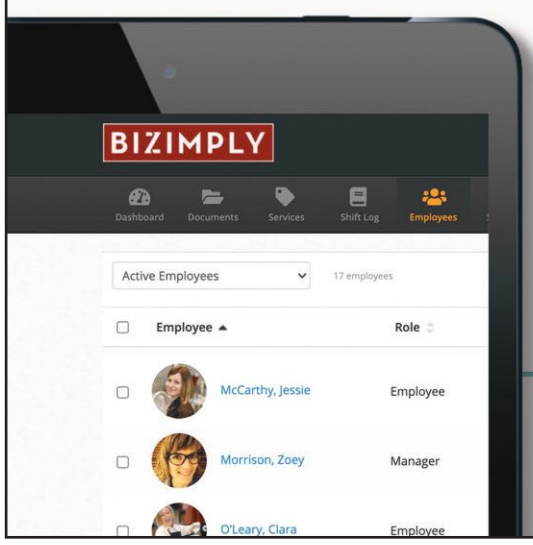
BIZIMPLY

SPECIAL OFFER!

Struggling with staff shortages & retention?

Get your workforce & operations off to a flying start and *make every shift run like clockwork!*

- Wasting time on manual rota-building?
- Struggling to track attendance?
- Or overspending on your labour costs?



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New Labour Scheduling Tool To Juggle Student's Working Hours



Across the country, many towns or cities depend on a level of student labour across a number of sectors, particularly hospitality. As operators gear up to welcome new and returning student employees in September, workforce management specialists Bizimply are launching new features designed to help businesses make the most of these valuable team members.

Most operators recruit students for their flexibility, enabling them to fill the gaps in their staff rotas. Juggling students' availability around their lectures can be a challenge for whoever has to create the staff rota. This is why Bizimply's 'Unavailability' and 'Deactivate/Reactivate' features are being welcomed by their customers.

Bizimply CEO Conor Shaw said: "So many of our hospitality customers rely to some extent on students and it's a relationship that brings benefits to employer and employees. Managing a team where some members are unavailable for certain shifts and not able to work for months at a time, was clearly making staff rota creation more time-consuming than it needed to be.

The Unavailability feature allows managers – or the team members themselves, via their employee portal – to mark students as unavailable for work around their weekly lectures, eg every Monday and Thursday mornings. A second Deactivate/Reactivate feature makes it easier for operators to manage students' longer-terms unavailability, eg returning home for the holidays.

"We're pleased to have created these two new features which, like all Bizimply tools, are designed to help hospitality businesses focus their time on other areas of the business."

Visit Bizimply at **www.bizimply.com**

Hotel Keycards

Leading supplier of wholesale keycards for hotels and guesthouses, Hotel Keycards works with accommodation providers large and small to deliver the best room access solution for you and your guests. We have a simple mission: to supply our customers with a superior quality product and service at a competitive price.

When you order your keycards online from Hotel Keycards, you receive a 100% guarantee on your order, plus free shipping to anywhere in Ireland or the United Kingdom. We offer this unique assurance to all of our customers because we have complete confidence in the quality of our product and the standard of our service.

We dedicate as much attention to our smallest orders as we do to our larger shipments, getting to work on your keycards within hours of finalising your requirements. Whether you need a standard card for your guests, or you're maximising your promotional opportunities by branding your card with your hotel's details, we pride ourselves on our attention to detail and fast turnaround.

It's not just about keycards. Here are some other products we provide:

Keycard Wallets. See how you can promote your business while giving guests a handy way to keep their keycards safe.

Locks. We stock a wide range of room locks, including digital electronic locks.

Safes. Our laptop safes offer your guests security and peace of mind when storing valuables.

Visit **www.hotelkeycards.net**

Hotel Keycards Limited

Largest supplier of all types of Keycards and Wallets both Generic and Personalised



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Hospitality Technology

Hop - The All-In-One Property Management System

As experienced hoteliers, we have hands-on experience in the hospitality industry. We understand the daily challenges and the pain points. That's why we created Hop and continue to develop the intuitive tools you require to free yourself of the daily hassles, which allows you to get on with what you do best. You look after your guests, we'll do the rest.

Our cloud-based and responsive all-in-one Property Management System and range of contactless tools including a commission free booking engine and range of contactless tools empowers hoteliers to manage their properties, teams, and daily operations more efficiently and cost-effectively. Our experienced UK-based customer service and technical teams are here to support you 24/7 for total peace of mind.



Our sole mission is to support our clients by developing technology that frees management and staff from daily hassles. All we want is to make your life easier.

We strive to simplify your problems and believe our clients deserve an easier life. We achieve this by delivering a straightforward and affordable all-in-one service that covers all the bases.

With a team full of knowledge and hospitality expertise, we are experienced, skilled and passionate about creating solutions at affordable prices. We are reliable and honest, when we say we'll deliver, we will.

We are proud to say that Hop now operates globally, is trusted by hoteliers around the world and that we are an integral part of our clients' day-to-day business.

Whether you are a B&B, guest house, an independent hotel or a group, if you sell rooms, Hop has a solution to run your property more cost-effectively whilst delivering an enriched guest experience.

Book a free and no-obligation demo at **www.hopsoftware.com**

Point of Sale Technology Designed for Hospitality



ShinHeung Precision Co., LTD, (also called, SHC) is a leading corporation which provides the best quality precision machines. SHC was found in 1968 and have 16 affiliates in 11 countries. We have 25 offices and factories around the world with HQ and main factory located in South Korea. SHC maintains partnerships with Samsung, LG, Hyundai, Toyota and etc. with its own precision technologies accumulated over the years.

SHC took over ECR business from Samsung in 2001, establishing SAM4S affiliate specialized in store automation products such as ECR, PC POS and Receipt printers, having its office in Seoul, Korea. We have human resources with knowledge of more than 30 years of experience in the store automation field. We now produce most sophisticated and diverse products to the world-wide market. Our store automation products are extensively used in over 80 countries, having around 100 partners all over the world.

Due to global pandemic, the demand for contactless product such as Kiosk for self-ordering & self-checkout has increased rapidly. To correspond to the market's demand, we have launched 15" and 21.5" Kiosk models for the market's safety and businesses. Moreover, we plan on adding 32" Kiosk model in the 2Q of 2021.

Since 2012, we have been attending retail technology related exhibitions such as EuroCIS, EuroShop, NRF, Computex, GITEX and etc. When we become a safer place for us to freely interact with each other, we would be more than happy to meet you in person and introduce our products.

See the advert on page 39 for details.

Yorkshire Chef to Appear at Europe's Biggest Catering Exhibition



As food businesses across the UK get ready for the introduction of Natasha's Law next month, a York-based chef is preparing to take part in Europe's biggest catering exhibition, to be held in London in early November.

From October 1, new legislation – known as 'Natasha's Law' – will come into force, affecting hundreds of thousands of businesses and traders who produce and package food for sale.

Under current rules, food prepared on the premises in which it is sold does not have to display full allergen information in writing. The new requirements apply to items called 'prepacked for direct sale' (PPDS), which is food that is packaged onsite at the same premises where a customer then selects or orders it. This means that once Natasha's Law comes into effect, each PPDS food item will need a label containing a full ingredients list.

Chef Mark Morgan-Huntley has pioneered a food labelling system called Allergen Checker, to help such businesses comply with the new regulations and keep their customers safe, and he will be showcasing his innovative system at the prestigious Restaurant & Takeaway Innovation Expo, which is expected to attract more than 15,000 visitors.

Europe's leading event for takeaway and restaurant owners looking to boost their profits, the Restaurant & Takeaway Innovation Expo will return to London's ExCeL convention centre on November 9 and 10, offering an insight into the innovations and technologies that are changing the face of the industry.

Mark said: "It's exciting to be a part of the exhibition for the first time, and I'm looking forward to not only meeting potential new clients but also finding out more about other innovations available to restaurant and takeaway businesses.

"Visitors to my stand will have the chance to demo my Allergen Checker labelling system, and I'll also be accompanied by nutritionist and food consultant Georgina Stewart."

