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Focus Still on Safety as Consumers Return to Hospitality Post-'Freedom Day'



Just over half of consumers have returned to Britain's restaurants, pubs and bars since 'freedom day', new research from CGA reveals—but with operators and consumers alike still cautious, trading remains below pre-COVID-19 levels.

According to a survey by insight & research consultancy CGA 56% of consumers have visited venues in the ten days from Monday 19 July. It is five and 12 percentage points higher than the numbers who visited within ten days of venues reopening for outside and inside service in mid-April and mid-May respectively. In total, just under three quarters (73%) have returned to the out-of-home market since venues were allowed to open in April.

However, two in five (42%) consumers say they have been out less often than they normally would before COVID-19, with busy venues their chief concern. Among consumers who have visited the On Premise since April, but not since 'freedom day', a fifth (20%) have indicated that venues would be too busy for them. These concerns are leading consumers to plan meals and drinks out more carefully, with only a third (31%) of visits in July involving no reservations.

(CONTINUED ON PAGE 3...)

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Editor's Viewpoint



EDITOR
Peter Adams

Welcome the latest issue of CLH News!

Just to remind you we have gone 'bimonthly' until the end of the year and hopefully we'll be back to our regular schedule in January 2022!

That said, I do hope you have signed up to our very popular and successful weekly digital edition, delivered direct to your inbox each Friday between 2 and 3 PM. If you haven't do sign up by visiting www.catererlicensee.com/signup

CLH Digital is the sector's only weekly digital title, with all the latest in-depth industry comment, without the spin, of course!

Well, we are 2 weeks post "Freedom Day", and, according to our lead story, confidence is returning among consumers but they are remaining vigilant.

Like me you have probably seen some alarmist stories in mainstream media. I am finding at the moment that mainstream media is competing with itself to publish the most salacious and mind-numbing trivia!

That said, businesses are finding themselves in the court of public opinion, manufactured confrontation recorded on smart phones and portable devices finding their way onto social media and into mainstream news and that can have a devastating effect on any business.

You may recall I told my experience on an evening out in a West Country city while attending a trade show.

I was with a few "mature" exhibitors looking for a few beers and a bite to eat. The door was manned the most aggressive looking security. One in particular was clearly hoping for a confrontation.

Suffice to say we simply voted with our feet. We found a place by the river, but I approached one of the doormen explained our situation adding that we are "good tippers", and he found at a table for eight - great food and great service and we went to the same place for the next three nights!

I think the issue of vaccinate passports is going to be difficult to administer and is going to lead to heated confrontations. They are more than likely unworkable and most importantly make the prospect of profitable venues unviable.

The libertarian in me says it should be left to individual choice. That being the individual choices of proprietors as to whether they want to implement a vaccine passport program, and customers voting with their feet as to whether they want to enter a venue demanding them!

Don't forget to sign up to receive all the latest news and developments for the hospitality industry at **www.catererlicensee.com/signup**

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Roddis House,
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TELEPHONE:
01202 552333
FAX: 01202 552666
sales@catererlicensee.com
www.CLHNews.co.uk
@CLHNews
CLHNews

EDITOR
Peter Adams

SALES EXECUTIVES
David Bartlett
Guy Stephenson

PRODUCTION & DESIGN
Matthew Noades

PRODUCTION & WEB ADMIN
Shelly Roche

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Focus Still on Safety as Consumers Return to Hospitality Post-'Freedom Day'

(...CONTINUED FROM FRONT COVER)

Despite the easing of restrictions and the reopening of venues including nightclubs, hospitality operators' continue to put safety at the forefront of their offer- 39% of consumers said that the venues they visited were still operating social distancing measures. The impact of this continued reduction in capacity is reflected in CGA's Drinks Recovery Tracker data which indicates that drinks sales per outlet in England in the week following 'freedom day' were 18% lower than the same week in 2019. Sales on the day itself (Monday 19 July) were down by 6% on the equivalent Monday in 2019, but there were encouraging signs for the market's recovery over the weekend, with Saturday sales down just 2% against 2019.

Operators will also be encouraged by research indicating that two thirds (69%) of consumers who have not been out since 'freedom day' but had visited since April, plan to do so within the next month. Since confidence among returning consumers appears strong, with only 5% feeling unsafe on their visits, providing reassurances that it is safe to eat and drink out will be key to enticing the 27% of consumers who have not returned to the On Premise since April. Consumers are reporting conspicuous signs of continued safety restrictions, and along with social distancing measures, 42% said that staff were continuing to wear PPE and the use of masks were encouraged when not sat at the table.

Jonathan Jones, CGA's managing director, UK and Ireland, said: "The easing of COVID-19 restrictions has been a huge relief, but it's clear that consumer confidence remains fragile as COVID-19 cases remain high, especially among older age groups, and there is a long way to go before we return to pre-pandemic norms. Businesses will need to make it easy for hesitant consumers to plan their visits in advance, check availability and be sure they will have sufficient space."

"Venues will have to work hard to communicate to people that they are in safe hands when they eat and drink out. Businesses are also going to need continued support from government to sustain them through this latest phase of recovery, with extensions to business rates relief and VAT reduction still high on the agenda for operators.

SALES STILL BELOW PRE-COVID LEVELS

Average drinks sales by value in the seven days to last Saturday (24 July) remained well short of pre-COVID levels, ending the week down by 19% on the same period in 2019. However, this was a notable improvement on the 27% drop in the previous seven days—thanks in part to a welcome boost on 'Freedom day' (Monday 19 July), when sales were just 6% below the same day in 2019.

While trading was down by between 18% and 26% on 2019's levels on each day from Tuesday to Friday, Saturday saw only a small decline of 5%—an encouraging sign that drinkers are taking advantage of greater freedom and may be starting to get back to the kind of weekend drinking occasions seen before COVID.

The reopening of nightclubs and other late-night venues, along with the easing of drinking restrictions in other pubs and bars, gave spirits sales a much-needed boost. Their sales last week were 2% up on the same week in 2019—a far better performance than categories including beer (down 23%), soft drinks (down 22%) and wine (down 27%).

Restaurants also enjoyed one of their best weeks for drinks sales since the reopening of hospitality in the Spring, with their value down 19% across last week.

Nightclubs and spirits have been hardest hit of all by the pandemic, and the signs of life that we saw in both segments last week were hugely welcome," says Jonathan Jones, CGA's managing director, UK and Ireland. "However, there's no escaping the fact that sales are still well short of pre-pandemic levels. With many consumers still anxious about COVID, and operators facing major challenges on staffing and other fronts, it will be some time before the On Premise gets back to normal—but some green shoots of recovery are at least starting to emerge."

GOVERNMENT SUPPORT

UKHospitality, The British Beer and Pub Association and The British Institute of Innkeeping are all warning that the long-awaited easing of restrictions does not mark an easing of challenges for sector businesses. Chief among these are major concerns around staffing, the supply chain and tapering of Government support.

Furthermore, the current 'pingdemic', as a result of the NHS Covid app, means up to as many as a fifth of staff in the sector are isolating at any one time. This is forcing operators to reduce operating hours or to close venues completely, threatening to derail recovery.

In terms of priorities for Government support, respondents ranked additional business rates relief into 2022/23 as the top measure, followed by a continued reduction in hospitality VAT beyond March 2022 and, thirdly, an overhaul of the business rates system.

Other support measures needed that ranked highly were a reduction in the tax on beer and alcoholic drinks, as well as help to address labour shortages experienced by the sector.

In a joint statement, the three trade bodies said: "The easing of all legal restrictions should mark a progression into the recovery phase for our sector, which has been hardest hit during the pandemic and only now permitted to trade unrestricted and make progress toward rebuilding and paying off accrued debts.

"But businesses are faced with a range of pressing challenges meaning the road to recovery will be bumpy for many months to come. The sector has already lost more than 12,000 venues during the course of the pandemic and more than half a million jobs - without further adequate support there will be more businesses and jobs lost.

"For hospitality to begin a sustainable recovery, Government must continue working closely with us in order to put in place the right trading environment, including measures such as further business rates relief into next year and the extension of the lower rate of VAT. This will offer firms the chance to bounce back strongly and help to rebuild fragile consumer confidence. With the right support, hospitality can be at the forefront of the nation's economic recovery, creating jobs and reviving our high streets and city centres."

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UK Consumers Prioritise Good Food And Experiences Over Vaccine Passports When It Comes To Dining Out



After a year of upheaval and change for the hospitality industry, the UK has now reached 'Freedom Day' – but the debate around the removal of mask mandates and a vaccine passport programme continues. Yet, a new study from SevenRooms has found that safety regulations are low on the priority list for UK consumers, with just 11% saying they would not feel comfortable dining out unless a vaccine passport system was in place.

The 'COVID Confidence: Part Two' report polled a representative sample of 2,068 UK adults through YouGov in June 2021, looking at the key factors for consumers when it comes to the dining experience in the post-COVID era. The findings have been compared with responses from the 'COVID Confidence', 2020 report to reveal how diner expectations have evolved over the course of the pandemic. The data highlights that food, ambience and the restaurant experience are more important than ever:

Food comes first *– The quality of the dishes served is paramount for UK diners. Over two-thirds (68%) say the quality of the food makes for a better restaurant experience, compared to 61% last year (+7%)*

Creating the right atmosphere – *The ambience of a restaurant is increasingly crucial - 43% say it affects the enjoyability of their visit versus 33% in 2020 (+10%)*

Discount devotees *– After a difficult year for many financially, 23% say a discount would improve their restaurant experience, up from 16% in September of last year (+5%)*

Taken with technology *– New technologies such as contactless ordering and payment were originally introduced to boost COVID safety, but they remain a welcome addition for almost a third (32%) of diners; 49% of consumers want to be able to make a reservation in advance*

With the UK's vaccination programme progressing and having reached our 'terminus point' of 19th July, the study revealed that consumer attitudes towards COVID safety in their dining experiences has decreased in comparison to last year:

Vaccine passports not a priority *– Despite much media attention, only 21% of consumers say having a vaccine passport system implemented at a restaurant would make their experience more enjoyable*

Masks and PPE *– While over half (55%) said they would prefer to see staff wearing masks and other PPE last year, this number dropped to 45% in 2021, a 10% decrease. A fifth (20%) now say they wouldn't feel uncomfortable if staff didn't wear masks, +9% from last year's poll*

Hand sanitiser – *While the Government is still mandating the presence of hand sanitiser at restaurant entrances, this is becoming less of a priority for diners: while almost half (49%) wanted to see hand sanitisers in venues in 2020, this has decreased to 40% (-9%)*

Diner communications – 15 months into the pandemic, a quarter (25%) of UK diners would like to be informed of COVID safety measures before every restaurant visit, compared to 34% in 2020, a decrease of 9%

The study also examines consumer preferences when it comes to dining out. The pandemic has made the nation increasingly keen to show loyalty to venues they know, with 40% saying they are inclined to dine at a restaurant they've been to previously, a 5% increase from 2020 (35%). Over a third (38%) prefer to forgo third-party reservation platforms and book with the restaurant directly compared to 29% last year. Notably, independent restaurants are growing in popularity with nearly a quarter (23%) of diners now more likely to dine with them over a chain restaurant (+5% from 2020 at 18%).

While the issue of 'no shows' has continued to be discussed within the media, the report reveals that UK diners are more reluctant than ever to fail to turn up for a booking without cancelling. Over half (56%) state there is no circumstance that they would 'no show' (+5% versus 2020 at 51%). Only 18% claim they would fail to turn up if there was an increase in COVID infections in their local area, compared to 24% last year. Despite the belief that many 'no shows' are due to making multiple reservations ahead of selecting a final option, only 3% of UK consumers claim they do this.

Danilo Mangano, General Manager Europe at SevenRooms, comments: "After enduring three lockdowns, changing restrictions and months of uncertainty, diners are excited to get back to the experiences they know and love and make up for lost time. While much of the focus in the hospitality industry for the past year has been on adapting to keep customers safe, operators should also now be looking at how they can elevate the guest experience altogether. As the summer heats up, there is a big opportunity for hospitality operators to capture pent-up consumer demand. However, operators need to be ready to not only meet, but exceed, the changed needs of their guests.

"Success in a post-pandemic environment will rely on operators' ability to deliver exceptional and meaningful experiences to guests whenever and wherever they are, and technology has a huge role to play in enabling them to do this effectively. With fewer resources than ever before -- financially, operationally and staffing -- hospitality operators that leverage technology will be able to do more with less.

"Putting the right technology in place can also help directly facilitate the exceptional dining experiences that guests expect today. This could be as simple as presenting them with their favourite bottle of wine, keeping track of details related to food preferences, or communicating with them ahead of their experience to ensure they know what to expect. The options are endless for restaurants to personalise the experience to drive loyalty and repeat business. Capturing valuable insights and building direct and meaningful guest relationships will be fundamental as we move into recovery mode and look to capitalise on what is sure to be an incredible summer."

Cask Ale Week: The Big Cask Comeback

Industry bodies are making a clarion call to pubs, bars, pubcos and breweries for this year's Cask Ale Week, 23rdSeptember to 3rd October, to be part of their comeback strategy.

"It's not enough for pubs to be the hot topic now as they re-open their doors," says Paul Nunny of Cask Marque. "To survive, they – and breweries – need to stay right at the centre of the national conversation, and right at the heart of their communities. Cask Ale Week has an important role to play in this endeavour."

The Week is at the end of September. That's beyond the initial excitement of re-opening; after the flurry of the EURO Championships; and before the boost of the festive season. Rather than allowing a lull, the industry can join forces round a common cause.

"Cask Ale Week is something round which pubs, bars, pubcos and breweries can rally. They can do their own thing, but doing it under one banner will give cut-through that's unachievable by working alone," says Nunny.

He points to the fact that even before lockdowns were introduced, retailers were desperately trying to encourage shoppers to mimic the pub experience at home with 'big night in' type deals. "In many ways, the pandemic appeared to play into their hands. But the reality is, there's a big difference between socialising in private and public space.

"Simply put, you can't buy pub atmosphere in a supermarket, nor get it delivered to your door. Ditto for fresh cask beer. These are two of the things that can't be packaged up and sold as a commodity; two of the things that make pubs special.

"it's fantastic that the industry is joining hands for Cask Ale Week, encouraging every colleague, every partner, every customer to get involved. Let's all shout in unison from the rooftops about Britain's amazing pubs, breweries and beers, celebrating them now – and protecting them for generations to come."

CAMRA chief executive Tom Stainer says: "CAMRA has long been a supporter of Cask Ale Week, and after an incredibly difficult year for the industry, we're looking forward to joining forces to support and promote UK pubs and breweries.

"Pubs matter and are a vital part of our communities up and down the country. What's more, the pub is the only place you can get fresh cask ale from your local brewery. We are urging everyone to celebrate Cask Ale Week from 23rdSeptember to 3rd October in style, by getting back down to their local pub, social club or brewery taproom and enjoying a pint of cask ale."

British Beer & Pub Association chief executive, Emma McClarkin, says, "We have all missed a proper pint of Cask Ale in the pub during the last year.

"Pubs are the home of Cask Ale and both have struggled due to the pandemic and forced closure. With the sector reopening once more, it is vital we promote our pubs and the range they have on cask which they so expertly keep and serve. Doing so will help our brewers and pubs in their recovery.

"The BBPA is fully behind Cask Ale Week and we urge every local, brewery and pub goer to support it!"

UKHospitality chief executive officer, Kate Nicholls, says: "Cask Ale Week is a wonderful opportunity for customers to come and celebrate all that is great about pubs, communities and British beer. It's one of those occasions that has been sorely missed during the incredibly difficult period the industry has suffered.

"We'd urge publicans and other operators to take advantage of the campaign, encourage people back to their venues and experience the joy of raising a glass together."

SIBA chief executive, James Calder, says, "Cask beer is truly unique and worthy of our celebration during Cask Ale Week, a campaign very close to independent brewers' hearts and one which SIBA have supported from its inception.

"The vast majority of the beer brewed by independent breweries is cask, so with pubs now reopen across the UK we are encouraging people to get out there and enjoy a pint of cask beer from a local independent brewery.

"Fresh cask beer is only available in pubs and taprooms, so now cask is back in pubs get out there and support your locals with a pint of something delicious!"

Cask Ale Week is open to all to use. The only requirement is that any cask beer crossing the bar into the hands of customers is served in excellent condition. "Use our banner, exploit the opportunities, join forces – but for goodness' sake, make every pint a great one," concludes Paul.

More info: **https://caskaleweek.co.uk**

Welsh Hospitality Businesses Welcome Self-Isolation Change

Hospitality businesses in Wales have welcomed news that fully-vaccinated adults will soon not have to isolate if they come into contact with someone who has tested positive.

The Welsh First Minister Mark Drakeford has confirmed that the change will come into effect on from 7 August, the same day Wales is expected to move to alert level zero.

Children and young people under 18 will also be exempt from the need to self-isolate if they are identified as close contacts of a positive case.

Announcing the changes to the self-isolation rules, First Minister Mark Drakeford said: "Self-isolation on symptoms or a positive test result continues to be a powerful measure in helping to break the chains of transmission and stop the spread of the virus.

"It is important we retain this, even for people who have been fully vaccinated.

"But we know a full course of the vaccine offers people protection against the virus and they are far less likely to contract it when they are identified as close contacts.

"This means they no longer need to self-isolate for 10 days.

"We can remove the need for self-isolation for the two million adults who have completed their vaccine course, helping to keep Wales safe and working.

"We are also removing the need for children and young people under 18 to self-isolate, recognising the impact long periods out of school and college is having on their well-being and education."

UKHospitality Cymru director David Chapman said: "This represents a real breakthrough for Welsh hospitality businesses and it's a very positive response to our regular reporting to Welsh government of the shackles imposed on businesses by the 'pingdemic'.

"We have been telling Welsh government over the past few weeks of the havoc that the self-isolation regime has created for many businesses that already struggle to recruit sufficient staff to cope with the summer demand and preparations for a full reopening on 7 August, when Wales is due to relax remaining restrictions.



"The message has certainly hit home. We're delighted that our members now have a chance to fully reopen next week and to try to make the most of the visitor economy high season after months of economic turmoil."

Covid Costs Hospitality £100bn in Lost Sales

Hospitality businesses have suffered a £100.2 bn drop in sales from pre-pandemic levels in the 15 months since the start of the COVID-19 pandemic, the latest edition of the UKHospitality Quarterly Tracker with CGA reveals.

Prolonged closures and severe trading restrictions limited total sector sales in the 12 months to end-June 2021 to an estimated £59.8 bn—down by £72 bn from the total of £131.9 bn in the 12 months to end-June 2019. Adding on the second quarter of 2020, this brings total sales in the last 15 months to £64.4 bn, £100.2 bn below the total of £164.6 bn in the 15-month period to June 2019.

The latest quarterly figures are a notable improvement on recent year-on-year comparatives, following the easing of restrictions for restaurants, pubs, bars, hotels and entertainment venues since mid-April, compared to a period when hospitality was almost totally shut in 2020.

As a result, estimated sales in the three months to end-June 2021 totalled £18.4 bn, compared to £4.6 bn in the same quarter of 2020. The sharp increase shows that hospitality's recovery is underway, and that strong consumer demand for the sector can help to power the UK's wider economic revival.

However, the £100.2 bn shortfall in sales from pre-pandemic levels indicates the seismic impact of COVID-19 on the UK's hospitality sector. While the easing of restrictions from Monday 19 July has given businesses greater freedom to trade—and allowed some to open for the first time in 16 months—many now face major challenges including debt burdens, staffing crises and fragile consumer confidence.

Kate Nicholls, CEO of UKHospitality, said: "These figures confirm in stark terms the huge impacts on the hospitality sector during Covid. Furthermore, while we hoped to be close to normal trading from 19 July, in reality hospitality businesses instead remain impeded, by the ongoing 'pingdemic' crisis, the pre-existing staffing shortage and the looming shadow of vaccine passports over some of the sector.

"History tells us that hospitality can be a leading economic force in driving an economic recovery but to do so in current conditions and with huge debt accruals, it will need further support to push it over the line and back to pre-Covid trading. Extension of the business rates holiday, speedy resolution to the rent problem and retention of the lower VAT rate indefinitely are more crucial than ever to safeguard jobs and businesses."

UK Leads Europe In Hotel Occupancy Recovery

The UK continues to lead Europe in hotel occupancy with four straight weeks above 60% in the metric, according to STR data through 18 July.

"Demand is almost exclusively leisure-driven as the UK has benefitted from a successful vaccination program, a phased reopening and improved travel sentiment overall," said Thomas Emanuel, STR's Director. "Other countries are showing improvement in recent weeks for those very same reasons, but this is still far from a normal summer in Europe.'

The UK's highest weekly occupancy level (63.5%) came during 12-18 July, but that was still significantly lower than the occupancy achieved during the comparable week from July 2019 (84.5%).

Also during the week of 12-18 July, a handful of European countries showed continued week-over-week improvement in occupancy levels: Ireland (54.3%), Spain (53.7%), France (51.4%), Italy (51.1%), Poland (50.1%), Switzerland (44.0%), and the Netherlands (43.6%).

"Some European markets have been more successful than others in pulling themselves up from pandemic low points despite a massive void in international arrivals", said Emanuel. "Overall, Europe has a way to go before the region is back to pre-pandemic levels."



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Marketing Must Have A Seat At The Boardroom Table

By Victoria Searl, Founder of DataHawks (www.wearedatahawks.com)



Now more than ever hospitality businesses cannot afford to be leaving money on the table, which is why I'm doing my best to highlight to the industry that I've been working in for over 27 years that it has a major Achilles heel and it's about time that changed.

Hospitality's Achilles heel is its misguided perception of marketing. This strongly held opinion is one that has formed over years of working in the industry –in both marketing and operational roles and was the frustration that led to DataHawks: my business, which empowers hospitality marketers with business changing marketing intelligence.

Time and time again, and often as brands go from one site to numerous sites, I have seen attempts to hire in a 'junior marketer' – expecting the world often with no real idea of the job role a marketer should have and almost always affording little to no budget. Of course this doesn't work. Then, perhaps after several more years, the business decides it's time for a more senior marketer to be recruited. By this stage the culture of marketing being 'an extra cost' or 'nice to have' – bringing to life operation's ideas and kept busy with flyer making or photoshoots – is engrained. So despite the word strategic sitting on the job description, the marketer usually becomes frustrated and despondent and the function's reputation as a cost centre rather than a smart investment is further perpetuated.

You see departments like operations, HR and finance are always at the boardroom table – perhaps because each department brings with them such clear and tangible data to prove their value and worth and because they've been deemed essential from day one. Operators have systems and spreadsheets full of data, detailing everything from margin and labour percentages to NPS to sales and cost forecasting. Finance have P&Ls going back years, while HR have churn models and exit interviews. The big boss too, will have reporting, insight and consultancy coming from every direction. Why should it be any different for marketing, who actually – with the right approach – have the potential for huge influence on increasing sales and ROI.

SO HOW DO WE DO THINGS DIFFERENTLY?

It's time we took responsibility as an industry for phrases like 'the colouring in department', made by lazy colleagues who've never bothered to find out what marketers are capable of, and instead began taking seriously the impact marketing roles can have, from driving revenue, to new customer acquisition and importantly retention. This is all possible through using what we know about customers.

It is also time for marketers to see themselves differently and to shake off the 'marketing role' that has been moulded by an ill-informed hospitality sector. Placing less emphasis on long-term (who can really plan long into the future in the midst of a pandemic anyway!?) colour-coded plans, often built on a collective gut instinct and that look suspiciously like the previous one, and the one before that.

Marketers will only be able to change the way they work if they have the tools to build communications and campaigns which resonate with the right people at the right time and that means one thing should be at the centre of a marketer's world: customer data.

Whether you know it or not, businesses are overflowing with data from wifi, pay-at-table, CRM, feedback, booking platforms. Now is the time to organize and analyse that data, to identify and profile key customer groups and trends. Defer to the marketers skills, expertise and knowledge to create smart and targeted actions based on that intelligence, which might mean operations get less of that individual's time but will certainly mean increasing revenue for the brand. With the ability to work in such a genuinely strategic way and to make a significant impact on the success of the hospitality business, it's high time that marketers took their seat at the boardroom table.

The truth is if you're not putting your customers at the heart of your marketing in this era of personalisation, (100% of respondents¬ in a recent DataHawks survey said they could not confidently say who their most valuable customers were), and you're not putting your marketer at the centre of strategic conversations– you're going to find the next few years almost impossible to navigate and your survival as a business will become more precarious by the day.

Wildlife Zone and Play Area Opens at North Cornwall Pub

Publicans Martin and Natalie Watts at The Travellers Rest in Trevarrian Hill are helping local children learn more about the environment with the opening of a wildlife zone and eco-friendly play area.

These have been opened with the expert help and a Community Services Fund Grant from Pub is The Hub, the not-for-profit organisation that helps pubs to diversify and provide essential local services.

The wildlife zone has a pond as well as chickens and ducks plus hedgehog shelters have also been built to allow for their hibernation. A camera with video link will mean that the garden and pond can be streamed live so everyone can see the wildlife in action.

An eco-friendly play area, which uses recyclable materials including tyres, has also been opened at the pub to ensure that children can exercise and stay active.

Both the wildlife zone and play area are part of a larger development at the 17th Century St Austell pub, which also includes luxury glamping pods, a horsebox transformed into a coffee shop and a sheltered barn with log burner for wildlife watching in the winter months. An allotment is also in development.



Martin said: "It has been a challenging year with the pandemic but we are looking to the future and hope the new garden and wildlife area will prove a real asset to local schools.

"We have managed to utilise the outside area at the pub to offer something for everyone from locals, to schools to holidaymakers."

Pub is The Hub regional advisor Reg Clarke said: "There is nothing like this pub locally and creating this engaging outside area to cater for customers is inspired.

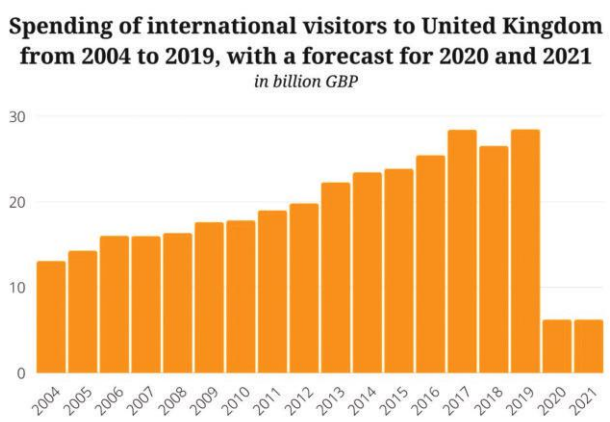
"This pub is really putting itself at the heart of its community and helping with the education of local children. It is also a safe place for people to meet and connect, which will help combat the impact of social isolation after the lockdowns."

Tourism Sector Faces £6.2bn Loss from International Visitors

Article supplied by Company Debt (www.companydebt.com)

The UK's struggling tourist industry faces another bleak summer with international visitor revenues set to drop by £6.2bn from pre-pandemic levels.

This is another blow for an industry whose economic output for travel fell by 86% for travel agents and tour operators, between February and December 2020, according to recent figures from the Office for National Statistics.



The 2021 tourism forecast by Visit Britain also noted:

International tourism for 2021 is predicted to be at 28% of pre-Covid levels

Just 2% more people will come to the UK than in 2020, 11.3 million visitors in total

Even by the end of 2021, visitors will still not be anything near pre-Covid levels

The progression of worldwide vaccinations remains the most crucial driver to getting the tourist industry back on track

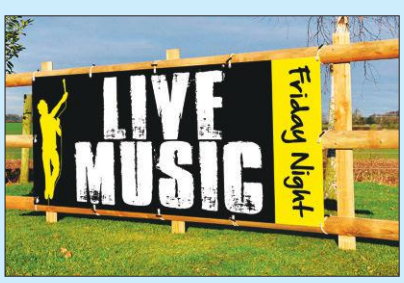
Domestic Tourism to Reach Just 56% of 2019 Levels this Summer

Despite the apparent boom in staycations and countryside glamping holidays, the Visit Britain forecast shows that many people are still opting to stay close to home. Estimates suggest the tourist industry could see £51.4bn in domestic tourism spending this year. This is up 51% from 2020, but still at only 56% of spending in 2019.

The forecase concludes "We do not expect an immediate return to pre-COVID levels of spending in any domestic tourism journey purpose or activity type, although we anticipate different recovery rates in different areas; some could see a strong summer while other remain below baseline levels for much longer."



The Pubs are Back!



It's so nice to see packed pubs, busy hotels and restaurants thriving again – with the strict lockdowns behind us we are all so very excited about the future again and the sector is oozing positivity.

The past months have taught us not to take anything for granted. Seeing your customers ordering food, drinking beer and having a good time is pleasure you can't measure.

With the sector booming there has never been a better time to refresh your offers and the best way to do this is to visit the HFE Signs online library for Pub Banners – here you will find hundreds of pre-designed outdoor grade banners, all of which can be customised to suite your needs at no extra cost.



Pub banners can be printed to any sizes to fit your space, the most popular size is the 8ft x 3ft and these are on a special promotion - Three 8ft x 3ft Banners for £90+vat and you can even mix the designs if you like!

Bespoke print and bespoke sizes are available, and even with this its buy 2 get 3rd free! Furthermore you get free UK mainland delivery when ordering two or more Pub Banners.

So, to get some ideas or get you next marketing campaign planned out visit **www.hfe-signs.co.uk** today! See the advert on page 5.

Employers to Contribute 20% of Furloughed Pay from 1 August



Employers of furloughed staff will have to contribute 20% of employees' unworked wages from 1 August until the scheme ends on 30 September.

This is up from the 10% employers have to contribute for unworked hours during July, and in addition to National Insurance payments and pension contributions.

The government will continue to top up employees' wages, so they should still receive up to 80% of their pay for unworked hours up to a maximum of £2,500.

Currently, the government pays 70% of unworked hours, with employers expected to pay the remaining 10%, plus national insurance and employer pension contributions.

But from 1 August the government contribution drops to 60%, with firms expected to pay the remaining 20%, plus national insurance and employer pension contributions. This contribution level will remain in place until the scheme ends on 30 September.

The furlough scheme was first introduced by chancellor Rishi Sunak in March 2020, when the government paid 80% of furloughed workers' wages up to a monthly maximum of £2,500.

Figures published earlier this week which cover up until the end of June, show the fewest number of people on furlough since the scheme launched in March 2020, down from a peak of nearly nine million at the height of the pandemic in May last year.

1.9 million people remained on the scheme by the end of June, more than half a million fewer than the 2.4 million at the end of May.

An estimated one-fifth of hospitality staff remained on furlough at the end of June, Treasury figures have revealed. Some 337,800 hospitality staff were still being supported by the scheme, equivalent to 19% of the eligible workforce.

A total of 291,900 accommodation and foodservices staff came off furlough between 31 May and 30 June. This included a reduction of 102,500 in drinks-serving roles and 95,760 in restaurants and mobile food service.

Chancellor of the Exchequer Rishi Sunak said:

"It's fantastic to see businesses across the UK open, employees returning to work and the numbers of furloughed jobs falling to their lowest levels since the scheme began."

"I'm proud our Plan for Jobs is working and our support will continue in the months ahead."

"The figures also show a striking fall in the number of young people on furlough, who for the first time ever, no longer have the highest take-up of the scheme."

"In the last three months, younger people have moved off the scheme twice as fast as all other age brackets, with almost 600,000 under 25s moving off the scheme."

"Jobs in sectors including hospitality and retail are now also moving off the scheme the fastest, - with more than a million coming off the scheme in the last three months."

"This decline means those in hospitality and retail no longer make up the majority of all those on furlough. Furlough was extended until the end of September to allow for businesses to adjust beyond the end of the roadmap and to bring people back to work."

"The Government's Plan for Jobs continues and is still in place to provide support, including Kickstart, traineeships and more work coaches to help people find jobs."

"This is the right thing to do to reduce long term economic scarring in the labour market and our ongoing Plan for Jobs means that we will continue to support people as the economy recovers."