Mark's brainchild, Allergen Checker is an online system that enables business owners to easily identify and display all allergens and ingredients in their food products. It allows users to create their own virtual store cupboard, input ingredients, identify allergens and print customised full ingredient labels to attach to items, so customers know exactly what's in their food.

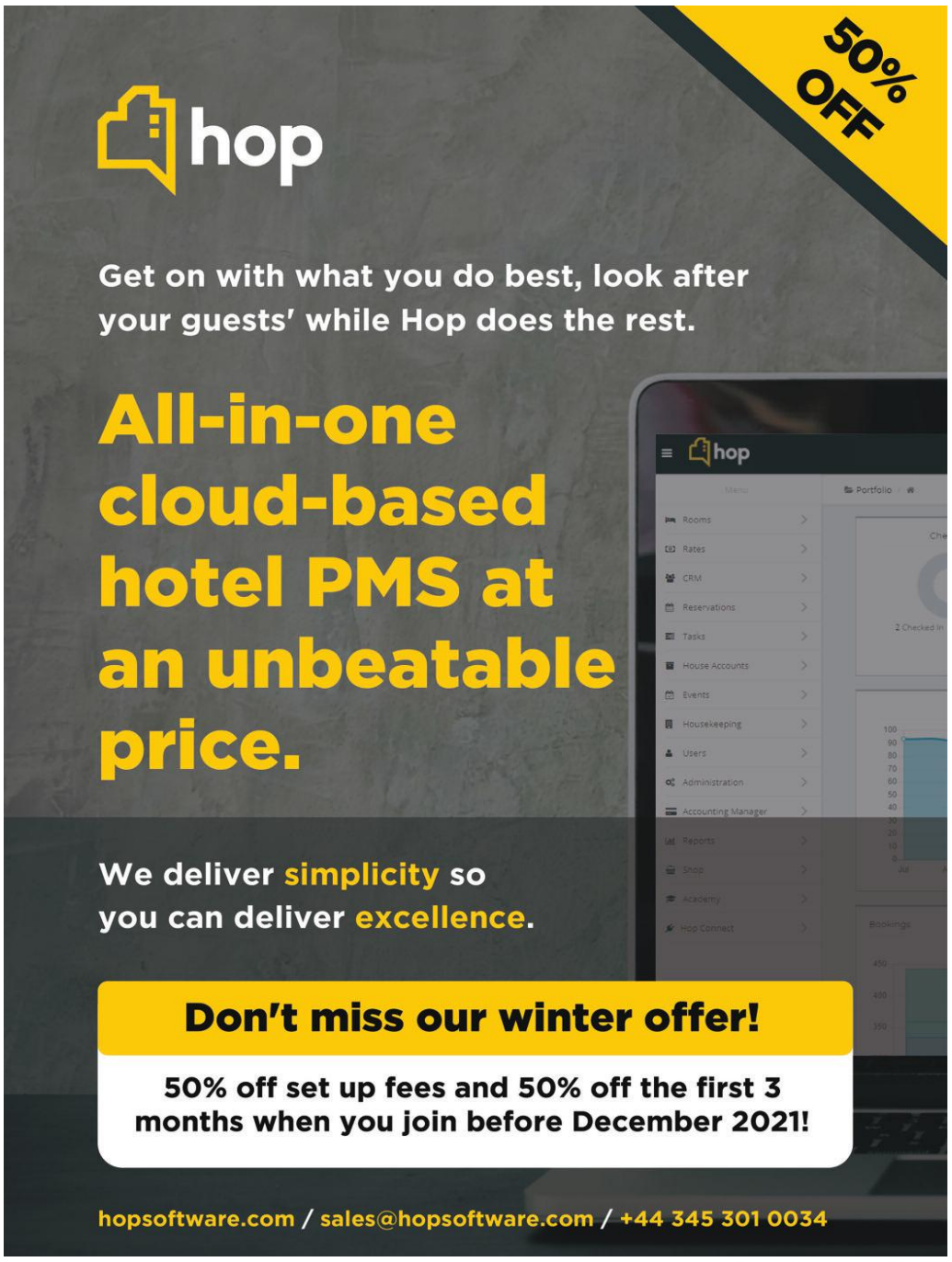
Recent research commissioned by GS1 UK (the not-for-profit organisation leading the 'Feed Us the Facts' campaign for extra transparency from the food industry) has found that four in 10 businesses across the food industry have never heard of Natasha's Law, and eight in 10 food business owners admit they feel unprepared for the new food regulations.

Non-compliance with the new rules could result in a business facing serious financial penalties, and potentially criminal prosecution. Mark has decades of kitchen and restaurant management experience and launched his unique food labelling service to help businesses of all shapes and sizes stay on the right side of the law in an easy-to-use, value-for-money way, while keeping allergy-prone customers safe.

The subscription-based service costs less than £1 per day for unlimited ingredients labelling. Allergen Checker is also donating £10 per subscription to The Natasha Allergy Research Foundation, which funds vital research into food allergies.

Register for your FREE ticket now to the Restaurant & Takeaway Innovation Expo and be sure to visit Allergen Checker on stand Q42.

See the advert on this page for further details.





Hospitality Technology

Fewer Than One In Ten Holidaymakers Trust Reviews On Accommodation Providers' Websites

New research has found that while more than a third (38%) of people always read reviews before making a holiday booking, trust in them remains low, with just 8% trusting reviews on accommodation providers' websites and 16% trusting them on third party booking sites.

The research of 2,000 UK consumers by Hop Software found that the top reasons for leaving a positive review were good customer service and excellent communication, with half of people saying that this would encourage them to write a good review.

Following closely behind was a great location (41%) and personal touches, with over a third (38%) saying that small extras such as such as hampers or maps of local areas would encourage them to write kind words about a provider.

Conversely, there were several reasons why a holidaymaker would leave a bad review following their stay. Nearly half (45%) said that bad customer service would be the top reason for leaving a negative review, while a further 40% said that the accommodation not being as described would impact their decision. A further third (33%) were concerned about their evening meals and leisure time, citing that bad food at the hotel's restaurant or bar would make them consider leaving a bad review online.

Differences between demographics were apparent in the research, with 54-54-year-olds most likely to read reviews before booking (45%) and older people more likely to worry about fake reviews online, with one in five over 55's stating this, compared to just 7% of 25–34-year-olds. The research also found that females are far more likely (45%) than males (30%) to read a review before making a booking.

Commenting on the findings, Richard Drummond, COO of Hop, said: "Good customer service is, and always has been key. Simple fixes and small personal touches are evidently the best way to make sure that guests are talking about their stay positively. However, it's quite shocking that while customers still rely heavily on reviews, most holidaymakers say that they don't trust them. So, hoteliers and accommodation providers must not only continue to strive to receive great reviews from guests, but also to build their trust in these reviews. For example, the way reviews and testimonials are displayed on a website can have a huge impact on consumer trust, with video and image-led testimonials tending to work really well, as customers are able to put a face to a name."

All of these findings are available in 'The 2021 holiday boom: what Britons are looking for' report, which can be downloaded in full at www.hopsoftware.com/campaign

Toggle - The Hospitality Commerce Platform

toggle

AIRSHIP™

Toggle is the hospitality commerce platform. From gift cards to merchandise, merchandise to experiences, experiences to retail products. You can build a webshop in as little as 60 minutes and begin driving new revenue and welcoming new customers..

So how does it work? Glad you asked.

1. Build your store online. You can customise your store to match your brand.

2. Create a gift product. Figure out what you want to sell. Our togglers are already using Toggle to drive additional revenue through hundreds of different products. You could sell: merchandise, gift-cards, experiences, masterclasses, retail products and so much more.

3. Connect your payment platform. Toggle probably already integrates with your EPOS.. taking all the faff out of your hands, and allowing you to seamlessly sell and redeem your online sales and physical gift cards. Easy.

4. Market your product. Now that everything is up and running, let your customers know about your products through your email lists and social channels.

5. Pre-vist revenue. It's cash in the bank. Any revenue comes direct to you and potentially 20% will expire (you'd prefer them to visit though - see point 6)!