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JURA – If you love coffee

Tips on Post-'Freedom Day' Mask Policy



Covid imposed rules which have been in place at pubs bars and restaurants for more than a year have been lifted, in what the government has called 'Freedom Day'.

Since being allowed to reopen last summer following the first lockdown, the hospitality industry has been forced to operate under harsh laws including only allowing table service, and the wearing of face masks when not seated.

Jonathan Mumby, employment law expert at Howes Percival explained, "Communication is absolutely key. If you, as an employer, wish for employees, customers and visitors to wear a face covering after 19 July, it's important that you communicate that policy to everyone as soon as possible.

"There's not a one-size fits all approach, organisations will need to consider the impacts of requiring, or not requiring, face masks in their workplace. They will need to review their coronavirus risk assessment and engage with staff. They will also need to consider how to police or enforce the policy should it not be adhered to.

"Although the legal restrictions are due to end, the risk remains that staff or customers could still become infected with the virus especially as we are currently seeing a dramatic surge in the current rates of infection."

SIX TIPS FROM HOWES PERCIVAL ON CONSIDERING AND DEVELOPING A FACE MASK POLICY POST 'FREEDOM DAY'

1. ***Review your coronavirus risk assessment –*** *consider what amendments (if any) are needed. Keep talking to staff and maintain buy-in for any action plan.*
2. ***Should there be exceptions to your policy?*** *Consider if any staff are unable to wear a facemask, due to an underlying health condition. Organisations should remain aware of potential claims for disability discrimination, ensuring that sufficient processes are in place.*
3. ***Reasonable adjustments –*** *Should the decision be made to require face masks, organisations should ensure sufficient procedures are in place to afford employees with disabilities reasonable adjustments to protect against potential claims for disability discrimination. Employers should engage with staff to explain the rules.*

   Remain aware of potential claims of harassment or victimisation in circumstances where some employees with a protected characteristic are unable to wear face coverings.
4. ***The economic impact of continuing restrictions –*** *Although the health and safety of staff and clients will be a priority, businesses will need to factor in the economic impact of continuing restrictions. Would requiring masks encourage or discourage potential shoppers or visitors? Will those tired of masks favour premises where one is not required. At the other end of the spectrum will safety conscious customers or shoppers choose to avoid businesses that are not requiring face coverings?*

   Equally, businesses need to be aware of the risks posed by an outbreak of the virus at their place of work. Offices have had to close as a result of the workforce being required to self-isolate. Business should ensure that the measures in place remain effective in protecting staff and customers in respect of the virus.
5. ***"The safe side"? –*** *On 12 July 2021, the Prime Minister's office stated, "the government expects and recommends that face coverings are worn in crowded and enclosed spaces, such as public transport, when mixing with people you don't normally meet." Tesco and many of the key food retailers have announced that they will continue to require shoppers to wear face masks to "be on the safe side".*
6. ***Remain up to date with government guidance*** *– Set review dates, where you may consider removing the requirement, for example, if cases fall.*

A Summer Of Feel Good Food

This year, Love Seafood by Seafish is celebrating Summer of Feel Good Food and encouraging the nation to choose the nation's favourite takeaway – fish and chips. And you can be part of it.

Launched in 2020, Love Seafood has an aim of encouraging the nation to eat more seafood, building strong band of advocates around the industry and celebrating the huge diversity of fish and shellfish available to the UK consumer. With more people than ever before planning to holiday at home this year, Love Seafood is making the most of the immense opportunity available and supporting the UK's amazing local fish and chip shops with an integrated marketing campaign.

Here's what we're planning and how you can get involved:

PR

A series of engaging features and fun, shareable content is being pitched to national and local media titles across the UK to inspire people to choose fish and chips for their next takeaway meal. Content from the campaign will be available on the Seafish website for other businesses to use in their own marketing activity.



Love Seafood will also be working with popular influencers from across the UK on @loveseafooduk social media channels, sharing their favourite spots for summer days out (which of course will include portion of fish and chips!). If you'd like to be considered for an influencer drop, let us know!

GET INVOLVED

Love Seafood by Seafish has produced range of marketing materials to support the Summer of Feel Good Food campaign, available to download at **www.seafish.org/love-seafood** Feel free to use these in your own marketing and social media activity.

Working together with businesses, our Summer of Feel Good Food activity is designed to make sure the nation's favourite is is first on the list for UK adventures during 2021 – if you'd like to get involved or want more information, email us on **loveseafood@seafish.co.uk**

See the advert on the facing page for details.

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Government Agrees to Closer Collaboration with Pub is The Hub and the Hospitality Sector

The Government has recognised the role of pubs and publicans in helping local communities and has said it will collaborate with Pub is The Hub.

In its Hospitality Strategy, which was published by the Department for Business, Energy and Industrial Strategy earlier this month, it recognised that pubs play a "vital role" at the heart of communities "giving a welcome space for people to come together."

"Even before the pandemic, many community pubs were becoming hosts for a range of important public services, including serving as post offices and general stores and providing broadband internet access. Pub is the Hub 2020, 'The Social Value of Pubs and Publicans providing Services in their Communities'," the report said.

It acknowledged the "crucial role" that pubs have in promoting mental health and wellbeing. It also highlighted the Pub is The Hub Join Inn – Last Orders for Loneliness campaign, which looks to support publicans and their communities to become better connected.



"We need to recognise the role of hospitality businesses, and particularly pubs, as vital to community life because communities that work together and play together are stronger, happier and healthier," it said.

"Also, by staying connected to their communities, hospitality businesses will remain relevant to their communities, instilling customer loyalty and helping them to remain sustainable and resilient businesses."

The Government said it would work with the sector to champion hospitality's role in community wellbeing.

It said this would include collaborating with organisations like Pub is The Hub to strengthen the social value of the hospitality sector and help combat loneliness.

It highlighted the case of the Snow Goose pub in Farnborough that has played a key role in tackling loneliness by hosting a range of events such as knitting clubs and a complimentary seniors Christmas lunch.

All Tips To Go To Staff Under Proposed New Law

Hospitality and on-trade businesses will have to hand over all tips to their staff under new proposals presented in Parliament following years of government delays.

A new Tips Bill has been brought forward by Conservative MP Dean Russell in an effort to make progress on the issue and put protections in law.

The Bill would forbid employers from retaining tips intended for staff and also enable arrangements to be made about how tips are divided between staff.

A highly contentious issue, there have been several promises made in recent years to prevent employers making deductions from money left for their staff by customers, although legislative action has failed to materialise.

Mr Russell, MP for Watford, told the PA news agency: "When we look at the role that many people have when working in bars or restaurants and so on, the tips are often seen as part of the salary in a way – rightly or wrongly.



"It's always felt wrong to me that businesses can take the tips that have been given by the customer directly to that individual or to the staff for businesses to go 'Well, actually, that's part of the payment for what they're getting'".

Mr Russell said there is a need to support the hospitality sector given its struggles during the coronavirus pandemic, and this includes helping staff via a tips guarantee. He said the Bill aims to ensure "fairness", noting: "I think for most people, when they do leave a tip for someone, they've left it for that person or for the staff, not for businesses to take an extra chunk of it".

Unite union national officer for hospitality Dave Turnbull said: "This Private Member's Bill exposes the Government's failure to introduce the long-promised fair tips legislation.

"Waiting staff, the majority of whom are on the minimum wage, keep being promised jam tomorrow by the Government but in the meantime they continue to be ripped off by unscrupulous employers.

"Not only must the Government finally bring forward fair tips legislation, but it must ensure that it is sufficiently robust to prevent it being undermined through loopholes."



How To Create A Better, Greener and More Energy Efficient Hospitality Business

By Tim Rook, Chief Markets Officer at Clade Engineering (www.clade-es.com)



Whether you own a restaurant, hotel, pub or bar, hospitality businesses all have one thing in common - high levels of energy consumption. In fact, research from the Carbon Trust has found annual energy costs for the hospitality sector are more than £1.3 billion, resulting in carbon emissions in excess of 8 million tonnes per year. Forecasts indicate that, without action now, these numbers will continue to grow.

The good news is that reducing energy use makes great business sense. It can not only save you money, but also enhance your reputation amongst customers and help everyone in the fight against climate change. The hospitality sector is diverse, but there are several common areas where energy is wasted - notably, heating, lighting and hot water. Business owners should implement a mix of both short and long-term energy saving strategies to help reduce their carbon emissions. Low cost 'quick wins' can immediately improve energy use and costs, while long term solutions can provide savings of up to 25%.

If you're not sure how to make a better, greener and more efficient business, the following swaps are a good place to start.

LED light bulbs - Lighting plays a key part when it comes to making your hospitality business attractive to customers, but according to research by the Carbon Trust, lighting can account for 25% of energy use in a typical pub. Switching your light bulbs to LEDs is one of the most straightforward ways to improve this - LED bulbs can reduce your lighting energy use by up to 80%. They were expensive when they first became available but costs have dropped significantly in recent years, and they last longer too. While a standard incandescent bulb has a lifetime of up to 3,000 hours, the equivalent LED bulb can last up to 75,000 hours. Not only do they have a long lifespan, but LED bulbs are adaptable and controllable too, meaning they can provide all types of lighting at a fraction of the impact on the planet, and your bottom line.

CO2 heat pumps - Guests expect a comfortable temperature, whatever time of year they're visiting your business, but with heating and hot water accounting for more than 60% energy use in hospitality businesses, this can become a big drain on your finances, as well as the planet. In fact, if we want to meet the UK's Net Zero 2050 target, we need to reduce heat emissions by 95%, and this means embracing new heating technologies. CO2 heat pumps are a green alternative to traditional heating systems as they don't use any fossil fuels, instead generating heat using energy from natural sources. They're a great option for hospitality businesses as they are the most scalable solution on the market right now and they're effective too - recent reports have revealed that hotels with heat pumps use 20% less electricity on heating per square meter than those without.

Smart devices and sensors - Using lighting and heating in empty rooms can be a huge drain on energy. Installing occupancy sensors will ensure that lights are only on when someone is in the room, and they can be particularly useful in offices, toilets, corridors and storerooms. When it comes to controlling heating systems, programmable timing switches will give you the most flexibility, allowing you to set the temperature depending on the time of day and day of the week. They take some time to program initially, but once you've fine-tuned the settings they can result in significant savings. Finally, you can't manage the things you don't measure, so ask your energy supplier to install a smart meter to keep an eye on what has the biggest impact on your energy bills. Once you know what these are, you can take steps to reduce them.

Making your premises more energy efficient is easier with new builds, where sustainable options can be included from the outset, but equally there are many ways in which existing buildings can maximise their energy efficiency. While the initial costs can seem intimidating, any subsequent savings in energy costs will go straight on your bottom line. Putting sustainability at the heart of your strategy is not only good for your wallet, but necessary for the environment. After all, there is no planet B.

Google Customer Ratings More Important For Restaurants Than Hygiene Ratings

A good Google review rating from customers is more important for restaurants, and more likely to draw in more customers, than a good health and safety rating, according to new research from Durham University Business School.

The study was conducted by Dr Zhibin Lin, Associate Professor in Marketing at Durham University Business School, alongside colleagues from the Faculty of Business and Law at Northumbria University, in order to understand the impact that both ratings systems can have on restaurant's popularity, and thus their promotion and pricing strategies.

The researchers assessed all restaurants in Newcastle which had both a Google review rating and a UK Food Hygiene rating, and collected other data including restaurants' prices, types of cuisine, social media coverage, and geographical location.

Google review ratings are used as an indicator for other consumers on the quality of the restaurant, and allows customers to make a judgement on a restaurant based off other previous customers opinions.

Whilst a UK Food Hygiene rating offers an independent body rating conducted through an official inspection, revealing essential private information about the services e.g., health and safety, cleanliness etc.

The researchers compared the UK Food Hygiene rating and Google review rating to the number of customers who attend these restaurants, also taking into consideration the additional variables. Their study concluded that whilst a good food hygiene rating is important, a strong online Google customer review was the most important aspect for a restaurant in terms of boosting clientele.



Dr Zhibin Lin says,

"The rating systems of tourism and hospitality services are instrumental for both businesses and consumers. Businesses use them to determine their promotion and pricing strategies, while consumers rely on them to make an informed decision. Our research shows the incredible importance of these ratings to restaurants and which they should focus on most if they want to boost clientele."

The researchers believe their results indicate that review ratings are playing an increasingly influential role in consumer patronage, whilst the guidance of official ratings is decreasing. Nevertheless, they state that official ratings are still necessary for the industry, as those schemes focus on inspecting the private aspects of the services such as health and safety, which customers cannot review themselves, and determine whether or not they can trade.

Dr Zhibin Lin says,

"Our findings further suggest that restaurants which strive to improve their services can simultaneously charge a higher price and attract more customers, as long as they are providing a good service. Therefore, this shows the huge impact genuine customer reviews can have on a business".

This research highlights the importance of third-party customer reviews in the hospitality industry and the huge impact these can have, both on boosting clientele and potentially impacting promotion and pricing strategies.

The researchers suggest restaurant owners should look to place a greater emphasis on providing a high-quality service to earn positive customer reviews, but to also ensure that hygiene checks continue to be passed, so that their business is seen as safe and transparent.

Though the study is limited to the restaurant industry in one city, the researchers state their findings are relevant for all restaurants across the UK looking to boost business.

The research can be found in the journal, Annals of Tourism Research.

British Street Food Awards Team Up with Majisign

The British Street Food Awards comment:

We've bought our fair share of banners since we founded the British Street Food Awards back in 2010. Big ones, little ones. Thin ones, thick ones. And you want to know our collected wisdom - after 11 years of bannering? You buy cheap you buy twice. Your eyelets will drop out and your corners will tear. People will snigger as your logo gets stretched beyond recognition. And that's a sad indictment of the brand you're working to build. Like Churros Bros told me, when they first put a huge sign on the top of their Citroen H saying 'Churros', your flash is your cash. That's when we first came to work with Majisign.



Majisign, who join us this year as the official signage partner of the British Street Food Awards, are a UK-based manufacturer and retailer of wooden display products, including pavement signs, A-boards, chalkboards, menu holders, poster frames and other bespoke items. They are also a large format digital printing expert - so they know their eyelets. Most consultants will tell you that the top challenges for new businesses are change, the lack of time and differentiating yourself. But read through the guides at www.startups.co.uk and the only constant - in every industry - is the need for good marketing and promotional material. Majisign just get it.

The first physical proof that the British Street Food Awards existed - at the media launch on Whitecross Street Market, with Marco Pierre White and Anthony Worrall Thompson - was a banner. I unfurled it for the first time and I still remember the thrill of seeing my logo writ huge - Antony could barely see over the top. And that smell. (The banner - not Anthony). But as the Awards have grown, so have our demands; from t-shirts and flags to bunting and stencils. From illuminated neon strip lights to small but beautiful plaques.

What's exciting about working with Majisign is that they make products and print too. All in-house. They manufacture their own chalkboards using FSC woods of known origin, from renewable sources - which ticks our sustainability box. It also means that you can ask for any shape or size and they'll make the boards exactly to your needs. And if you need holes drilling or hooks to be included, they'll do that too. They will be making all our boards and banners for the 2021 British Street Food Awards plus the European Street Food Awards and - launching in the Autumn - the USA Street Food Awards. They will be cutting our winner's certificates, and making trophies worthy of real street food champions. Can't wait....

See the advert on the facing page for details.

Easing of Legal Restrictions Does Not Mean Easing Of Hospitality's Challenges, Sector Trade Bodies Warn

Ongoing Government support essential to help sector meet challenges and rebuild after pandemic

New research published by the UK's leading hospitality and pub trade bodies shows the scale of the challenges facing these hard-hit businesses as they look to rebuild from the devastating effects of the pandemic.

UKHospitality, The British Beer and Pub Association and The British Institute of Innkeeping are all warning that the long-awaited easing of restrictions this week does not mark an easing of challenges for sector businesses. Chief among these are major concerns around staffing, the supply chain and tapering of Government support.

Furthermore, the current 'pingdemic', as a result of the NHS Covid app, means up to as many as a fifth of staff in the sector are isolating at any one time. This is forcing operators to reduce operating hours or to close venues completely, threatening to derail recovery.