6. Redeem on visit. 70% of customers say they spend 55% more than the value on the card when they visit. A massive 60% of customers say they have been introduced to a new brand through a gift card. Double Win.

With the first £1000 free, Toggle is a no-risk investment. We offer either a fixed fee or 5% model, meaning you can choose what is based for your business. Our hassle-free platform integrates with over 20+ technology partners, meaning the sale or redemption of physical and electronic gift cards has never been easier. Get in touch with us at luci.cunningham@usetoggle.com or sign-up at usetoggle.com

See the advert on the back cover of this issue for further details.

3R - Your Edge in Payment & Business Management

3R offer industry leading EPoS Solutions with integrated countertop or wireless payment solutions.

Coupled with durable, secure hardware, is our signature EPoS software: CES Touch.

Touch boasts a variety of features such as: a complete Stand alone or Multi Lane, Cloud Management, Online Ordering, Booking and Reservations; extensive stock control; intensive operator management; Hotel Link, ResDiary. Resident Pro, High Level, Guest Master, Guest Line and in-depth financial reporting.

We give you the edge in business and payment management. Above all 3R provides best customer service to all their customers 24x7x365 from UK served Office.

See the advert below or sales@3rtelecom.co.uk, 01992 574 650 or www.3rtelecom.co.uk



toggle

usetoggle.com

Hospitality commerce platform

60% OF ALL GIFT CARD SALES HAPPEN BETWEEN BLACK FRIDAY AND CHRISTMAS DAY.

GET SET UP NOW SO YOU DON'T MISS OUT!

- ✓ Zero Risk
- ✓ First £1,000 of sales via Toggle free of charge
- ✓ Set-up your webshop within 60 mins.
- ✓ Sell gift cards, experiences, products and more
- ✓ Generate pre-visit revenue
- ✓ Built specifically for hospitality

Get started at usetoggle.com



Outdoor Spaces



CAFES • RESTAURANTS • PUBS • BARS • HOTELS

Increase Your Useable Floorspace with Commercial Awnings

Our large range of quality sun awnings come from market-leading German brands and can help give your business the added wow-factor while maximising revenue.

- Made to measure and manufactured in Germany
- Sun, wind and rain protection
- Choose from patio, freestanding and pergola designs
- Signwriting available to help re-inforce your brand
- Heating and lighting options

ROCHÉ

Call 0800 060 8844 or visit www.rocheawnings.com

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Increase Your Usable Floorspace with Commercial Awnings



At Roché we offer award-winning retractable wall-mounted and freestanding awnings from leading German manufacturers Markilux and Weinor. Our team of experts have over 20 years' experience in advising businesses on the right awning to suit a variety of outdoor spaces, and can help you maximise potential revenue by increasing usable floorspace.

Whether it's accommodating smokers outdoors or covering a terrace bar, our commercial awnings can create a unique feature for your business and add instant curb appeal for those located on busy high streets. For an added wow-factor you can add signwriting to help reinforce your brand and drive people into your business who may have otherwise walked by without noticing.

All our products are made-to-measure and completely customisable to meet your exact requirements, with powder coated frames in a range of RAL colours and hundreds of weather-resistant fabrics to choose from. Take advantage of accessories such as lights and infa-red heaters to create a desirable location for customers to relax and be comfortable while they enjoy evening meals or drinks.

Our teams of engineers and surveyors are based nationwide and use their experience to ensure each installation is completed to an extremely high standard. During the initial stages of the project the surveyor will be available to discuss changes and address any questions you might have so that you receive the best experience possible.

Call us on **0800 060 8844** to arrange a free site survey or visit **www.rocheawnings.com**

The Bio Climatic Pergola from CambridgeStyle Canopies



Solisysteme are the inventor and historical leader of manufacture of the Bio Climatic Pergola

Cambridgestyle Canopies is a long established provider of outdoor covered areas to commercial clients within the UK

With clients such as BBC, Landrover Jaguar, Tesco and many more. We are very proud to be the sole distributor of Solisysteme products on mainland Britain. We have a chain of partners that can assist you locally.

The Bio Climatic Pergolas are a modern aesthetically pleasing addition to Pubs, Clubs, Restaurants, Hotels and many more commercial outlets.

We have even installed on roof of new eight storey city centre students accommodation building for relaxing area.

Designed to your specification
Protects from the sun and inclement weather
Provides natural ventilation
Regulates the temperature in adjoining rooms
Adjusts the brightness of the light by remote control
Side walls, Heating and lighting options
Up to 7m between structural support columns

How can we help your business ?
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01353 699009
office@cambridgestyle.org
www.cambridgestylecanopies.co.uk





CambridgeStyle CANOPIES

Solisyteme is the inventor and historical leader of the Bio Climatic Pergola.

Since 1998 Solisysteme has designed and manufactured pergolas and innovates every day in order to provide customer with tomorrow's Solar protection solutions.

- ***Protects from the sun and inclement weather***
- ***Provides natural ventilation***
- ***Regulates the temperature in adjoining room***
- ***Adjusts the brightness of the light by remote control***
- ***Heating and Lighting options***

Cambridgestyle Canopies is a long established provider of outside covered areas to the commercial market sector and proud to be the sole distributor of the Solisyteme products throughout the UK.

We have trade partners in your area that can provide a full installation service if required.

Beer Gardens, Roof Tops and much more

Example: *4000mm x 3000mm remote controlled Bio Climatic Pergola with LED lighting supplied for less than £6,000 ex vat*

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Previous Clients Include: NHS BBC

Outdoor Spaces

Sun Shark System and Commercial Outdoor Bespoke Sails



The SUNSHARK is a registered design shading and waterproof shade sail canopy structure, designed and manufactured here in the UK to fulfil a gap in the market.

Aimed at hotels and high network individual market, the SUNSHARK is a premium quality, fully demountable and modular based sail canopy system, allowing the installation to be installed and taken down as required, whilst still be complying with UK engineering loadings. Manufactured from marine grade "machined" stainless steel and PPC costed mild steel, the SUNSHARK is both elegant in design and robust in its construction. Designed with sunken ground level post sockets, posts can be installed and removed, leaving nothing but a stylish machine turned post gate plate visible, flush with the ground.

The canopy itself is produced from marine grade fabrics and comes in a range of 10 standard colours, including, reds, orange, green, terracotta, white, greys and creams. Each sail has its own catenary cable system to ensure maximum tension and support is met throughout the canopies lifespan.

We also design bespoke outdoor shading solutions for all types of commercial entities from pubs, hotels, domestic gardens to Schools and more.

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Café Culture - Pavement Profit



We are an independent supplier serving the outdoor restaurant trade with supplies for outdoor seating areas. We have some large clients including Gondola group along with many smaller cafe bars, restaurants and public houses.

We design and manufacturer our own windbreaks and use the best materials available. For anyone looking long term that saves you money as you won't be replacing cheap internet imports next season. It's one area where it doesn't pay to buy budget as the continual bumps and scrapes outdoor goods receive combined with the harsh British climate really needs something tough enough for the job.

We also supply Markilux awning which are some of the best made in the industry and Uhlmann parasols another top rated German brand.

Bespoke goods are also a speciality with custom made menu holders, waiter stations and planters all to you requirement. If we can help you do drop a line to **sales@cafeculture.biz**

Sunshade Services Specialist Bespoke Outdoor Structures



Sunshade Services specialise in the design, manufacture & installation of outdoor structures directly aimed at the hospitality sector. There are many things to consider when deciding which type of structure may best suit your needs including appearance, materials, safety, coverage required, planning issues and cost to name but a few.

Having a totally flexible approach allows us to offer what we feel is the best all round solution to suit your individual needs. Every structure designed by us can be individually tailored to suit your requirements but allows us to meet any design requirements or site restrictions that may be placed upon.

Many of our structures can also be expanded upon in a modular fashion to allow further or extended coverage of large or awkward shaped areas allowing you to limit your capital expenditure as required.

Please either call us on either of the numbers below or email your enquiry to info@sunshadeservices.co.uk & one of our sales team will get back to you as soon as they are free

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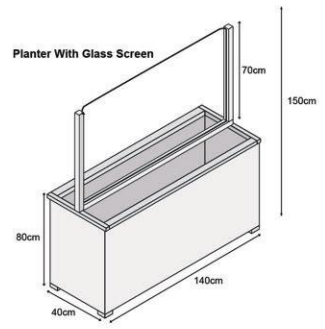







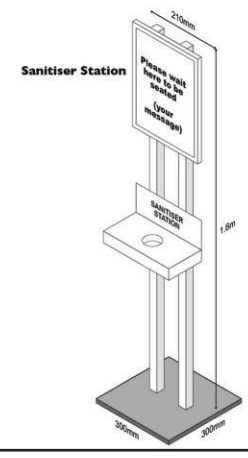





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As we head into the autumn, with longer nights and cooler temperatures, the cosy draw of twinkling candle light becomes ever more important.

I believe that candles have always been a crucial element of the ambience of your bar or restaurant, and now it's more essential than ever.

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Just visit www.clearcraft-catering.co.uk and click on the Request a Sample Tab. The only details you will need to give is your delivery details and your e-mail address and there is no obligation to buy, whatsoever. But we are certain you will love your free candle and want to make the change from the nightmare of wax, to the joy of oil!

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Novellini - Minimalism and Clean Lines



Working alongside architects and designers, Novellini creates beautiful and functional bathrooms that complement the home, helping to design tranquil spaces that promote well-being within the home and businesses.

Based in Italy, the brand is an independent producer and manufacturer of shower enclosures, wetrooms, shower trays, steam saunas, baths, whirlpools and bathroom furniture.

In the last decade, Novellini has made significant investments into environmentally friendly manufacturing processes. With the future in mind, the bathroom specialist continues to strive towards ever more sustainable, holistic production and distribution methods.

Novellini is available nationwide through its chosen merchant partners and retailers, but also welcomes designers and architects to explore its inspirational collections.

To find out more about Novellini's new products you can contact us directly.

Info-uk@novellini.com
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Cemco (The Catering Equipment Maintenance Company)

Cemco (The Catering Equipment Maintenance Company) first opened for business in 1990, and have been serving Dorset, Wiltshire, Somerset, Bath, and the rest of the South and Southwest, ever since.

We offer a full range of services, including servicing and repairs for all commercial catering appliances, ranging from small local projects to major national work, and everything in between. Specialising in commercial Glasswasher and Dishwasher repairs sales and service our reputation is second to none.

We can offer you a no obligation quote now, so contact us for more information.

CEMCO also carry out repairs to commercial catering equipment Dishwashers, Glasswashers, Ovens Grills Bournemouth, Poole, Dorset and The Southwest. We undertake repairs and servicing to ALL, types, makes and models of commercial catering equipment.

A repair is often far cheaper then a replacement! 30 Years in this Industry gives us the edge over our competitors, with time served Commercial Catering Equipment Engineers our clients have found we save them the cost of purchasing new equipment time after time…why buy new when a guaranteed repair is often all your Catering Equipment requires…

We are based in Bournemouth & Poole, covering the whole of Dorset, as well as Somerset, Hampshire and Wiltshire.

Call 01202 377205 now, to arrange a site visit **www.cemcoltd.co.uk**

Saniflo Macerator Pump Gives New Lease of Life to British Treasure



The Saniflo Sanicubic macerator pump is breathing a new lease of life into a highly-acclaimed piece of British heritage – a replica of the famous ship, the Golden Hinde, known for circumventing the globe during the 16th century under the command of British explorer Sir Francis Drake. Sitting in dry dock, the replica ship, which has also sailed the seas worldwide, is now a stunning floating museum and events' venue near London Bridge.

The owner of the Golden Hinde, Roddy Coleman, who has ensured the ship remains faithful to the original, first installed a Sanicubic a couple of years ago in the dock beneath the ship to take the waste from two WC cubicles used by visitors and staff. It discharges waste up and along the dock walls through 35mm pipes to connect to the sewers above at street level. During this time, it has provided faultless service, so when the team decided to install on-board facilities during the COVID-19 lockdown, he knew that a Sanicubic would fit his brief. Located underneath the floorboards in the bow of the ship, it is perfectly positioned to take waste from two new WCS cubicles and basins as well as a new kitchen area in the galley. A dishwasher, sink and icemaker are all plumbed into the Sanicubic thanks to its multiple outlets. The plumbing work was carried out by Toby Millinder, who is a full-time employee at the Golden Hinde and in charge of all the updates;

"The Sanicubic has enabled us to do our own catering on board for events rather than bring food on board. We also have children for overnight stays on board and it means they don't need to alight to undertake night time ablutions. It was very straightforward to install and I have run it into the same lengths of pipework along the dock walls, which saved a lot of time and work. Since the installation we have had a wedding on board, as well as an overnighter for a group of children. It has made life much easier all round."

Saniflo Head of Marketing and Product Management, Ann Boardman, says: "It's wonderful to see pieces of British heritage being lovingly preserved and given a new lease of life ready to welcome back the public after COVID-19. Thanks to Saniflo, such national treasures can go on providing wonderful experiences to members of the public. There really is a Saniflo solution to suit all manner of quirky public and private establishments, even in places where there is no mains drainage."



Visit **www.saniflo.co.uk** for further information.

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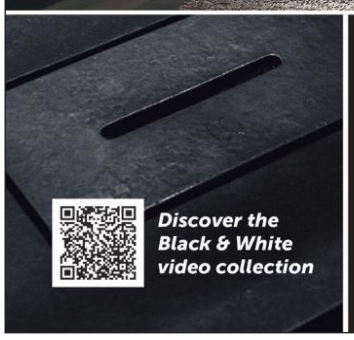

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YOUNG 2.0, With a whole host of exciting product features, such as showering height of 2000mm, through to the minimal matt black, matt silver or polished chrome profiling giving the enclosure a sleek and luxurious look. Coupled with the rise and fall door mechanism and the versatility to be installed on a shower tray or tiled floor, the **Young** collection gives you a multitude of showering options and fantastic value for money. Combine this with our **Novosolid** stone shower tray or Novellini **Wetroom** for the total solution.

Contact us directly or visit our websites for more information about our products and services.

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Save Now on Trent Furniture's Bestselling Dining Chairs

Cost-effective, high-quality luxury is key to the long-established popularity of Trent Furniture's Sorrento and Abbruzzo dining chairs and now, for a limited time, they are better value than ever with a 10% discount.



With a durable solid beech frame and comfortable 'non sag' foam seat, these classically chic chairs are built to last in any hospitality setting. Their simple design, featuring a stylish and comfortable high back means they will stand the test of time in the style stakes too as trends come and go. The chairs are available in a wide choice of high-quality fabrics, including easy-to-wipe faux leather, making it easy for you to achieve the perfect finish for your space.

The Sorrento chair is currently available from just £38.60, and the Abruzzo chair is now on sale from £51.90, so there has never been a better time to invest in new chairs for your pub, bar or restaurant. To find out more about these dining chairs and the other great offers currently available on our fantastic range of contract quality chairs, please visit **www.trentfurniture.co.uk** or call **0116 2864 911**.



Sims - The First Port Of Call For Banquette Seating

We are a family run business with 3 generations of commercial furniture manufacturing experience. Unlike other suppliers we manufacture all our seating inhouse, no importing, no subcontracting. We have full control over every aspect from design to installation to ensure every product leaves our workshops punctually and to our reputable high quality.



Proudly offering 2 versions of Banquette Seating, firstly our "Premium Made to Measure" Banquette Seating which is built to your exact design, shape and size, then installed by our professional installation team. You can have anything from floor to ceiling designs to seating that perfectly follows the walls in a period setting.

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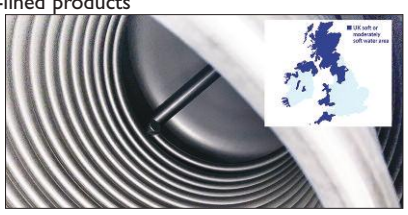
Design and Refit

Combating Corrosive Costs

For hoteliers and restaurant owners the assured availability of hot water is a business critical issue, but one that can quickly become costly for those operating in popular tourist destinations in the southwest, the Welsh coast, the northwest and throughout Scotland. These are all naturally soft water areas which prove highly corrosive to glass-lined vessels typically used in hot water systems. Though less expensive, the shorter life expectancy, with vessels sometimes succumbing in a matter of just months - even with the use of sacrificial anodes - can mean their purchase is a false economy. Particularly as some manufacturers have reduced, or ceased to offer, warranties on glass-lined products installed in these regions.