The survey of over 350 businesses operating tens of thousands of venues found that:

100% of businesses surveyed currently have vacancies; mainly front-of-house (84%), non-head chefs (67%) and kitchen porters (36%). A third are experiencing managerial role vacancies. Vacancy levels are running at 10% across the sector – implying a shortage of over 200,000 workers.

Almost all (94%) of hospitality businesses are experiencing difficulties with their supply chain – 66% have reduced product lines; 63% are seeing delays in deliveries; 60% are experiencing products not turning up; and 56% are seeing major price inflation

A return to a VAT rate of 20% next year will have negative impacts on the vast majority of businesses: 43% said they would cut investment; 30% would become loss-making; 28% would cut jobs; 22% would implement a recruitment freeze, and 21% would face business failure

In terms of priorities for Government support, respondents ranked additional business rates relief into 2022/23 as the top measure, followed by a continued reduction in hospitality VAT beyond March 2022 and, thirdly, an overhaul of the business rates system.

Other support measures needed that ranked highly were a reduction in the tax on beer and alcoholic drinks, as well as help to address labour shortages experienced by the sector.

In a joint statement, the three trade bodies said: "The easing of all legal restrictions should mark a progression into the recovery phase for our sector, which has been hardest hit during the pandemic and only now permitted to trade unrestricted and make progress toward rebuilding and paying off accrued debts.

"But businesses are faced with a range of pressing challenges meaning the road to recovery will be bumpy for many months to come. The sector has already lost more than 12,000 venues during the course of the pandemic and more than half a million jobs - without further adequate support there will be more businesses and jobs lost.

"For hospitality to begin a sustainable recovery, Government must continue working closely with us in order to put in place the right trading environment, including measures such as further business rates relief into next year and the extension of the lower rate of VAT. This will offer firms the chance to bounce back strongly and help to rebuild fragile consumer confidence. With the right support, hospitality can be at the forefront of the nation's economic recovery, creating jobs and reviving our high streets and city centres."



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Natasha's Law - How New Allergen Legislation Will Affect Your Business

By Kathryn Hart, Partner at Lime Solicitors (www.limesolicitors.co.uk)



Natasha's Law – its very name immediately brings to mind a grieving family determined that the tragic death of their daughter will not be in vain and that they will change the law for the better to avoid another needless death. 15 -year-old Natasha Ednan-Laperouse died from having an allergic reaction to a baguette bought from Pret-a-Manger. She had checked the ingredients list on the packaging but crucially it omitted to mention sesame to which she was allergic. She therefore believed that it was safe to eat. Because it was made in Pret-a-Manger's on-site kitchen at the time sesame did not need to be declared on the packaging. Instead it was sufficient for there to be signage in place encouraging the customer to enquire about allergens in their products. Following the inquest the Coroner, Dr Cummings was so concerned about this that he filed a report sent to the secretary of State for enquiries to be made to prevent future deaths.

In UK law the provision of allergen information comes under the Food Information Regulations. The customer must be notified of the 14 of most common allergens which are Celery, Cereals containing gluten (oats and barley),Crustaceans (crabs, lobster, prawns), Eggs, Fish, Milk, Lupin, Molluscs (oysters and mussels), Mustard, Sesame, Peanuts, Soybeans, Sulphur dioxide and sulphites (for concentrations above ten parts per million), Tree nuts (almonds, walnuts, brazil nuts, hazelnuts, pecans, cashews, macadamias, and pistachios).

How allergens need to be notified is dependent upon the category in which the food is provided. This is where confusion arises. There are three categories. Before Natasha's Law it was different for prepacked foods, foods prepacked for direct sale and non-prepacked foods. Prepacked foods such as those produced in a factory had to have full-ingredient labelling. Foods pre-packed directly for sale, such as the Pret-a-Manger sandwich, were not required to have product labels which provide information on the full ingredients or the allergens contained.

The reforms under Natasha's Law now cover labelling requirements for foods that are prepared and packed on the same premises from which they are sold – such as a packaged sandwich or salad made by staff earlier in the day and placed on a shelf for purchase. They will now have to display allergens in full on their packaging. It will no longer be the case that a purchaser, reading the ingredients list on a pre-packaged sandwich for sale, will be misled by believing that that is a full list of ingredients.

But does this reform go far enough to protect consumers?

The family of Owen Carey are campaigning for Owen's Law. Owen died on his 18th birthday after suffering from a fatal anaphylactic reaction after eating chicken at Byron's restaurant. He had a dairy allergy and had checked the menu and asked staff to ensure that there were no dairy products in the chicken and fries he had ordered. Notifying members of staff should actually have triggered their allergy protocol but didn't. The waiter was seemingly unaware that the product contained buttermilk.

Food sold to eat in or take-away in restaurants or from bakeries and from deli-counters is in the third category. Food allergens need to be notified but this can be in writing or even just orally. There is no consistency across the sector. People with allergies effectively have to take responsibility each time they purchase food for working out how each individual food business chooses to relay this information.

In busy restaurants with a high turnover of staff it is self-evident that mistakes will be made. Notices may not be easy to read or indeed find and genuine misunderstandings may occur. In the writer's own experience, a request for no cashews made in a take-away, and carefully noted by the staff, was misread by the kitchen as extra cashews and a trip to Accident and Emergency ensued. Everyday mistakes result in deaths.

What Owen's family are looking for is clear, specific allergen labelling on every restaurant menu and for the responsibility to be on the restaurant staff to enquire about allergies. Is it too much to ask?

Readers may be surprised to hear that the civil law allows very little compensation for the death of an 18 year old. In the majority of cases where death was very swift it is likely to be limited to funeral expenses only. There is no compensation paid for death. Allergies are on the increase in modern Britain. Changes in the law will protect lives which the grieving friends and families of Natasha and Owen would say had immense value.

National Hospitality Day to be Celebrated on September 18

NATIONAL HOSPITALITY • DAY •

Hospitality Action has joined forces with the industry's main trade associations, professional bodies and charities to launch a National Hospitality Day to celebrate the sector on 18 September.

The campaign is calling on the UK public to visit their favourite venue on the day, while operators and suppliers are being invited to host activities, offers and events to celebrate.

The common aim is for participating businesses to showcase the industry at its best and give the nation a chance to show its appreciation by venturing out and re-engaging with the places they love following the industry's toughest year yet.

Participating businesses are asked to build a fundraising element into their activities to support UK hospitality's four main charities: the Drinks Trust, Hospitality Action, the Licensed Trade Charity and the Springboard Charity, to support those hit by the pandemic with financial assistance, mental health support and career development.

Participating organisations include UKHospitality, the Institute of Hospitality, the British Beer & Pub Association and the British Institute of Innkeeping.

Mark Lewis, chief executive of Hospitality Action, which conceived the concept, said: "The hospitality industry has been the hardest hit by the pandemic, with thousands of businesses and livelihoods lost. Even as the economy slowly unlocks, the hospitality sector is still unable to fully reopen with restrictions keeping businesses closed or struggling to turn a profit.

"The hospitality industry provides community hubs, employment and a huge contribution to the public purse. Our lives will be poorer without them. On one amazing day, we're going to spark the mother of all parties – and all to help the businesses that have been thrown to their knees by Covid-19, and the people who work in them."

For further details visit **https://www.nationalhospitalityday.org.uk/**

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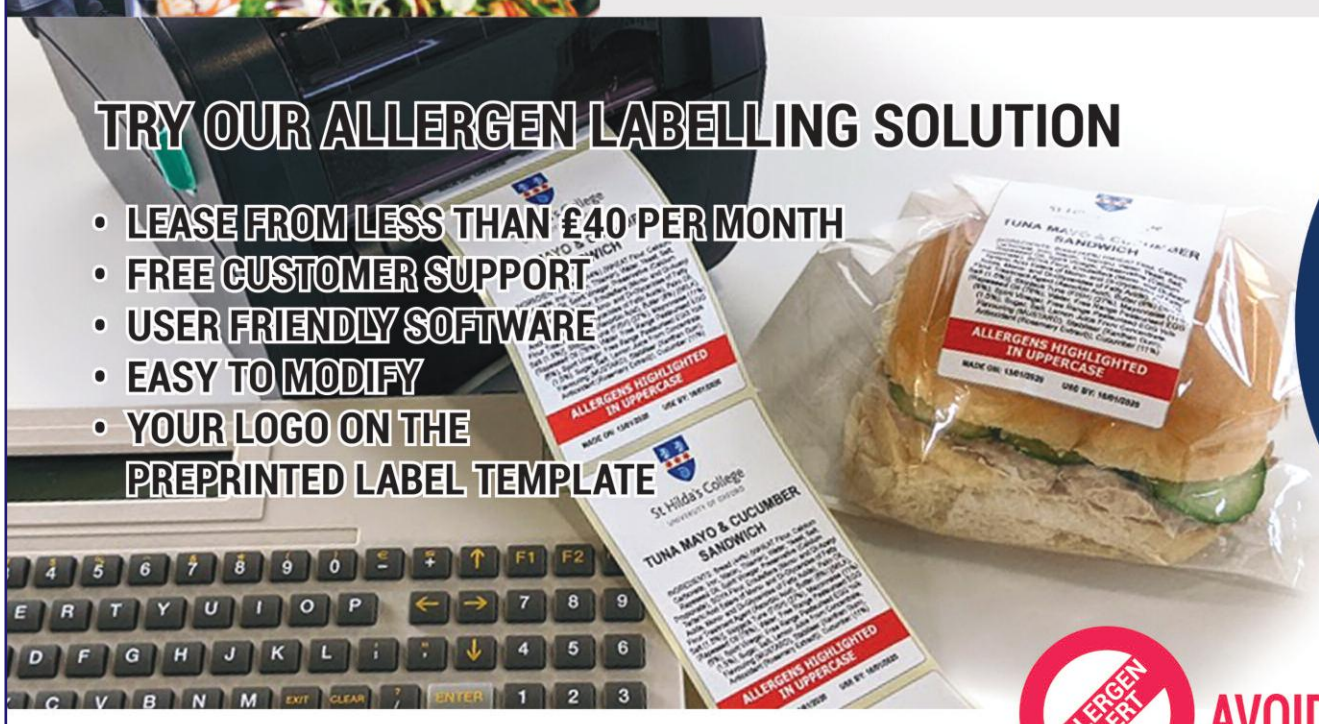


NATASHA'S LAW FROM OCTOBER 2021

In July 2016, 15-year-old Natasha Ednan-Laperouse, suffered a fatal allergic reaction. She ate a baguette from Pret a Manger, that did not specify the correct allergens. Since her death, the Government has implemented Natasha's Law to better protect allergy sufferers.

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From October 2021, all pre-packed food, will need to be labelled with a full list of ingredients with ALL **ALLERGENS HIGHLIGHTED**, irrespective of being prepared in your kitchen or off site.

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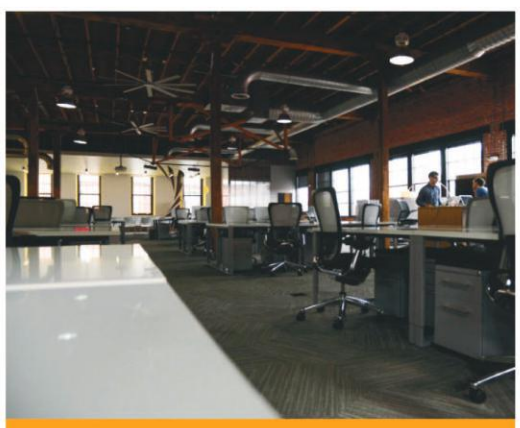
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Over 200 Pubs Could Reopen For First Time On 9th August, If Restrictions Are Removed Enabling Pubs To Trade Viably Says SBPA



The Scottish Beer & Pub Association (SBPA) has said that over 200 pubs in Scotland could reopen for the first time on 9th August, if restrictions are lifted enabling pubs to trade viably again.

According to the SBPA though, an estimated 285 pubs in Scotland have sadly closed their doors for good since the start of the pandemic and will not reopen.

The Scottish Government is expected to confirm a removal of restrictions from 9 August and announce baseline measures next week.

The SBPA has held recent meetings with the Scottish Government and Ministers to highlight key restrictions that need to be removed in pubs to make trade viable, whilst keeping customers safe.

Key for the nation's pubs is the removal of table-only service and an end to the midnight curfew, which the SBPA says must be removed if Scottish pubs are to trade viably once more. According to the industry, if these restrictions on pubs are removed, they can work with the Scottish Government on other baseline measures so long as they are workable and maintain business viability.

Commenting, SBPA CEO Emma McClarkin said: "It is vital for our hospitality industry and pubs that key restrictions are removed. Scotland is estimated to have lost 285 pubs since the start of the pandemic, but a further 200 plus pubs could reopen on the 9th of August if enough restrictions are removed.

"We have been pushing the government strongly on this, particularly the need to end the curfew on trading hours which has meant late-night premises are unable to open, and the end of table-only service – which has been devastating to many of our smaller establishments.

"Removing these restrictions is key to our pubs' viability. If these restrictions are removed, we can work with the Scottish Government on other baseline restrictions so long as they are workable and enable business viability.

"If heavy restrictions remain in place beyond the baseline that make pubs unviable, then pubs could be at risk of closing for good.

"It is crucial the Scottish Government get this right and align us closely as possible to the other nations of the UK to ensure our recovery is not outpaced and we lose out on investment. We stand ready to work with the Scottish Government to get this right.

"The pandemic has been devastating to the trade but with the right of support from Government, we can bounce back to become a powerhouse of the economy once again. If that support falls short though, we'll see more business failures on top of the 285 pubs already lost."

Join CLH News at Hotel360

We pride ourselves on bringing our readers the latest news in the hospitality industry, which is why we have partnered with Hotel360 - the UK's leading hospitality event dedicated to increasing hotel growth and profitability.



Taking place on the 28th & 29th of September at the ExCeL London, Hotel360 is all set to assert its position as the UK's leading hospitality event dedicated to increasing hotel profitability!

All under one roof, industry experts will provide ambitious visitors with their secrets to success; whilst an array of some of the most innovative suppliers in the hotel sector will showcase the solutions that are forming the future of the ever-evolving industry, all for FREE!

Hotel360's unparalleled line-up will boast over 300 cutting-edge suppliers, 150 inspirational seminars, expert-led panel debates, unlimited networking opportunities, unmissable innovation awards, and much more.

Uniting the leading innovators from the worlds of marketing, branding, facilities management, operations, technology and beyond, the event is the hub of the solutions that are providing hospitality's professionals with the tools they need to not only grow their business, but also increase their profits

The incredible features don't stop there! Running directly alongside Hotel360 is the Hospitality Design Show. Not only will the show reveal the designs behind business growth, it also grants you with a unique opportunity to let the leading creatives guide you to success!

So what are you waiting for? Visit **www.hotel360expo.co.uk** to secure your free ticket and discover the tools to maximise your margins and stay ahead of the curve!

The Shock Factor

Sudden Cardiac Arrest (SCA) does not discriminate and can occur at any time or in any place.

According to the Resuscitation Council, approximately 200 cardiac arrests occur each day in the UK. 90-95% of cardiac arrests are fatal. Just 5-10% of people who suffer a cardiac arrest outside of a hospital environment survive. This is often due to a lack of quick and effective treatment.

Medical emergencies such as SCA are life threatening so having the correct equipment and training in place is essential.

The importance of having defibrillators in the hospitality sector

Such is the varying nature of the hospitality sector, it's staggering to think that having a defibrillator is not a legal requirement for UK hospitality businesses.



As a hospitality organisation, providing access to defibrillators, as well as training your staff how to use them, should be a mainstay of your health and safety provision.

In the event of a Sudden Cardiac Arrest, effective CPR and defibrillation are critical to the individual's chances of survival. If a defibrillator is used and effective CPR performed within three to five minutes of collapse, the chance of survival increases from 6 per cent to 74 per cent.

Yet one of the main reasons so few people survive Sudden Cardiac Arrest is due to defibrillation not being provided quickly enough after they have collapsed – with findings showing that only 22 per cent of people in the UK would be confident in performing CPR on a stranger.

Therefore, training and equipping your staff with the knowledge and confidence to perform effective CPR and defibrillation is a necessity.

Defibrillators for hospitality

While we cannot prevent Sudden Cardiac Arrest, we can prepare for it by ensuring that all hospitality venues have access to defibrillators. Ensuring your venue has access to a defibrillator will allow you to act effectively and confidently in the event of an emergency.

At defibshop, our mission is to ensure that all UK businesses have the skills and knowledge to save a life. Speak to our defibrillator specialists today and take the next steps to ensure your workplace is heart-safe.

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Alternatively see the advert on page 7.

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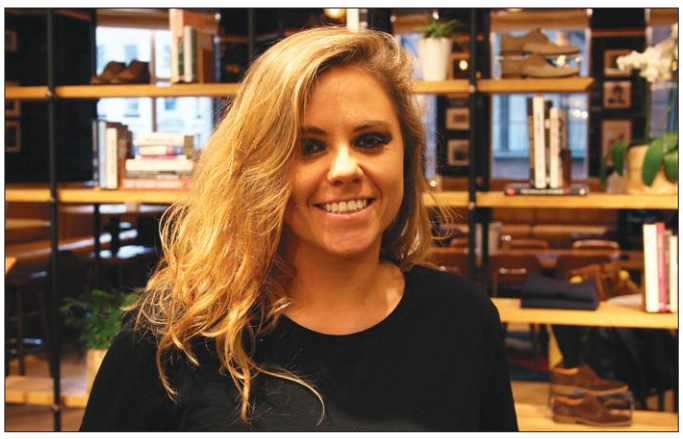
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Worker Wellbeing in the Hospitality Industry

By Megan Sowney, UK Managing Director at Wrkit (www.wrkit.com)



The gradual reopening of the hospitality sector has been a welcome relief to businesses and customers across the country, but behind the scenes a staffing crisis is prevalent.

Hospitality's reputation of long, antisocial hours and challenging customers coupled with the physical demand and often minimum wage pay could turn people off jobs in the sector, but Covid's effects have exacerbated the problem. A year of uncertainty, furlough, increased risk of infection and last-minute closures has led job seekers to avoid the sector in search of more stable and safer employment. In addition, Brexit has caused many European nationals who worked in the industry to return to their home countries.

As the country recovers from the pandemic, hospitality and tourism will play a key part in economic growth, so an adequately staffed hospitality sector is crucial for the industry, supply chains and the wider economy.

To attract and retain staff, employers must make a conscious effort to strengthen employee wellbeing and offer additional, value-adding employee benefits. Some businesses have increased wages or offered other financial incentives and while this is positive for an industry that is known for lower wages, support for hospitality employees should reach further into quality of culture and addressing the needs of the employees as people, not just workers.

By being creative with benefits offerings, employers will improve staff satisfaction, morale and retention which may be crucial to the survival of their business.

RESILIENCE

Hospitality staff frequently face challenging customers and these exchanges can be difficult for staff to deal with, leaving them somewhat members upset, low and feeling less resilient. Similarly, amid busy service tensions between staff can run high and lead to stressed encounters between colleagues.

Offering stress management and resilience training will give staff the tools they need to handle difficult situations, reduce lasting effects, protect mental wellbeing and develop confidence. Sessions typically provide advice on managing mindset, and most importantly, leaving work behind at the end of the day.

Employees can take an active part in developing their own resilient mindsets by discussing issues with supervisors, reframing challenging situations to look like a learning opportunity and discussing ways to grow and develop individually and as a team.

Employers can support staff resilience by recognising that they have handled difficult situations well and reassuring them that it is not necessarily a reflection of them or their capabilities. In combination with mental health resources, stress and resilience training will go a long way in protecting wellbeing.

RECOGNITION

Recognition is not just a tool to build resilience. It makes employees feel valued in their role which improves overall morale and job satisfaction.

Employers should create a culture of mutual support and celebration by encouraging colleagues to recognise each other's good work. This should span from management down and between front and back of house staff.

SWITCHING OFF

Spending hours on your feet, working busy shifts and keeping on top of what customers need and want throughout the day sounds exhausting, but it stimulates the brain and makes transitioning out of "work mode" difficult.

Employers should encourage staff to unwind at the end of their shift, whether that is sitting down and having a drink before going home, providing a quiet space to sit at the end of the day and process the shift before leaving, or giving access to mindfulness or meditation tools.

These switching off practices are especially important for employees working late night shifts as failure to do so could leave them awake until the early hours of the morning and not getting enough rest.

SLEEPING AND RESTING

The hospitality industry is known for long, late hours and often, during busy periods, a lack of breaks. While it is understandable, especially in the face of a staffing crisis, that staff cannot always take a break during a busy service, managers must ensure they are doing everything in their power to give their staff a reasonable amount of downtime.

Getting a good amount of sleep is critical to performing well at work and maintaining mental wellbeing. Late-night hospitality venues must consider this and avoid putting staff on shifts that require an early start after a late finish.

Hospitality staff face challenging situations every day, but these challenges have been amplified in recent weeks.

More than seven in 10 (73%) hospitality workers have suffered from mental health problems during the pandemic already, so the need for employers to offer extra support is clear. Businesses that fail to take care of staff could end up losing them to other businesses or industries, which would have dire implications. The hospitality industry needs staff to operate, and it needs staff who are not burnt out to run well

Businesses that look after the wellbeing of current staff, re-evaluate the current industry standards and offer an attractive employee benefits package will enjoy higher levels of retention and an improved employer reputation, aiding recruitment.

New FSB Campaign Aims To Get Local Hospitality Moving Again

Local businesses will be celebrated through a new Federation of Small Businesses (FSB) social media campaign, #MyHiddenGems. It is set to run throughout the summer to help raise the profile of small firms as restrictions are lessened and businesses can open fully. Cornwall is busy, so showcasing what small businesses have to offer, right across the county, will maximise the visibility of places for everyone to visit. The idea is to spread visitors and residents to lesser known "hidden gems", highlight local distinctiveness and of course the brilliant small businesses that people can discover.

The campaign focuses specifically on businesses in the tourism and hospitality sector which have been particularly hard hit by the pandemic – they were often the first to close their doors and the last to re-open them. However, all businesses have something to offer to this campaign so FSB are asking businesses and the general public to share their favourites, with photos and recommendations, under the hashtag #MyHiddenGems on Twitter and tagging the local FSB Twitter account handle - @FSBCornwall. The Tweets or other social posts will then be promoted throughout the FSB's social media and elsewhere to try to create a momentum of support for local companies.

The FSB Development Manager for Cornwall, Ann Vandermeulen, said it is a good time to remind people of the great businesses on our doorsteps that desperately need our support after their most challenging year ever.

"The re-opening of those last closed businesses on Monday is obviously great news in many ways but with Covid-19 case levels rising, businesses are still uncertain how quickly they will fully be back to normal. Of course we are asking everyone to follow the "house rules" when going into any business but still support them in any way they can.

"We hope our new campaign will encourage people to use the power of social media to highlight their favourite, cherished local businesses in the hope it will increase their footfall and give the area the economic boost it so badly needs."

Ian O'Donnell, chair of FSB's England Policy Unit, said: "After 16 months of disruption, many businesses will be breathing a sigh of relief, particularly in sectors like nightlife, hospitality and events, which have been unable to open or operating on a much restricted and smaller scale.

"Although small firms will now be looking to the future, many have been burdened with high debt levels at the same time as funding their own reopening, which may have been marred by employees being told to self-isolate by the NHS app despite testing negative. This campaign therefore gives people the opportunity to shout about their favourite small firm, whether a café, shop, pub – anywhere you want to share with others!"

The FSB's recent report A Menu for recovery put forward a series of recommendations to governments to help the sector recover including calling for a new hospitality and tourism strategy, overseen by a minister, extend the hospitality VAT rate reduction to 5% until March 2022, and 100% business rates relief throughout the full financial year for businesses in England.

FSB has raised these issues at the highest levels of government and is pleased that the Government has now announced a new hospitality strategy, to be overseen by the Small Business Minister, Paul Scully MP.

Cereal Partners UK

Mikey Billingham – Out of Home Business Manager

At Cereal Partners UK we have been in regular contact with our Hospitality customers throughout lockdown, continually looking to support their needs during this difficult period, in particular around practicality.

Many of our customers have reviewed their Food Strategy and prioritised guest safety in their plans. As a consequence, we have seen a significant increase in demand for our Box Bowls Single Portion Packs, which customers have turned into a convenient post COVID solution.

Whether this is an in room offering, table service or a takeaway breakfast, our portable portion packs of some of the UK's most loved cereal brands have been a key topic of conversation.

Key features guests look for in their breakfast when staying away from home are quality and variety, with many guests seeking familiarity with some home comforts. And that's what our cereals are offering, with wholegrain as the number one ingredient.

Guests want to feel safe when staying within a venue and reassured that all precautions are being taken to minimise risk whilst vaccinations continue to be rolled out.

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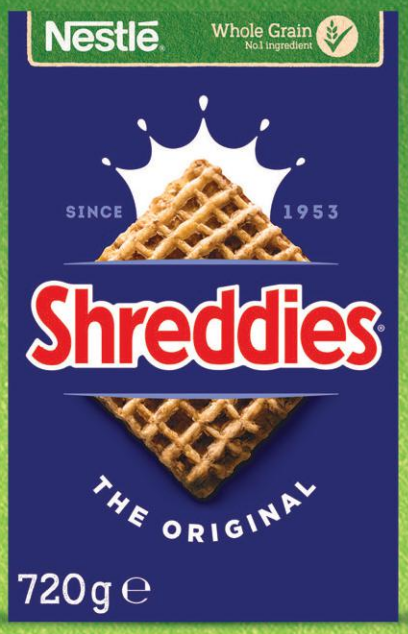
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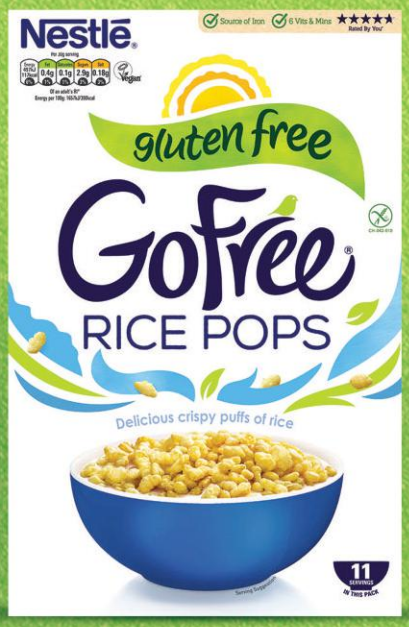




















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Are The Food Trends That Emerged During Lockdown Here To Stay?



With lockdowns having a huge effect on the food service sector, consumer routines and eating habits have inevitably had to change. Alastair Cupper from allmanhall (www,allmanhall.co.uk), the independently owned food procurement expert, looks at whether these changes are here for the long-term, or whether the food trends that emerged through the lockdown were just a fad.

COMFORT COOKING

At the height of lockdown there was a huge focus on home cooking and baking as flour sold out and people turned to the kitchen for a source of entertainment. Searching online for bread, pizza dough and scone recipes. As the BBC reports, supermarkets such as Waitrose, the Co-op and Tesco saw upward trends in the sales of dessert favourites such as rice pudding, custard powder, jelly and trifle. There was also an increase in sales for longer-life items including tinned fruit and vegetables, jarred pickles, tuna, spam and other tinned meats, and long-life milk. Whilst consumers may keep up their new-found cooking skills, it seems likely that the popularity of somewhat nostalgic tinned goods is a passing rather than lasting trend, driven more by the uncertainty of the lockdown period.

FUNCTIONAL FOODS

Whilst comfort and indulgence may be a passing trend, the focus on health and well-being is one that seems likely to be a lasting change. Food products that boost immunity and have wellness properties are increasing in popularity as people pay more attention to their health and the goodness of their food. Balancing work and the general day-to-day to now include the re-opening of gyms and leisure facilities, there is less time for the leisurely food preparation that we saw in the early lockdowns and instead the focus will be on convenience. With an array of products promoting probiotic, anti-oxidant and superfood qualities, new launches such as cold-pressed juices and immune support shots are consistent across the market. We are even seeing the trend extend into the drinks industry, with launches of alcoholic versions of healthier drinks such as hard seltzer (alcohol and carbonated water) and hard kombucha – an alcoholic fermented cold tea. Yet there also seems to be a particular focus on the health benefits of raw ingredients such as ginger and turmeric. We may view this as a more lasting trend, particularly when looking at well-being not only in terms of our own bodies, but as a much larger scope of the environment and the traceability of where our food comes from.

NO MORE PLASTIC

Whether it is classified as a trend or as more of a growing sense of awareness and accountability, the topic of sustainability and our planet is a huge focus for the food industry and consumers alike. With every one of us having a responsibility to step up and do our part, many will be looking for guilt-free purchasing whilst understanding the story of where their food comes from and how it was made into the end product. As a visible change, the reduction of plastic and packaging waste is an ongoing process with manufacturers looking for ways to reduce their environmental footprint. Many drinks companies are actively looking at the option of cans vs. plastic bottles.

TRANSPORTABLE EATING

Since last summer we have become used to eating and drinking outside as lockdown measures have restricted meeting friends and family in our homes. Whether in a park or a garden, the idea of food that is easy to serve and transport is a familiar concept. We have seen growth in the range of pre-mixed cocktails and spirits aimed at outdoor gatherings. And with picnics, barbecues and staycations lined up for summer, it is likely this is a trend that will last throughout the year.

GRAB AND GO

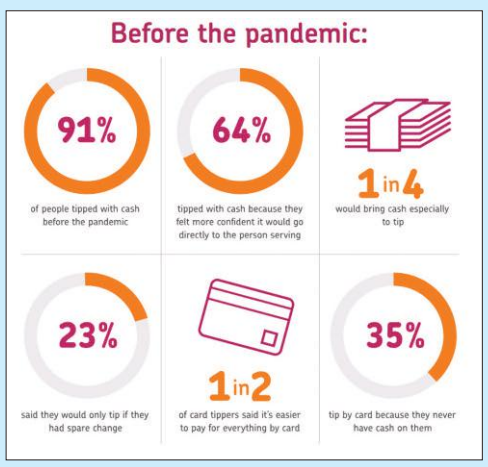
Within the food service sector, an emerging trend from the pandemic has been the need for grab and go food options. With businesses adapting to takeaway methods, there has been no other alternative than to offer pre-packaged products. Yet reducing waste food packaging is key within the food service sector and so whilst grab and go is necessary, it is important that businesses are mindful of packaging choices. As hand sanitising is encouraged and customers look for reassurance that every measure is taken to reduce the spread of Covid-19, it could be likely that pre-packaged foods and meal options will still be available, even as the food service industry resumes. That said, many are looking forward to enjoying the social experience of eating-in after such a long time and it is possible that as confidences return and lockdown eases so will the need for such a focus on takeaway meals.

SUBSCRIPTION SERVICE

As hospitality and the food sector returns to normal service, there will be a desire to drive business and make up the sales that have been missed over the past months. From looking to upsell on a drink or meal by adding a sweet treat or dessert, the idea of 'buy now, eat later' may become more apparent. We are familiar with the concept of subscription services from those such as Netflix, Gousto and Hello Fresh, all of which offer a product for a monthly fee; however this is starting to emerge in everyday food service too. Pret a Manger's YourPret Barista coffee subscription offers up to five drinks a day for a fee of £20 a month, with choice from their organic coffees, teas, hot chocolates, smoothies, frappes and iced coffees. Leon also has a subscription offer, charging £15 a month for unlimited coffee, or £6 a month to enjoy 30% off all drinks, cakes and vegan dishes.

The food trends of 2021 - whether passing or lasting - have certainly been influenced by the national lockdowns we have experienced since the beginning of last year. Yet some, such as the conscious move towards making more sustainable choices, are perhaps less trend-driven and more movements that have been slowly building momentum. There are trends that we will be happy to put behind us, but others that will continue to develop and will be seen as a lasting change on the way we sell, serve and consume food and drink.

One In Three Brits Have Encountered A Covid Charge When Paying For A Service



The British are known for being less than complimentary tippers, but with COVID-19 forcing many small businesses to close, it begs the question of whether the UK is now becoming more generous in an effort to save local businesses.

The 2021 Tipping Index commissioned by takepayments Limited, surveyed over 2,000 consumers to compare their tipping attitudes from before the pandemic and now.