Far more resistant to these water-side assaults are stainless steel vessels. For buildings with smaller hot water demands, such as boutique hotels and B&Bs, the capital cost can seem prohibitive despite the extended lifespan. The taller the structure, the greater the pressure requirements on the system, for example to deliver strong, hot showers on upper floors. This means the hot water systems typically requires a larger or bespoke tank. This is where higher costs and space limitations prove problematic.



Adveco's ATSx range of compact stainless steel, high pressure hot water tanks are specifically designed to serve as buffer vessels and indirect hot water calorifiers suitable for use with lower capacity, high pressure commercial applications in soft water areas. With a wide choice of vessels from 200 to 1000 litres all rated to 10 bar as standard, they are by far the most efficient and cost-effective choice for businesses with smaller system demands, ensuring strong hot water supply for years to come.

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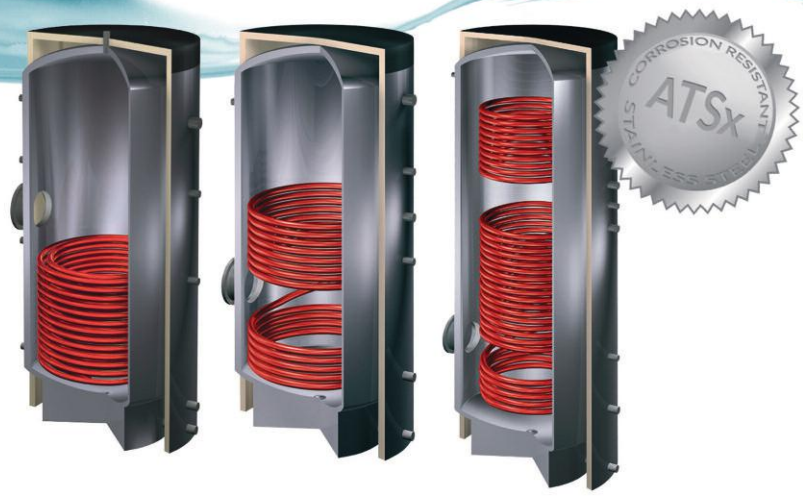

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Singa Karaoke System

The UK is now out of COVID-19 lockdown restrictions which means that you can use our karaoke systems to replicate the feeling of a special event or occasion. Although restrictions have been lifted, it's important we all work together to stay safe and help make sure our hospitality industry doesn't face closure again.

A PRIVATE KARAOKE ROOM IS A SAFE AND PROFITABLE ENTERTAINMENT OPTION FOR YOUR PUB

Karaoke rooms are a COVID friendly option for entertainment for your customers. With karaoke rooms you can control the number of people in one space and have the opportunity to cleanse equipment between bookings.

Karaoke booths can be easily converted from any room at your venue with minimal investment and effort. If you already have a private function room, all you need is Singa Business, a screen, mics and speakers and you're all set.



Venues such as Amber Taverns, Hogarth's Stafford, have created their very own Bubble-oke concept whereby, social bubbles can hire out the karaoke room for private entertainment. An increase in session times from one hour, to up to three hours, has given their customers the feeling of a real occasion and at the same time has trebled the hourly income of the karaoke room in comparison to pre-lockdown figures.

Remember to take good care of hygiene by using protective mic covers and cleaning the mics after use. And of course sanitise the room between every group.

Mobile song requests and display ads makes Singa a great option for safe entertainment

Karaoke song requests can be safely sent direct from the consumer mobile app that any customer can download to their own phone. No need for printed songbooks and no risk of transmitting the virus. Win-win.

Visit **www.avt.technology**

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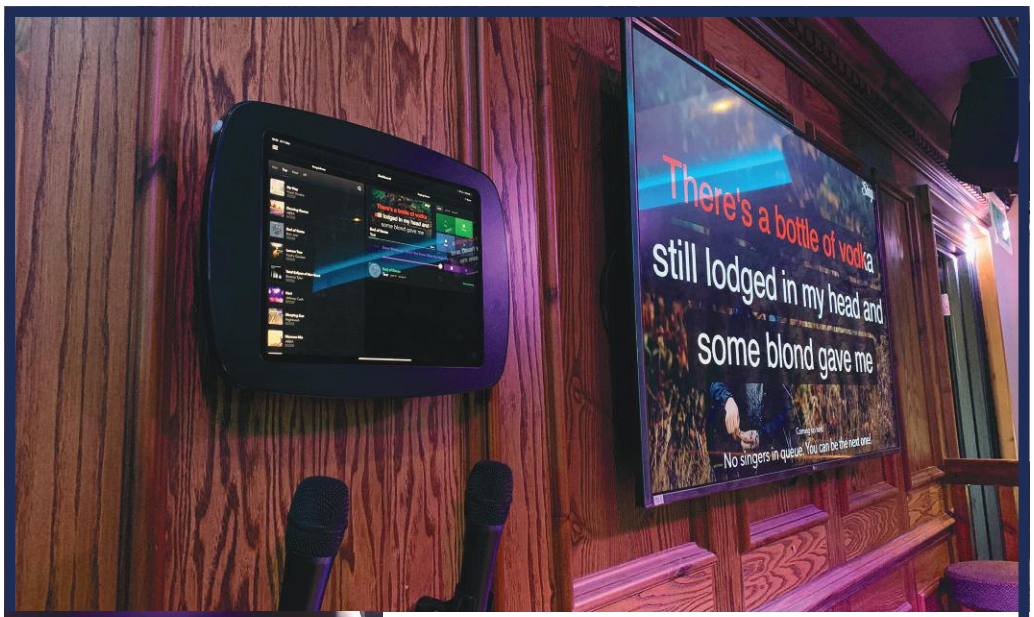

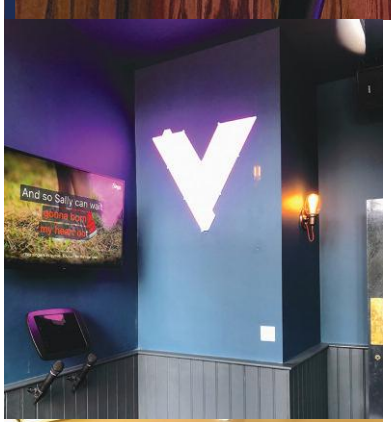

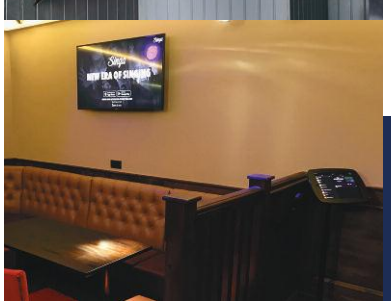

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Havwoods wood flooring can be found in the finest restaurants and hotels around the world, and their clients are offered a continuously evolving range of high-quality flooring designs creating spaces which are not just functional but beautiful. Havwoods selects only the very best products from the best manufacturers worldwide, and the result is a superior portfolio of floor covering products. Environment and sustainability are in the heart of Havwoods which is why the products are sourced only from sustainably managed forests.

Havwoods' sophisticated showrooms offer an exclusive, personal wood flooring experience providing customers with a first-class consultation and an opportunity to see and touch the wood flooring options in large panels.

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See the advert on page 49 for details.



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EAIS are your one stop solution for all of your storage and handling needs. Our vastly experienced and award winning team are on hand to support our distributors and to help them overcome any challenge that they may face.

We offer 16 different types of racking to choose from including chrome, nylon, stainless steel solid, perforated & wire as well as lift-out systems. All of these are available in wide range of sizes which will help to maximise every area of a busy commercial kitchen. Follow this up with a huge range of trolleys and transportation system you will find all that's needed to support all types of commercial catering applications. We are proud of our ability to hold vast stocks of racking and trolleys, allowing us to accommodate urgent next day delivery requests if required.