As businesses have had to introduce new COVID safety measures, some are opting to charge their customers for the extra expense as three in ten (31%) Brits state they have already encountered a COVID charge.

The COVID charge could lead to a devasting impact on tipping habits as more than half (54%) said they would not leave a tip If they encountered a COVID charge and sixteen percent said they would leave a tip but it would be less than what they would usually tip without the charge.

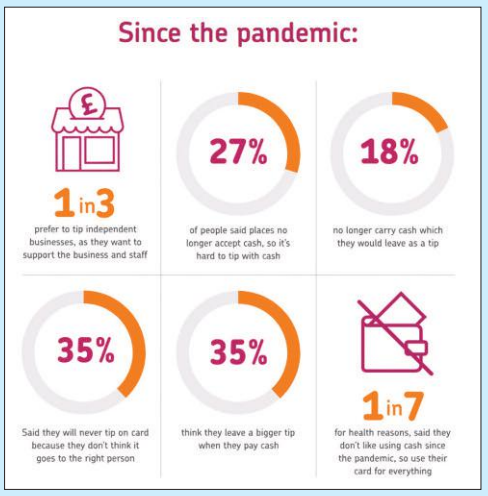
Before the pandemic, Brits preferred to tip in cash (91%) as one quarter of respondents said they would bring cash especially to leave a tip and one quarter would only tip if they had spare change on them.

However, as more places have gone cashless nearly three in ten (27%) say tipping isn't always possible due to places no longer accepting cash and one fifth (18%) of Brits no longer carry cash on them which they would usually leave as a tip.

Brits prefer to leave a tip in cash as they feel more confident the cash goes to the person serving them (64%) resulting in over a third stating they would never tip by card for this reason (35%).

Sandra Rowley at takepayments Limited said: "The professions which usually receive tips are some of the industry's hardest hit by the pandemic and now they could face even more hardship as more businesses introduce the COVID charge. It's clear from our research the new charge is having a knock-on effect on whether a customer tips and how much they tip.

The cashless movement is also a concern for those that do rely on tips as there is a lot a misconception around card payments and tipping. Businesses are able to separate tips from the cost of services when taking card payments and this needs to be more commonly known and promoted in businesses to encourage customers to continue tipping."



Premium Beer & Classic Lager

Premiumisation is driving the growth in on-trade revenue, marked by the average price of a pint of lager increasing by 46p over the past four years . Consumers are prioritising experiences: going out less but visiting more premium outlets, or choosing more premium drinks with a higher price point. During lockdown periods, 1/5 of consumers were regularly trading up to more premium brands when purchasing in the off-trade and 80% of those claimed they would continue to do so . Recent HEINEKEN consumer sentiment research shows 42% are excited to try new drinks brands and 37% plan to make their on-trade visits more special by choosing more premium drinks and food.

Recent HEINEKEN UK consumer sentiment research shows younger consumers aged between 18-34 year olds are likely to feel more comfortable returning to the pub, so it's important to stock brands that appeal to them. Heineken® helps recruit younger drinkers into on-trade outlets as 50% of Heineken® drinkers are aged 18-35 . Driving more value on the bar and with a higher premium price point than other mainstream premium lagers, Heineken® appeals to the younger consumer willing to spend more money per pint , making it the best mainstream premium brand to back in 2021.

Classic lager typically accounts for 54% of all lager consumed in the on-trade, so it's vital to range recognisable brands that drive maximum value on the bar. Its accessible price point, reassuring familiarity and great refreshment delivers significant, unmatched throughput. Neglecting power-house classic lager brands, such as Foster's that has been around for generations, can be damaging to both sales and loyalty as you risk reducing the strong throughputs delivered by classic lager.

Outlets are rationalising their classic lager range in favour of sessionable but more premium 4% brands. These beers contribute an extra 48p per pint through the till than classic lager and have grown 2% points in value share over the last four years – driven by Amstel, which outperforms the total premium 4% category. Despite the price premium of this trade up option, it's important not to remove classic lager altogether unless you operate a super premium outlet. You risk alienating loyal drinkers which could be costly, especially given classic lager accounts for £1 in every £3 spent on draught beer.

Amstel remains the most valuable premium 4% beer on the market and has the highest rate of sale versus all other premium 4% lager brands. Adding a premium 4% lager to your range can result in around a 20% increase in total takings and encourage around 1 in 4 classic lager drinkers to switch brands and trade up. That equates to an extra 50-75p for every pint switched!

Heineken® has the strongest rate of sale in the mainstream premium category and commands the highest price per pint – 13p more than its nearest competitor, meaning it can deliver an extra £3,600 per year in your till . Typically, the mainstream premium 4.5%+ segment is worth about £1 billion , offering that affordable quality choice between classic and premium price points, establishing a clear trade up ladder on your bar and making it a key segment to stock in 2021.

See the advert on the facing page for details.

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SELL 133 MORE PINTS PER WEEK, WORTH £650[4]

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SCAN ME

TO REGISTER INTEREST

[1] CGA VOLUME POOL TO FEBRUARY 2020 & CGA ON PREMISE MEASUREMENT (P02 2020) [2] CGA STRATEGY VALUE RATE OF SALE & AVERAGE PRICE PER PINT MAT 22.02.20
[3] CGA STRATEGY – GB MAT VALUE & AVG. PRICE PER PINT 22/02/20 [4] CGA VOLUME POOL TO FEBRUARY 2020 & CGA ON PREMISE MEASUREMENT (P02 2020)

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ALSO AVAILABLE AT TRADE PRICES

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Three Big Cocktail Trends That Will Change the Way We Drink in 2021 and Beyond



As 50 of the world's best bartenders battle it out to be crowned the world's best bartender, global leader in beverage alcohol, Diageo, has brought together some of the leading industry figures to reveal the trends and experiences it believes will shape the future of drinks experiences worldwide.

From partnerships with Pinterest to inspire your next cocktail, to leveraging the latest AR technology to make world class drinks in the comfort of your own home, the future of socialising looks full of new ideas, aiming to inspire people to drink better around the world. To bring the trends to life Diageo has opened the virtual doors to a Taste of the Future experience: https://www.diageo.com/tasteofthefuture/.

Simon Earley, Head of Diageo World Class, said: "Each year we work with the world's best bartenders and innovators to discover the future of world class drinks. The past year has seen extraordinary innovation and creativity within cocktail culture; we want to celebrate that and give everyone a taste of what's next. A Taste of the Future is a fully interactive virtual space, allowing everyone to explore for themselves some of the near-future partnerships appearing at home or in a bar near them soon."

Among other things, the virtual space sees visitors able to use Pinterest to answer a series of trend-based questions and as a result find a Pin board, including a cocktail match, completely personalised to their taste; explore how using advanced augmented reality technology via a phone or tablet can create a perfectly measured Johnnie Walker Highball and unlock the next generation of drinks personalisation on a Ketel One Espresso Martini with a unique selfie, using Ripples printed cocktail technology.

But don't just take our word for it, drinks enthusiasts can also hear leading drinks innovators Ryan Chetiyawardana (Mr Lyan), Tim Philips-Johansson (World Class Winner 2012 /Johnnie Walker Global Brand Ambassador), Benni Lickfett (Diageo's Global Head of Digital Innovation) and Anna Sudbury (Senior Partner Manager at Pinterest) discuss how elements such as tech and sustainability are central to the future of our drinks experiences in an exclusive Taste of the Future and Johnnie Walker panel 'The Future of Social Culture'.

Benni Lickfett, Diageo's Global Head of Digital Innovation, said: "There is a huge amount of passion in our industry, with a lot of the magic happening at the intersection of drinks, food, hospitality, tech and media. At Diageo we collaborate with different partners like Pinterest to really understand their insights and perspectives on how consumer behaviour is shifting, allowing us to focus on experimenting, getting things into market and to really be ahead of the curve."

Discussing the role of sustainability in future bar experiences, Ryan Chetiyawardana, sustainability trailblazer and Johnnie Walker partner, added, "There has been a real moment of reflection for the trade over the past 18 months, be it connections to consumers; digital tools and sometimes purely operational shifts. The idea of human connection has become so important - people have been craving something new and exploring new horizons. It's helped people reassess what's important and fast-tracked concerns such as sustainability. With people increasingly wanting to find the balance between a luxury experience and protecting the planet – there's a lot to be optimistic about."

OVERVIEW OF WORLD CLASS 'TASTE OF THE FUTURE' VIRTUAL SPACE

A PINTEREST COCKTAIL PALATE

Diageo has turned to Pinterest, the visual discovery platform where people go for inspiration, to help users spark fresh ideas across their drinks choices. Visitors to a Pinterest Cocktail Palate can answer a series of trend-led questions, select their favourite aesthetics, and Pinterest will generate a Pin board, including a cocktail match, completely personalised to the user.

Anna Sudbury, senior partner manager at Pinterest, commented: "We're thrilled to be teaming up with Diageo on this first-of-its-kind partnership. Pinterest is where people come for inspiration and to discover new ideas, and unsurprisingly people are super excited to play host this summer, reunite with friends in a safe way, and enjoy delicious food and drinks! We've seen an increase in the past few months of people searching for cocktail party ideas, so we know Pinners will love the ability to find personalised cocktail recommendations and recipes based on their individual tastes"

PERSONALISED COCKTAILS CONTINUES TO GROW

Personalisation continues to be a mega-trend in the drinks world and Israeli innovators Ripples (the brains behind selfies printed on cocktails) return to World Class with their latest tech, the RippleMaker 2.0. The updated tech includes a new "Glow" natural extract, which takes personalised cocktails to the next level under UV light.

AR COCKTAILS CREATE WORLD CLASS HOME BARTENDERS

A partnership with Verizon and Yahoo Ryot Lab sees incredible augmented reality technology inspiring the next generation of mixologists. Use your phone or tablet's camera and be guided step by step on how to make the perfect Johnnie Walker Highball cocktail – from adding the ice, to pouring the perfect measure of Johnnie Walker, the BETA AR tech ensures a final product of a perfect Highball.

GET INSIDE THE BOTTLE

ThreeDium's forward-thinking technology provides the opportunity to view and explore bottles online of your favourite brands through immersive and interactive 3D technology – you can even place them into your own home - inspiring you to try something new.

DISCOVER YOUR FAVOURITE WHISKY

What's Your Whisky?' is an innovative digital experience using Artificial Intelligence (AI) to analyse your flavour preferences to match you with your perfect Whisky serve. Prepare to be inspired to try something new and learn a whole lot more about whisky along the way.

VOICE GUIDED TASTING

The Alexa/ Google Home-enabled immersive Talisker Tasting experience transports users to the Isle of Skye, inviting you to join the iconic tasting tour, all from the comfort of your own home.

Visit **https://www.diageo.com/tasteofthefuture/** to explore the World Class Taste of the Future space and follow **@WorldClass** on Instagram for the latest drinks, trends, cocktail recipes and experiences.

Ashby-De-La-Zouch's Longest Serving Licensee Receives Prestigious Award

Ashby-de-la-Zouch's longest-serving licensee – Paul Monk of the Bowling Green Inn on Brook Street – has received a prestigious award to mark his 35th anniversary at the helm.

The long service award – from the pub's owners, Star Pubs & Bars – recognises the contribution Paul has made to the town and the pub. One of the last traditional locals in Ashby-de-la-Zouch, the Bowling Green is a hub of the community, hosting events to bring people together, fundraising for good causes and putting on music nights that have helped launch many local bands.

Paul – who turns 70 in November – is not calling time yet and has just extended his lease at the Bowling Green for another five years, so that he can reach his goal of clocking up four decades. To keep the 17th-century pub thriving, he is completing a £27,000 refurbishment that has upgraded the interior and revamped the garden, creating the largest covered alfresco area in the town centre. He is also installing a new children's play area, complete with a ship, tower and slide.

Looking for a change of direction from his job as a factory manager, Paul took over the Bowling Green in 1986. The pub was then a tiny local, popular with miners from the nearby collieries and serving draft ales at 90p a pint as well as trays of filled cobs. Recalls Paul: "I'd looked at loads of pubs. Although the Bowling Green was tired, when I walked in I knew it was 'the one'. Everything about it and the regulars felt right. I never dreamed I'd be here so long. I've never looked back; I love it here."



Over the years Paul has kept pace with changes in the town and pubgoers' tastes. A succession of investments has doubled the pub's size, made a big garden, installed Sky and maintained the pool table and darts boards. The drinks selection has also been transformed and includes a wide range of spirits, wines and premium lagers. The Bowling Green – which dates back to the 1600s – still retains its traditional feel however, with a completely separate bar and lounge and the original beams intact. And, whilst many of his first customers have passed away, Paul is now serving his third generation of Ashby-de-la-Zouch families.

Paul says the last year has been the hardest he has known at the Bowling Green. "It was heart-breaking to be closed at Christmas for the first time in 35 years. The pub felt very empty and quiet, and I missed all the banter and chat as much as the regulars did." Even though it was shut, the Bowling Green continued to support the community, with Paul and his customers setting up a food bank that delivered essentials to around 50 senior citizens during the first lockdown.

With restrictions easing, the pub is busy planning two of its biggest annual events: the Ashfest music festival in September – which has raised £25,000 for animal charities in memory of a former customer – and a fireworks display in November.

Says Star Pubs & Bars' area manager Alan Thornton: "Despite all the changes in Ashby-de-la-Zouch since 1986, the Bowling Green has stood the test of time. It's a tremendous achievement and all down to Paul's hard work, dedication and TLC. He's always thinking of his customers and never rests on his laurels. It's a great honour to present this award. We wish Paul all the best for five more happy years at the Bowling Green."

Leisure Sector Is Star Performer In 21 Days Following June Quarter Day

New figures from Colliers show across all sectors the ability to pay rent has improved, jumping from 68 per cent collected on June quarter day to 87 per cent in the 21 days (June +21) following. This compares to 63 per cent of rent collected across the board in the same period last year (June +21 2020). The figures are taken from the portfolio of 1023 properties that are under Colliers' management.

Mark Jarrett, Head of Property Management at Colliers, commented: "It seems like the upward trajectory in rent collection we have seen since the beginning of the year is here to stay. Throughout the year we have seen office and industrial sectors remain robust, and it certainly feels like levels for these sectors are now firmly back in line with pre-pandemic collections. Although leisure has had a bumpier ride, these figures really feel like the start of recovery in earnest."

The firm highlights that leisure operators have significantly improved in their ability to pay rent with collection levels rising from 20 per cent on the June quarter day to 41 per cent in the 21 days following. The café sector performed particularly well with rent collections rising from 15 per cent to 53 per cent in June +21. Health & fitness and restaurants both also saw a strong performance in June +21 to reach 34 per cent and 35 per cent of rent collected up from 9 per cent and 25 per cent respectively.



Comparing the June +21 to previous quarters, there has been marked improvement in the leisure sector's payment ability, which registered just 17 per cent of rents collected at the same period last year (June +21 2020), and is up from three months ago, where just 25 per cent was collected at the March +21 2021 date.

Ross Kirton, Head of UK Leisure Agency at Colliers, added: "With the continued easing of restrictions we have seen the public return to their local pubs, restaurants and gyms across the first half of this year. While many are still uncertain about how to tackle rental debt accumulated over the last year, the willingness to pay while still operating at a reduced capacity provides proof that the leisure sector as a whole is more resilient than many give it credit for.

"As long as there are no additional restrictions imposed, levels of collection should continue to rise as we go through the next quarter, boosted by the summer trading period and a return to the office (and thus city centres) for many."

Products and Services

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.

Stackability: The Beauty of Williams' Latest Chefs Drawer

Working practices in commercial kitchens will have to change to accommodate social distancing. Creating individual chefs' stations where everything is to hand will be part of the solution. The latest Williams Chefs Drawer, model VWCD1, is a variable temperature unit that brings refrigerated or frozen storage right to the cook-face, in even the smallest kitchens. One of its main advantages is the ability to stack two units beneath a standard worktop, allowing users to create a flexible storage solution that can be customised to the chef's specific needs.



Two drawers stacked together give a combined height of as little as 838mm, including castors, making it easy to fit beneath a standard 900mm high worktop. The VWCD1 features a completely new body design with a side mounted, front ventilating cassette type refrigeration system that helps to reduce the unit's depth to just 670mm. This allows it to be installed easily underneath a standard 700mm deep worktop, as it leaves a 30mm gap for the plug (the unit runs off a standard 13amp power supply).

The exact size of the stacked drawers can be adjusted further since the swivel and brake castors are available in two different sizes – so operators can choose the best height for their site. The castors make moving the unit for servicing and maintenance simple, while solidly locking it into position when required. The option of legs offers even more flexibility. Depending on the selection of castors or legs, the height of the individual drawer can be adjusted by over 70mmm, between 456mm and 530mm. Each VWCD1 measures 1100mm wide by 670mm deep.

The combination of modular, compact drawers with variable temperature controls and a front venting refrigeration system makes the VWCD1 an extremely flexible option that can be fitted in to the tightest spaces, providing easy access to fresh or frozen ingredients right where the kitchen brigade need it.

This means it can be useful for both larger kitchens looking to make more self-contained cooking stations in line with increased requirements for social distancing, or smaller locations looking to maximise the use of limited space without compromising on quality. The variable temperature helps operators to cope with seasonal menu changes or major events, since it can be instantly switched from chilled to frozen storage and vice versa.

Despite its compact size each drawer can hold 2/1GN pans up to an impressive 150mm in depth, compared to 100mm for some competitor models. It has a capacity of 105 litres.

The body and removable drawers are constructed from robust, foodsafe stainless steel. The Chefs Drawer uses natural R290 refrigerant and eco-friendly high performance, high density polyurethane insulation, meaning it can operate in ambient temperatures as high as 43°C.

Williams Refrigeration offers a comprehensive range of commercial refrigeration including gastronorm cabinets and counters, specialist bakery equipment, coldrooms, merchandisers and blast chillers.

To learn more about Williams extensive product range visit **www.williams-refrigeration.co.uk**

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Did you know that each minute of delay after a cardiac arrest, reduces the patients chance of survival by 10%?

The Arrhythmia Alliance state that "Sudden cardiac arrest strikes without warning, regardless of age, killing 100,000 Brits every year;" and the British Heart Foundation attribute 84% of these as being outside of a healthcare setting. Statistics also show that the survival rate in the UK after a cardiac arrest is only 5% to 10%, which when compared to Seattle that proudly boasts a 60% survival rate, is appalling.

Aero Healthcare, are the master distributors of the most technically advanced defibrillators in the UK and have supplied the largest roll out of Automated External Defibrillators (AEDs) across the country. As industry experts, Aero Healthcare provide the hospitality sector with a complete solution for top of the range defibrillators, coupled with experienced ongoing support.

Selecting the correct defibrillators for multiple locations is complex. Aero Healthcare's specialists pair each unit's location and operating environment with the most suitable defibrillator features, to ensure that the device provided really is both fit for purpose and quick to deploy.

The Arrhythmia Alliance state that "Sudden cardiac arrest strikes without warning, regardless of age, killing 100,000 Brits every year;" and the British Heart Foundation attribute 84% of these as being outside of a healthcare setting.

Oscar Palmer, Commercial Director of Aero Healthcare UK explains "Currently the UK is way behind other countries when it comes to the provision of defibrillators in public places. We are delighted to see businesses recognising the urgent need for correctly assessed defibrillator requirements, and are proud to be enabling the lifesaving change."

Aero Healthcare's longstanding partnership with Stryker, the manufacturers of the extensive HeartSine and LifePak ranges, guarantees all needs can be catered for. The LifePak CR2's superior technology, that allows lifesaving shocks to be delivered in more cases than any other device, boasts a significantly enhanced impedance range (skin resistance range). This enables the delivery of an effective shock, regardless of chest size, skin tone, muscle build or age; all key markers for every defibrillator as they analyse the need to deliver, or not, a shock to save a life.



Installing the confidence to act swiftly, can save a life. Even without training!

For more information on Aero Healthcare's defibrillators and support services go to **https://www.aerohealthcare.co.uk/products/resuscitation-defibrillation-oxygen** email **sales@areohealthcare.co.uk** or call **01403 790704.** Downloadable information resources are also available on the website www.aerohealthcare.co.uk, along with information on Aero Healthcare's extensive range of First Aid and Consumer Wound Care products.

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ReFood is the European market leader in food waste recycling. We offer businesses of all sizes an alternative to sending unwanted food to landfill with our safe, secure, closed-loop, end-to-end solution. We improve companies' green credentials, reduce their carbon footprint and lower their overall food waste disposal costs by up to 50%*.



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See the advert on the back cover.

**Figure based on April 2020 landfill rate vs. volume weight.*

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See the advert on page 2 for details.

ETI Launches Thermapen One Digital Food Thermometer for Kitchen Professionals

Electronic Temperature Instruments (ETI), a digital thermometer manufacturer and exporter of electronic thermometers and temperature probes, has launched the new Thermapen One digital food thermometer. In development for the past five-years, the Thermapen One achieves temperature readings in less than a second for any catering facility and kitchen professional.



The Thermapen One is the fifth model of its kind from ETI, which was founded in 1983 by Peter and Miriam Webb and is now led by son Jason Webb. The product is manufactured and handmade at its headquarters in Worthing, West Sussex, where crucial research & development also takes place in the ETI laboratories to continually improve the design of the Thermapen model.

ETI has pushed the boundaries of read speed and accuracy by tightening its tolerances within its laboratory testing. As a result, the accuracy of the new Thermapen One has been increased to ± 0.3°C.

The product also features a faster sensor, a brighter backlight which adapts to ambient light, and a longer five-year guarantee. The product is waterproof to IP67, meets the European Standard EN 13485, and comes in ten different colours.

The first Thermapen was created in Peter and Miriam's garage 30-years ago, with support from Miriam's brother who helped design the product, which was based on the model of a penknife. Now the product is relied upon by some of the world's most renowned Michelin-starred chefs.

Jason Webb, ETI director, comments: "At ETI, we have a lot of pride about being a British manufacturer of the Thermapen, one of the most robust thermometers on the market used in kitchens and households across the world. A tremendous amount of consumer learning has gone into the Thermapen One. It's important to think carefully about the materials and technology that you're putting into each thermometer because the customer is at the very forefront of what we are producing. We understand what the customer wants so we made this the most robust thermometer that we've ever produced."

For more information please visit **https://thermometer.co.uk** or see the advert on page 3.

The Need to Offer More Than Just Great Food in 2021

Commercial Director of Wanis International Foods (www.wanis.com), George Phillips talks about why venues need to offer more than great food in 2021.



The closing of restaurants during the pandemic and the restrictions that still follow saw a step-change in which consumers were welcomed back, whether willingly or less so, to the delights of their own kitchens. The unstoppable behemoths that are Just Eat, Uber Eats and Deliveroo, together with many consumers' new-found experience of cooking for themselves 7 days a week, has resulted in customers becoming accustomed to eating their favourite restaurant food in the comfort of their homes. This means venues need to work that much harder to get customers through the door, and while many are already rising to the challenge, there is perhaps some unintended assistance from the Foreign Secretary.

2021 is fast becoming the year of the staycation due to the confusion and frustration of the ever-changing foreign travel traffic light system. This presents a fantastic opportunity for venues to capitalise on a captive audience this summer by creating experiences that drive footfall. As the adage says: "If the mountain will not come to Muhammad, then Muhammad must go to the mountain", which is why creating a staycation experience within your venue could be a real money spinner this year.

Rather than going with the obvious such a Spanish theme with paella and sangria, think outside the box to offer your clientele something a little more exotic, such as a Caribbean-themed Staycation experience.

The growing popularity of the bottomless brunch shows no signs of slowing down and customers seem to be willing to pay a little bit more for an experience that is worthy of posting on their social media feed, particularly after being starved of this during lockdowns. Dress up the room and create interesting Caribbean themed backdrops for customers, not forgetting inflatable palm trees for their ubiquitous selfies, which also has the added benefit of promoting your venue via their social media platforms. Download a suitable playlist from Spotify and you're good to go.

Set menus work really well within this space and help simplify the offering for the kitchen. You don't need specialist staff to create exciting dishes with a Caribbean flavour, just look to Tropical Sun, one of the brands in our portfolio, for ingredients, seasonings and condiments together with a selection of authentic recipes that can very easily help you create a real taste of the Caribbean. Everything you need from genuine Jamaican Jerk Seasoning, Ackee and Callaloo to herbs and spices, sauces, rice, beans, soft drinks and imported beers are all here under one roof.

BOTTOMLESS CARIBBEAN STAYCATION BRUNCH:



Starter: Mango and prawn cocktail *– just add a dash of Tropical Sun Papaya Hot Pepper sauce and some chopped mango to a traditional prawn cocktail.*

Main: Jerk chicken with rice and peas *– use Tropical Sun jerk marinade for instant jerk chicken and cook long grain rice with red kidney beans and coconut milk for the classic Rice & Peas. Jerk Jackfruit is a delicious vegan alternative.*

Dessert: Mango and Coconut cheesecake

Bottomless rum punch *- made by mixing 1-part unbranded rum to 4-parts Tropical Vibes fruit punch.*

There is also an opportunity to up-sell side dishes such as fried plantain, sweet potato fries and macaroni cheese.

The menu example above is both easy to prepare and keep during the day while offering customers both an experience some of the vibrant, sunshine flavours of the Caribbean. After all, there is some truth in another adage: "You are what you eat". All the ingredients for these and so many more World Food dishes are stocked at Wanis International Foods, so please do visit us either in person at our East London Cash and Carry, online or order via our dedicated telesales team and let us help you make the 'Staycation' a 'Vacation'.



LittlePod - It's Time to Get Real



LittlePod produces unique natural vanilla ingredients for home cooks, professional chefs and manufacturers, and has campaigned for real vanilla since 2010. This Devonbased company has won several accolades, including the Board of Trade Award for Exporting 2018 and KosherFest 2019 'Best Product for the Baking Aisle'.

The quality of LittlePod's products has garnered praise and great appreciation over the past decade.

With Olympic winners competing in Tokyo, now, is the time for companies to apply for the Queen's Award this year. LittlePod got that 'Winning feeling' back in 2018, winning the Queen's Award for Sustainable Development.

LittlePod have also just become one of the first companies to achieve the Made in Devon status organised by their local Trading Standards team. Trading Standards measure the performance of the organisation against their standards and if the company meet their criteria they could be the proud owners of a new kitemark of Trusted Trader, Made in Devon.

To celebrate is to be hopeful, and having survived the challenges of 2020 the LittlePod team are looking forward to summer. In July (21st), Exeter's Cygnet Theatre will return to the LittlePod garden, performing another spectacular outdoor performance, while the audience enjoy picnic hampers filled with vanilla-infused treats.

On International Real Vanilla Day (October 17, 2020) LittlePod launched in Japan. This autumn, the LittlePod team hope to mark the occasion again with a gathering of LittlePodders at Bickleigh Castle in Devon.

Visit **www.littlepod.co.uk** for further details.

LittlePod Offering Apprenticeship training in Operations Management

Like to join our team? Here at LittlePod, we're on the look-out for our next apprentice…

Spotting potential, nurturing talent and offering opportunities are things high on our agenda and, during the last decade or so, many successful careers have been launched from our HQ, here in East Devon.

Olly, our CEO and the man leading our Campaign for Real Vanilla? He first joined LittlePod on an apprenticeship…

Be it here or elsewhere, we're eager to see all our interns and apprentices develop and thrive in their chosen careers, and have long been committed to skills, education and training, and all that such things entail.

That being the case, it excites us to offer our latest opening — an apprenticeship in operations management.

The successful candidate will assist LittlePod's operations manager, completing a two-and-a-half year apprenticeship — in collaboration with ETS — that combines on-the-job experience and learning modules. The position is suitable for those who have an interest in developing professional skills within the production and operations environment. Five GCSEs (grade 4/C or equivalent, including English and maths) are desirable and graduates are also welcome to apply. The salary is competitive and negotiable, depending on experience.

Like to find out more? For full details and applications, please visit:
/www.findapprenticeship.service.gov.uk/apprenticeship/-626708

Perhaps YOU could join our team and become LittlePod's next apprentice!

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**

Chefs' Buyers Guide

Food Service at Sarunds

Sarunds are a distributor of world-class chocolate & confectionery, supplying the independent retail & food service sectors in the UK.

We're the largest supplier of top-quality chocolates and confectionery to the UK's independent retail and food service sectors. We're known for our large inventory of products from big brands and small artisan producers that offer great quality versus price. We're also known for our customer service. Please explore this site if you're a retailer (or prospective retailer) who is looking for the best supplier of quality chocolate and confectionery – both loose and prepacked.

We run a responsible business that's committed to protecting the environment. We do that by continually monitoring the way our goods are packaged and by reducing the non-recyclable elements wherever possible, for minimal environmental impact.



We are proud to stock one of the largest ranges of Fairtrade confectionery and chocolate in the UK. We not only encourage our existing suppliers to become Fair Trade accredited, but we seek this certification when looking for new suppliers.

Healthy living is important and we understand that. That's why Sarunds provides a growing range of Sugar-Free and No-Added-Sugar products. Great tasting confectionery to complement a healthy lifestyle.

With a strong increase in the number of people opting for a vegan or a vegetarian lifestyle over the past few years, we have created an enormous selection to suit this market.

For further information visit **www.sarunds.co.uk** or see the advert on the facing page.

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.

Riso Gallo - The Maestro of Risotto

We have been making Italians happy for six generations. Riso Gallo's mission is to spread the culture of rice and risotto throughout the world by using innovation that constantly adapts to the needs of the modern consumer. At your service.

We strive to achieve total customer satisfaction, and at Riso Gallo we constantly analyse and identify our consumers' needs in order to do this. We rely on our experience and work with specialised research centres to develop the finest varieties of rice that satisfy the market demand for high-quality, genuine, tasty products that are quick and easy to prepare.



Riso Gallo brings you the best Italian Risotto Rice selected from the best rice fields of the Po Valley, motherland of Risotto and Risotto Rice. Riso Gallo guarantees the origin of the rice from selected rice farms; the traditional stone husking using "Amburgo" model whitening machines (dating from 1898); and a careful grain-by-grain selection process.

To see the full foodservice range from Riso Gallo, visit **www.risogallo.com**

Wanis International Foods

Clued-up chefs have been heading to Wanis International Foods in East London for decades. Unlike many wholesalers, Wanis open their doors at 5am, are open at weekends, and being located a stone's throw away from New Spitalfields Fruit & Vegetable market means visiting buyers can source all their fresh produce and catering ingredients first thing in the morning, and still be back in good time to prep for the first lunch service.

Wanis' award-winning 120,000 sq. ft. depot houses a unique range of over 9,000 different World Food and Drink products from West Africa, The Caribbean, USA, South East Asia and the Far East, as well those from closer to home together with a large selection of non-food essentials. With a dedicated catering aisle, chilled, and a frozen section offering specialist fish products, a walk around the aisles offers plenty of inspiration from across the globe to create new and exciting dishes.

Sourcing the right ingredients to create amazing food for your customers is sometimes one of the most overlooked parts of an Executive Chef's role in the kitchen. It can be challenging for busy professionals to stay ahead of the game with their patrons' ever-changing dietary requirements and increasingly adventurous tastes to cater for. The UK's 17 million millennials, in particular, increasingly demand vegan options and exotic dishes from far flung corners of the globe. With products such as bulk flours, beans and pulses, canned goods, spices and seasonings, sauces and cooking ingredients (including Vegan options), together with a large selection of drinks and snacks, Wanis International Foods can meet the needs of the most adventurous chef and the most demanding customer.



Utilising unusual ingredients and creating fusion dishes seems to be the key to pleasing fickle patrons; one of this year's star performers has been jackfruit, Wanis customer, Delroy Dixon of Rhythm Kitchen said: "I recently added a jerk jackfruit dish to the menu after seeing the recipe on the Tropical Sun foods website and it has been incredibly popular with my customers."

For further information email **sales@wanis.com**, call **020 8988 1100** or visit **www.wanis.com**

wanis
INTERNATIONAL FOODS

Supplying World Foods to Caterers Since 1964



Supplying the very best in Catering food and drink from around the World.

Stocking over 10,000 products from some 900 World Food brands.
sales@wanis.com | +44 20 8988 1100 | wanis.com

From Riso Gallo,
the Maestro of Risotto

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**.