In addition to standard products one of our strengths is our flexibility. Our on-site in-house manufacturing facility allows us to offer bespoke items to our customers. Therefore if our standard product doesn't quite tick your box our engineers and designers will work closely with a client to ensure the correct bespoke solution is offered.

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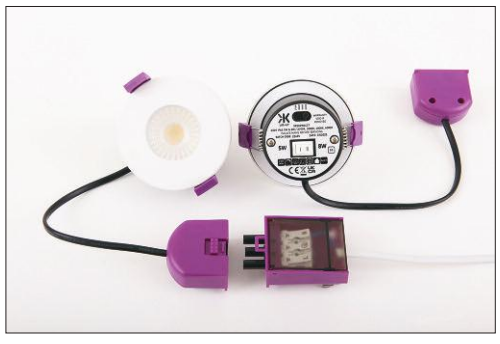

LED lighting applications and installations are set to be transformed with the launch of an innovative, brand new downlight from Knightsbridge - one of the UK's leading brands of wiring devices, accessories and lighting.

SpektroLED breaks through the limitations of traditional LED downlights, offering unrivalled choice in versatility, performance, and style in one unique package, doing away with the need to specify multiple LED lamp types. It is also designed and manufactured in such a way that installation is quick and easy.

The new downlight can be configured to offer 40 variants from the one product thanks to its selectable wattages and CCTs and choices of bezel. Depending on the required illumination either 5W (up to 465 lumens) or 8W (up to 795 lumens) can be pre-selected via a switch on the rear of the lamp body. Once chosen, there are four CCTs available – 2700K, 3000K, 4000K and 6000K – the desired colour temperature selected by a sliding switch also on the rear of the lamp body.

Further customisation is then possible through the various bezel options that allow the lamp to complement or contrast with a room's décor or colourways. The bezels come in a choice of stylish finishes from popular white and matt black to chrome, polished chrome and brass.

These permutations of wattage, colour temperature and bezel choice make SpektroLED a genuine 40-in-1 solution.

Installation is both quick and simple. Each unit, which has a low-profile design, features cleverly engineered first and second fix power connectors with loop in/loop out terminals that can be terminated and hidden away while other works are finished. Then the downlight can be simply plugged in to complete the installation after decoration, avoiding the issue of paint-damaged bezels! The connectors also allow the luminaire to be removed for maintenance or even re-programming by simply unplugging them.

Furthermore, the downlight is fire rated for solid timber, web joist and I-joist installation and is also IC rated* so retaining the efficiency of any mineral wool insulation in the ceiling void. And with an IP65 rating from below, it is suitable for use in bathrooms, wet rooms or other rooms where moisture is prevalent.

Once installed, SpektroLED will give 50,000 hours of rated LED life and can be used with leading and trailing-edge dimmers should the need arise, though compatibility should be verified beforehand. A five-year warranty guarantees peace of mind.

With the launch of SpektroLED, Knightsbridge is providing greater freedoms for user-determined lighting projects and making life for the installer so much simpler.

Visit **www.mlaccessories.co.uk**

*check the product datasheet and instructions for further details

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CardsSafe Partner with Bacchus Wines (PLDC)

CardsSafe Ltd. is pleased to announce a new partnership with wine broker and aficionado Pierre-Loup DeCam, founder of Bacchus Wines (PLDC).



For all the negatives the last two years have brought the hospitality industry, a lot of good has blossomed from visionary individuals in the field. In 2019, after decades of business together, an idea struck. Could CardsSafe and Pierre-Loup's wine brokerage business, Bacchus Wines (PLDC), based in Hampshire, collaborate in a way to benefit their mutual customers?

The answer was, yes, they can!

Pierre-Loup and Trond Rornes, Director of CardsSafe, met years back when Pierre-Loup was the landlord of a 500-year-old pub in Surrey. CardsSafe was first installed in the iconic public house in 2008, with additional units added quickly. His team saw immediately the benefits of the CardsSafe system, which handled their customers' bank cards safely, eliminating fraud and increasing spend via food and drinks tabs by more than 20%.

Bacchus Wines (PLDC) offer beautiful wines to private clients and independent outlets. The majority of the wines hail from the award-winning Château de Parenchère. The Chateau dates back to 1570 and has a long and well-established history in viticulture.

There are six signature wines: The 'Classique' red Château de Parenchère, the prestigious 'Cuvée Raphaël, the Bordeaux Clairet, the 'La Roseraie' 'Bordeaux Rose', the Bordeaux 'Blanc Sec', the cuvée 'Esprit de Parenchère' and the 2020 vintage: 'L'Équilibriste'.

Château de Parenchère aims to obtain a well-balanced wine with a firm density and elegant and mellow tannins. They also seek to produce an elegantly wooded wine, with a present yet discreet oaK, that leaves plenty of room for expressing red fruit and spices aromas.

Trond Rornes, Director of CardsSafe, says,

"I am convinced that all CardsSafe customers will appreciate the Parenchère wines that Bacchus Wines (PLDC) is going to bring to the UK market via its energetic representative Pierre-Loup."

CardsSafe and Pierre-Loup look forward to offering independent restaurants, pubs and bars the opportunity to provide their customers with the fantastic Chateau de Parenchère wines.

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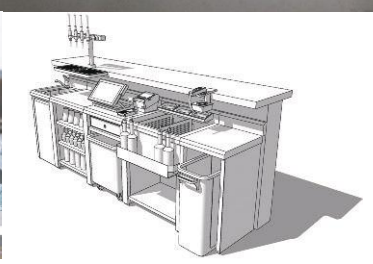



Optimum by Concept Bars is the new modular, 'off the shelf', stainless steel under bar system that is built to last, available in a short lead-time and cost-effective for even the most limiting client budget. The range is designed to improve staff productivity leading to speedier service, increased customer satisfaction and ultimately increased sales.

Each unit has been ergonomically designed and fabricated to complete a particular task and can be configurated in a number of different arrangements to suit your needs. Constructed from food safe, 304 grade box section, satin finish stainless steel, it not only looks stylish but requires minimal maintenance.

Unlike many other suppliers in the market, the Optimum range features fully enclosed units complete with back and side panels, removable shelving, fully insulated ice chests; (in both foam & foil insulation) in varying capacities for maximum ice storage with a contemporary chamfered nosing and upstand detail. All units are designed and manufactured in the UK and are available to purchase from AutoQuotes or from Concept Bars direct. The units are easily assembled with no add-on parts however, if required, an installation service is available.

Concept Bars has also recently joined the Cedabond family of suppliers. With a history of over 30 years in the hospitality industry and a reputation for quality, expertise, and competitiveness in the discipline, Concept has evolved to be acknowledged as one of the leading bar specialists and innovators. We are continually trying to come up with new ideas and are proud to offer this new product range which we believe will surpass your clients' expectations in terms of budget and quality. Please contact us today!

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www.ilfchairs.com

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Most indoor seating and indoor wooden table bases and tops can be finished to any customer specification. Outdoor items offer a variety of colours within the same product style.

Also included is a link to priced stock chairs and table bases plus a selection of priced made to order seating in a selection of Faux Leather upholstery colours and wood frame colours. These products can also be supplied to customer specification, just ask for details.

Enquiries can be sent to them directly from the website and they will reply within 24 hours. They hope you will enjoy the experience of viewing their easy to navigate website and they look forward to helping clients get the best products for their hospitality site.

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seating with wider appeal

Get an Authentic New York Slice from Bakers Pride and Taylor UK

Bakers Pride was founded in the Bronx, New York in 1945. It launched the world's first production pizza oven and has established a worldwide reputation for the quality of its products.

The P22S is a countertop unit that is ideal for businesses that want to offer authentically cooked pizza, flatbreads, pretzels, and other baked products but have limited space for a full-sized pizza oven. With a sturdy, stainless steel outer shell and a fully welded, high heat aluminiumised steel interior, the P22S has an operating temperature range of 150–340°C and has a single oven chamber with two cooking decks of 52.7cm squared.

Each deck has independently controlled heating elements made of high performance, corrosion resistant alloy that help to guarantee a long and reliable working life. The baking chamber is lined with Cordierite which spreads the heat evenly, helping to create an authentically crispy pizza base and stone baked flavour.

The P22S comes fitted with a 15-minute electric timer, a continuous ring alarm and manual shut-off, quickly alerting staff when each pizza is ready and making it simple to keep up with demand even at peak times.



"New Yorkers' pride in the quality of their city's pizza is legendary, so any equipment that gets the Big Apple's seal of approval has to be good," says David Rees, marketing manager of Taylor UK. "The P22S is ideal for any business looking to offer customers an authentically cooked pizza."

Bakers Pride Pizza Ovens are available from Taylor UK, for a free consultation call **0800 838 896**, email **sales@taylor-company.co.uk,** or visit **www.taylor-company.co.uk** for more information.





Design and Refit

Halton Foodservice Limited

Halton Foodservice Limited, specialists in Commercial Kitchen Ventilation for over 50 years, have a depth of expertise and solutions to deliver in today's complex and competitive marketplace.

We combine our highly professional services with broad technical understanding of Indoor Environment Quality (IEQ). Using this knowledge, we serve our customers with the most convenient, and energy efficient solutions for all segments of catering: hotels & fine dining, institutional & corporate catering, restaurant chains & QSR, retail applications, the growing segments of food halls, food courts and ghost kitchens, and food processing.

Our holistic approach to kitchen ventilation, considering exhaust and supply air systems, as well as lighting and acoustics, is backed up with the best product support. We offer a total package and a highly flexible approach to tailor solutions exactly as required. This helps foodservice operators provide the highest quality service and improve their profitability.

One of our most recent projects was Eataly, the world's largest Italian food market where we introduced energy saving technologies - Capture jet, and our Demand Controlled kitchen ventilation system M.A.R.V.E.L, which combined will reduce energy consumption by up to 40%.

We take pride in continually advancing and improving our offering. Our investment in research and development of commercial kitchen systems is second to none with facilities on three continents, equipped with state-of-art tools. Based in Kent, Halton Foodservice forms part of the worldwide Halton Group – a leader in Indoor Environment Quality solutions, specialising in innovative products and systems that combine comfort, safety, and sustainability.

Contact **foodservice.uk@halton.com** - Tel. **+44 (0)1634 666111** or visit **www.halton.com**

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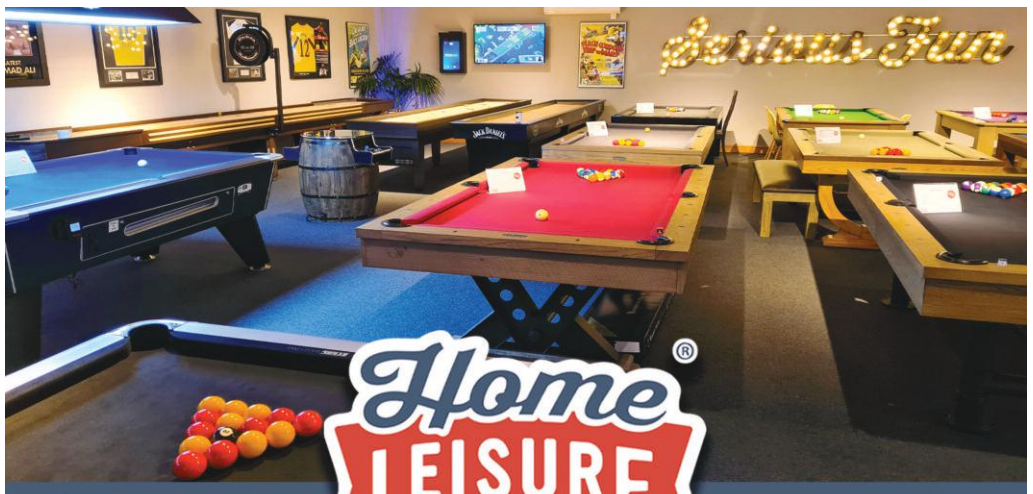
Use your space to its maximum potential, without any compromise on quality. The tournament spec Signature Vantage is hugely different from the classic pub pool table look. The sleek shape of the table gives clean lines and contemporary elegance to any bar, pub, or restaurant, made from solid oak with a single-piece dining table top and upholstered benches included. The revolutionary technology within the Signature Vantage includes an automatic security system, rechargeable battery to remove unsightly cables, online portal recording to monitor table revenue, and takings paid directly to your bank account.

At Home Leisure Direct, we have pioneered contactless payment for competitive socialising products, with a unique and efficient system designed for the hospitality market. We're the top supplier in the field, providing renting and purchase options on our products as well as full-service back-up, floor planning service, and stocking all consumables necessary to keep products performing well. We are the only one-stop shop in the market, providing finance and service solutions for a huge range of highly profitable products.

You can call us free on **0800 622 6464** and speak to our expert team with any questions you might have.



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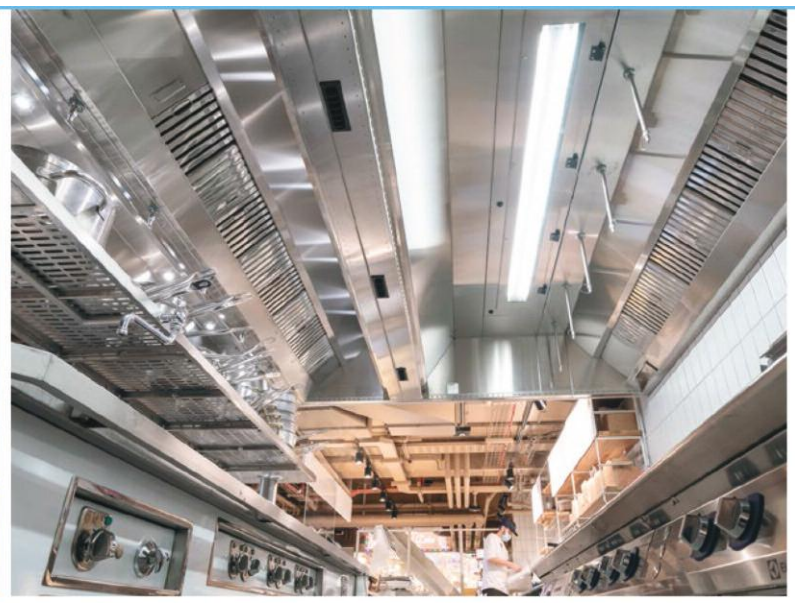



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A lot goes into a kitchen. This is precisely why a lot goes into our designs!

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Property and Professional

Are Employers Right To Be Concerned Over Vaccines in the Hospitality Sector?

By Charlotte Rees-John, partner law firm Freeths LLP (www.freeths.co.uk)



The hospitality sector is open for business but in order to strengthen trade operators face the challenge of ensuring that both customers and staff feel confident that their venue is a safe place to be. The question of whether operators can or should require staff and potentially customers to be vaccinated is a controversial one. We take a look at your legal obligations.

Customers in Wales and Scotland will need a vaccine passport from this October to enter nightclubs and other largescale events. The Government decided against introducing a similar requirement in England although made it clear that this was not being ruled out and that moving into winter things may change.

CAN YOU REQUIRE EMPLOYEES TO HAVE THE VACCINE TO COME TO WORK?

Mandating vaccination is likely to be risky, and could expose your business to claims (for example, unfair dismissal, discrimination and human rights challenges). Instead of implementing a blanket policy on vaccination you should carefully consider the requirements of each worker's role and consider alternatives to keep the premises safe e.g. on site testing, social distancing, PPE, face coverings, hygiene, and cleaning.

SHOULD YOU ENCOURAGE EMPLOYEES TO TAKE THE VACCINE?

Yes. The Health and Safety at Work Act 1974 requires you to take reasonable steps to reduce workplace risks. Encouraging employees to be vaccinated to protect themselves, colleagues and customers is likely to be considered a reasonable step. You should certainly consider educating staff about the vaccine to ensure they are informed about the advantages and disadvantages. The Government has issued guidance for employers about supporting the vaccination programme together with a COVID-19 vaccination toolkit. This is a useful resource and you should seriously consider encouraging staff to get vaccinated now so you are one step ahead should mandatory vaccination for hospitality workers be introduced for the winter.

CAN STAFF REFUSE TO HAVE THE VACCINE?

Yes. Employees may have a variety of reasons for refusing the vaccine some of which are protected by the Equality Act 2010. Some staff may have religious or philosophical beliefs for refusing the COVID-19 vaccine. You should carefully consider whether a blanket requirement to have the vaccine might adversely affect people with a protected characteristic (e.g. pregnancy, religious and philosophical beliefs). This may be discriminatory and then you would need to think about whether you could objectively justify mandatory vaccination.

CAN YOU ASK STAFF TO SHOW YOU THEIR NHS COVID PASS?

This would carry significant legal risk, in particular discrimination risks, and would be difficult to objectively justify.

CAN YOU ASK CUSTOMERS TO SHOW A COVID PASS BEFORE ENTERING YOUR PREMISES?

As an operator you should note that the Equality Act 2010 provisions (see above) also apply to the provision of services. Therefore unless legislation requiring customers to show a Covid Pass is introduced you should be cautious in imposing a blanket requirement for customers to show a vaccination passport without considering the specific circumstances of each case.

WHAT MIGHT THE WINTER BRING?

The Government has recently passed new regulations which makes it mandatory not just for employees and workers but to all those who enter care homes (including tradespeople) to have the Covid-19 vaccine, unless they are exempt. This new law is the subject of a judicial review but is relevant because we could see something similar this winter for the hospitality sector.

Care homes are obliged to carry out checks and keep records or face fines or worse. The way the regulations were introduced left care homes little time to prepare and to ensure that all of their staff were vaccinated or exempt. Hospitality operators would be wise to start conversations with staff about having the vaccine now. That way you will be prepared should a similar vaccine requirement be introduced at short notice if there is a new variant this winter.

Weekly Figures Analysis & Reporting Service from David Hunter



David Hunter has been in the business for over 30 years, and with his vast amount of experience has become an expert in ensuring that businesses reach their full financial potential.

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If you have a Pub, Restaurant or Hotel business which is facing financial or operational challenges … why not let David have a look, and help you maximise your full potential. There is no cost to David having a look at your figures, and letting you know what COULD be achieved.

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The Plume of Feathers is a renowned moorland freehouse with an impressive reputation and following. This well-established multi-faceted business offers many revenue streams with traditional wet and dry pub restaurant trade, together with functions trade, bunk house accommodation, the type of which is very popular with the outdoor pursuits on the moor and extensive camping and touring pitches.

The sale of the Plume of Feathers represents a first-class opportunity to purchase a versatile and well-regarded moorland inn and a very special place to live and work. Currently closed, there is a tremendous potential to kick start a previously extremely successful business opportunity.

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Minimum Wage Regulations: Why Employers Can't Afford To Get It Wrong

By Helen Molloy, partner in the employment team at law firm, Shakespeare Martineau (www.shma.co.uk)



Last week, well-known names including Pret a Manger and Tesco hit the headlines for all the wrong reasons, after being "named and shamed" by the Government for failing to meet minimum pay rules. The news is a powerful reminder for hospitality and leisure employers about the need to review their practices and ensure they're paying workers fairly.

The Department for Business' (BEIS) publication of its "name and shame" list for flouting wage rules, featuring 191 firms, will have been a wake-up call to many employers. As well as associated reputational damage, breaches can lead to hefty fines from HMRC of up to 200 per cent of arrears (capped at £20,000 per worker). In addition, employers who are caught out for underpaying workers will have to pay back arrears to the individual at the current minimum wage rates, which could have a significant impact on their financial position.

The employers named in BEIS' list were found to have underpaid workers in three key ways; 47 per cent wrongly deducted pay from workers' wages, including for uniform and expenses, 30 per cent failed to pay workers for all the time they had worked, such as when they worked overtime, and 19 per cent paid the incorrect apprenticeship rate.

To keep on the right side of the law, hospitality and leisure employers should start by ensuring that they are paying workers according to the correct and current rates. For example, from April 2021, the National Living Wage has been applied to all those aged 23 years and above, however, this was previously applied from the age of 25. As well as checking that they're up to date with the current legal pay rates, employers must stay aware of any annual rises and rate increases related to relevant trigger points, such as employees' birthdays.

Some employers in the sector may also be unaware that there is a rule connected to an apprentice's age or more specifically, to those who are 19 and older or who turn 19. Employers can only pay the apprentice rate for the full term of the apprenticeship if the individual will be under the age of 19 for the entire term. Otherwise, employers can pay the apprentice rate for the first year of the apprenticeship only, or must increase the rate for those turning 19 during the term of their apprenticeship (if they have already been paid for longer than a year on the apprentice rate). In both scenarios, it's important that employers are aware of the need to increase their rate to the correct national minimum wage (NMW), at the relevant trigger point (after the first year, or on their 19th birthday).

It's also vital to ensure that any deductions being made, such as those that are made to pay for workers' uniforms, are permitted under their contracts and are not reducing workers' pay below the minimum legal rates. Employers must also take the number of working hours into account; if workers are doing a high number of hours on a low salary (and they are not receiving paid overtime), this may well take them below the minimum legal rate. Keeping accurate records of pay, hours worked and any deductions is key to not only ensuring compliance, but also to withstanding the scrutiny of any HMRC investigation.

Employers should also review employment contracts regularly. Many hospitality and leisure businesses may have a standard contract template in place that they've used for many years, however it's important that this is reviewed and updated periodically, to ensure compliance with legal changes due to case law or statutory provisions, including those relating to rates of pay, working arrangements (including hours of work) and permitted deductions.

A common pitfall made by employers is failing to join the dots between what a worker's employment contract says, and what the working arrangements actually are, including, what they are being paid in practice. As a business' practices may change gradually over time, its contracts and policies may say one thing while the company is doing another. Further, as is borne out by the recent Government report, many employers are unaware of how to properly calculate the hourly rate of pay. As such, employers may not actually realise that they're breaking the law.

However, when investigating a company, HMRC will not be interested with whether the error was unintentional, they will only be interested in what was actually paid. While employers may be tempted to review contracts and compliance with rates without the support of an employment lawyer, this could well prove a false economy compared to the significant legal fees that would likely be involved in the event of an HMRC investigation.

The fact that so many High Street giants, many with significant in-house and external legal resources, have been caught out in failing to meet minimum pay laws reveals how easy it is for employers to get it wrong. With plans for the Government to step up such investigations, tightening up practices in this area is more important than ever. As part of this process, businesses should be sure to read Government's new guidance for employers, designed to ensure they pay their workers and apprentices fairly.

By ensuring they're fully informed about the current rates and any changes, and by seeking the right expert support, employers in the hospitality and leisure sector can check that they're paying workers fairly, while avoiding falling foul of the law.

Phoenix Specialist Risk Solutions

Much like the mythological bird, Phoenix Specialist Risk Solutions was born from the ashes of an industry which has grown tired and disassociated from the people it is designed to protect. Phoenix is built to be different, our main focus is you.

We have built our business with care at the core of everything we do. We strive to offer a quality personalised service which is tailored to each individual's needs — we listen to you, get to know you and aim to support you every step of the way.

Your business is in most cases the biggest risk and the biggest asset you will ever have from the initial days of worrying about business levels and cash flow through to staff and HR issues and then back to business levels and cash flow, a revolving cycle. Within your business you will also have your trusted partners, your accountants and bankers, do you include your insurance broker? If not why not?

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See the advert on page 19 or visit **www.phoenixsrs.co.uk**

Help Is At Hand For Businesses Devastated By The Covid-19 Virus

The Government is backing a new lending scheme that is aimed at getting funds out to struggling businesses that have seen profits impacted by coronavirus and whilst hotels, restaurants and public houses along with B&B's and other hospitality businesses all struggled through the lockdowns we are pleased to let you know help is at hand.

Loans will be based upon 2018 & 2019 accounts, as opposed to last year's figures.

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