We also oversee the whole supply chain, to ensure **sustainable farming** practices as verified by an independent external auditor.



For further information
risogallo.com/sustainability
info@gallouk.com

FOOD SERVICE AT SARUNDS

House of Sarunds is one of the UK's premier purveyors of exquisite British & Continental chocolates and specialist confectionery.

Our food service division offers a range second to none, including:

- Full Callebaut Product Range
- Premium Couverture Chocolate
- Dairy Free Couverture
- Pidy Canape Cases & Tart Shells
- Petit Fours
- Dessert Decoration Items
- Bespoke & Personalised Gifts
- Turn Down Pillow Chocolate
- Mini Bar Jars
- Individually Wrapped Biscuits
- Vegan & Sugar Free Petit Fours
- Mortimers Drinking Chocolate
- Chocolate Cups & Shells
- Wrapped Sweets

For more information on our full food service range and how Sarunds food service can add value to your business please contact foodservice@sarunds.co.uk









SARUNDS

SPECIALISTS IN FINE CONFECTIONERY

Hosptality Technology

Why Boosting Customer Loyalty Is A Restaurants' Secret Weapon

By Tim Glomb, VP of content and data for Cheetah Digital (www.cheetahdigital.com)



The coronavirus pandemic has changed how people eat. In particular, the pandemic changed how consumers choose the restaurants they want to dine in. With rising food prices and the overwhelming fear of economic inflation as the world recovers from the pandemic, restaurant owners are concerned about reaching their customers. For those establishments that survived the coronavirus pandemic, even after months of closures and reduced dine-in capacity, the road to recovery looks more daunting in this new world of dining.

Consumers are choosing the restaurants they prefer based upon three key factors, according to our recent research. Restaurant goers want a personalised experience, loyalty-based programs that keep them coming back, and clear communication from brand to consumer.

STUDIES SHOW RESTAURANT-GOERS WANT TO FEEL LIKE "REGULARS"

The study shows that 73% of restaurant-goers want a personalised experience in the form of recommendations. They want to receive offerings or product recommendations based on their past purchases. This requires restaurant brands to understand the unique desires of each consumer.

Are consumers' expectations reasonable? Think of it this way: the personalised experience, unique offerings, and informed recommendations are all elements a customer would experience if they frequented a local restaurant for decades. The restaurant staff would know them and treat them like family; servers would provide recommendations based on the other meals they've consistently ordered and enjoyed—they would be offered the unique benefits of being a "regular."

Consumers want to feel like they are "regulars" at the restaurants they frequent. Unfortunately, large-scale restaurant brands struggle to offer this experience to their customers—even if those customers regularly visit the restaurant. According to the study, 64% of consumers are willing to pay more to dine at a restaurant they trust. But many restaurants are sorely lacking in the trust department with 24% of consumers saying they are not loyal to a restaurant brand simply because the company did not attempt to cultivate that loyalty.

If restaurants hope to succeed in a post-pandemic world, loyalty is the key.

CULTIVATING LOYALTY THROUGH ZERO-PARTY DATA

The only way restaurants can cultivate loyalty is if they know their customers. This is significantly more challenging for large-scale restaurants that cannot have the face-to-face interactions with their customers that small businesses offer every day. That said, strategic marketing efforts make it possible for restaurant brands to reach customers, make them feel like "regulars", and cultivate loyalty in the process.

The best news restaurants could hope for in this process is that customers are overwhelmingly favorable to communication from their favorite restaurant brands. In fact, 51% of guests have downloaded a restaurant's app in order to communicate with the brand more directly. This communication is vital, but it's more than simple notifications about new items or restaurant information. To make the most of direct communication with consumers, brands need to gather data.

The study also reveals that more than 50% of customers are willing to share their data in exchange for better service. The crucial step for restaurants, then, is that they must gather the right data without violating the consumer's trust. This is where first-party data is essential. Different from background data gathering (usually called "third-party" data), zero-party data is directly communicated between the consumer and the brand. It's the difference between introducing yourself directly to learn a stranger's name, or asking a nearby friend to tell you the stranger's name.

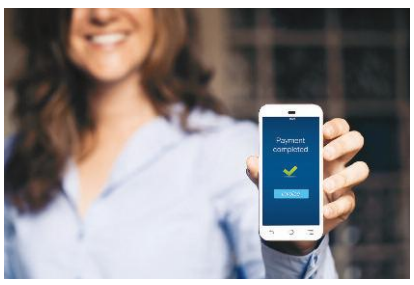
Zero-party data is essential to cultivating loyalty because it answers the critical question: "What exactly does the customer want?" It helps brands determine the products, services, or recommendations that the customer wants first hand. Zero-party data also makes the customer feel heard because their information is relayed directly to the brand of their own accord.

Restaurant brands must optimise consumer data to make personalised recommendations and offerings based on each customer's unique preferences. This is how brands will generate loyalty and make their customers feel like "regulars". Consumers are more willing to spend their money at restaurants they know and trust. Loyalty is the key component of restaurant success in a post-pandemic world.



Foodhub is the only takeaway delivery provider that operates with a 0% commission model.

This is unique compared to other EPOS providers who charge up to 10% per transaction. Instead, Foodhub charges their partners a set monthly fee, making for a much more stable and manageable cost.



FOODHUB

Visit **foodhub.co.uk/become-a-partner** to find out how your restaurant can benefit from a leading EPOS system, whilst saving money each month compared to other platforms.

How the Foodhub EPOS System Can Help Local Businesses Flourish

Leeds based Archers Sweets sells everything from traditional pick 'n' mix through to American candy, and has seen huge success since the opening of its first bricks-and-mortar shop in 2018.

Owner, Natasha Archer, like many other business owners, found that the pandemic heavily impacted her business model, as when national lockdown hit, her delivery orders soared.

Although delighted with the immediate jump in telephone order volume, Archer and her team started to become increasingly overwhelmed with delivery orders, leaving them little time to focus on the running of the shop.

Archer needed to find a solution quickly that didn't mean handing over her hard-earned profits in commission. That's when she discovered leading POS platform, Foodhub.

Joining Foodhub meant they had access to a world class EPOS system that would allow them to easily and effectively manage order volume. Instead of manually organising each customer order, the system allowed them to fully digitise and streamline the process, affording staff less stress and more time to spend with customers in the shop.

24/7 support means help is always at hand should they require assistance with the system.

Not only did Archer find that she was saving money and her team were less pressured, but the new system led to increased customer acquisition, as many local people appreciated being able to use the website to check the sweet treats available and then place an order ready to be picked up or delivered to the door.

Natasha Archer, owner of Archers Sweets, said: "Signing up to Foodhub has massively helped the business. We've gained lots more customers since implementing the EPOS system and the staff are under much less pressure. Joining Foodhub is the best thing we ever did; it's made our lives so much easier."

Ardian Mula, Foodhub's CEO said: "We are delighted to have Archers Sweets onboard as one of our partners and thrilled at the level of success they have seen so far simply by using our order management system. In addition, Foodhub is the only major food ordering app that won't charge a commission per order. Instead, our commission-free subscription model means they gain full access to our leading EPOS system for a monthly fixed cost, meaning our partners save significantly every month when compared to other rival platforms."

"As part of our EPOS offering, we provide a complete turn-key solution to get food delivery businesses online. Our clients receive their own e-commerce platform, order management system and access to thousands of Foodhub customers. It can really help businesses such as Archers Sweets evolve their e-commerce offering and allow them to be agile at a time when they need to most, alongside the cost saving benefits."

Foodhub is encouraging independent business owners to take advantage of the current appetite for e-commerce and delivery orders and sign up to the site.

With Foodhub the full order value goes direct to the business as they do not charge a commission on orders. This is unique compared to other EPOS providers who charge up to 10% per transaction. Instead, Foodhub charge their partners a set monthly fee to trade with them, making for a much more stable and manageable cost.

Visit **www.foodhub.co.uk/become-a-partner** for details.

Hosptality Technology

Technology-Based Innovation Can Ease Consumer Apprehensions In A Post-Covid World

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



The Covid-19 pandemic has changed the world as we knew it before. Life, as it was in 2019 is increasingly looking like a distant past. Even as countries are coming out of lockdowns and social distancing norms, there is once again rising paranoia about several mutant variants. The UK is in the grips of fear of Delta and Lambda variants.

Just as visible signs of a world moving out of the woods were emerging, there is again fear that worst is still not behind us. Several businesses that were consumer facing had to bear the worst of Covid's economic fallout. The aviation, hospitality, and tourism industries were most impacted. Restaurants and pubs remained closed in the UK for over a year. The nature of the virus is such that it makes one sceptical of human interface and the hospitality industry sustains on human contact only.

COVID AND INNOVATION

The pandemic, therefore, has forced the industry to innovate and reimagine various aspects of the food and beverage business. From contactless payments to apps like JustEat or even booking an online table, technology has helped restaurants become more accessible and, at the same time, find other avenues of making a profit.

To ease the restaurant experience, several new technologies have been incorporated. An app named Billa offers a series of services like a 3D menu, a speedy payment option that could help customers limit human contact during dining, and the option of call for assistance. The app also gives consumers access to incentives, deals on restaurants, and rewards for loyalty.

Thailand has innovated to build a cleaning robot that occupies the Central Food Hall. In Colombia, Group Exito restaurant has virtual dinner dummies that occupy seats in order to force social distancing. In Europe, vending solutions have found more acceptance post Covid. Britain also got its first pizza vending machine in Bedminster's Pizza Bella.

CUSTOMER DATA TO BE KEY

Technology is also being incorporated by restaurants and hotels to redesign their websites. Inn Collection Group has come up with an option for accessibility in the website's navigation bar to help those with disabilities. On clicking it, customers can have access to an audio description of the website, change the language and colour scheme, and increase the text size of the website.

Another website called Stevie has only used technology to create its food business by offering consumers attractive discounts through a discount app. Restaurants are also relying on technology to manage inventories. They are using technology to maintain accurate stock levels, allowing them more immediate visibility of their assets. Employees can view the inventory levels with the help of a device and directly submit them, which makes the whole process more efficient.

Moving towards technological solutions help in easing consumers and offer alternatives to their fears about social distancing and hygiene. Customer data that is gathered from various apps can provide a big opportunity to the hospitality industry.

In a post-Covid world, technology would be the key to revival of the hospitality sector. Technology-driven innovations would be crucial to ease customer paranoia. It is important that the hospitality industry make investments to up their technology back up to help it ward off any future catastrophe.

Say No To No Shows

Guests not showing up to their booking is becoming a more common occurrence...

WELCOME BACK, HOSPITALITY

Since partially reopening, the news from the sector is cautiously positive; most pubs and restaurants are busy – both bookings and spend-per-head are up.

There is, however, one problem that appears to be hurting pretty much every hospitality business. The issue is no-shows. People who book but don't turn-up. This behaviour was never OK, but for businesses and their employees who have had such a tough 15 months, it's a real kick in the teeth.

SECURE BOOKINGS WITH A DEPOSIT OR PRE-AUTHORISATION

Some operators are understandably concerned that changing the 'contract' with guests is risky. Many things have changed over the last year: habits have been broken and guests will understand the need to secure their booking with pre-payment, a deposit, or a card-swipe.

ADACTUS OFFERS SECURED BOOKING

Adactus can help hospitality businesses implement the right secured booking service for your guests – whether that is full or partial payment up front (deposit), or a card swipe to authorise a charge in the event of a no-show – there is a solution that will work best for your operation. And, unlike other providers, we don't charge a per-transaction fee: your costs are the same every month.

Give us a call!

Scott Muncaster, Managing Director, Adactus

Telephone: **01844 269090**, Email: **hello@adactus.co.uk** or Web: **www.adactus.co.uk**



All-In-One Intranet Software from Oak Engage

Working with some of the world's biggest brands including Aldi, Five Guys and ITV, Oak Engage helps employers connect their workplace, engage their people and work better together through a mobile app and cloud-based platform.

Oak Engage provides a range of internal communications tools that integrate seamlessly with office applications including SharePoint helping to improve productivity. Oak Engage are experts within the internal comms industry, a success that has been achieved by listening to their customers and developing applications that provide genuine value within the digital workspace.

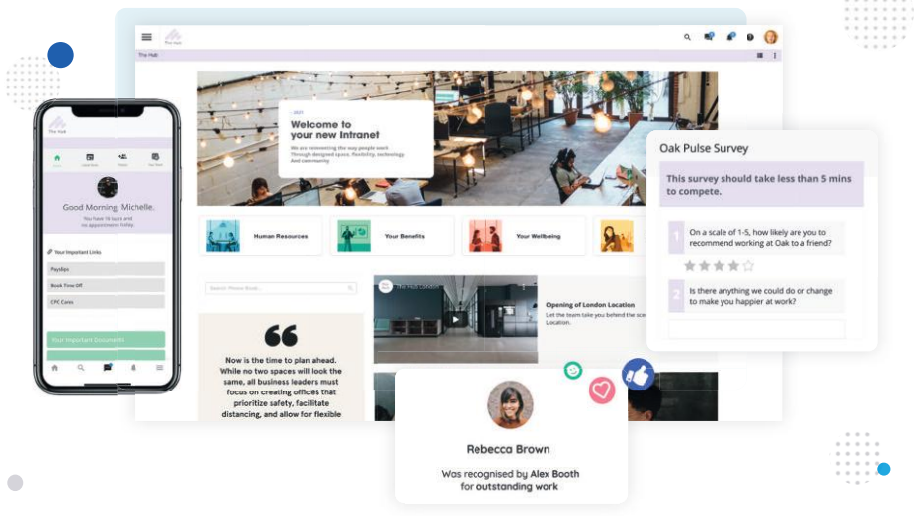
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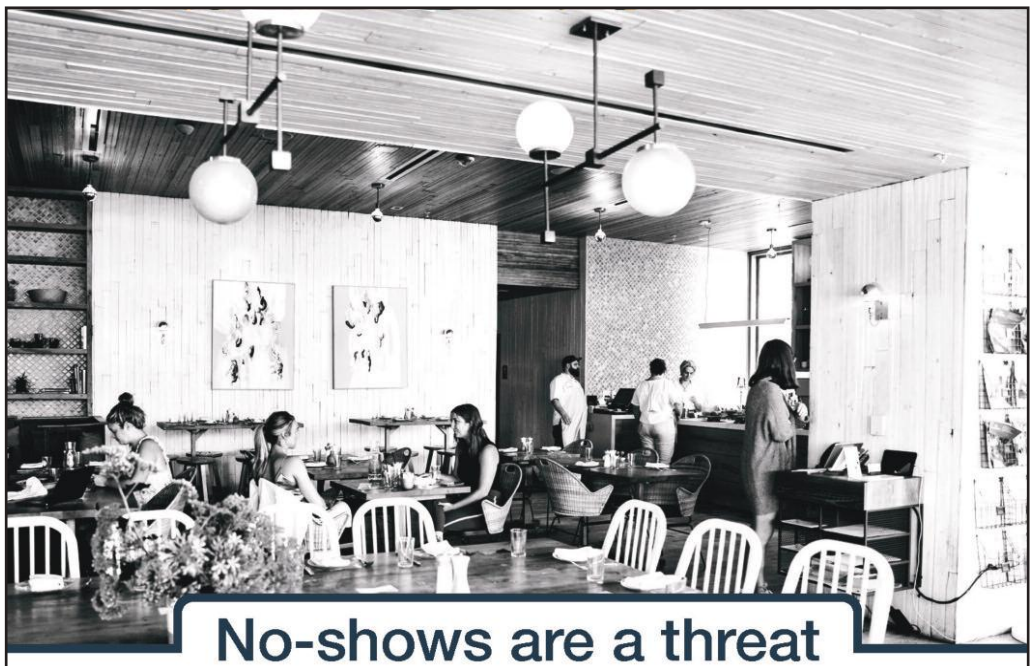
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Hosptality Technology

Check EU Employees Right To Work, Warns Bizimply



Hospitality employers will need to keep clear records of their team members' immigration and right-to-work status as the UK moves into the post-Brexit 'hostile environment' from 1 July. Hospitality workforce specialist Bizimply is warning businesses that they need a clear and accessible record of every employee's status in order to demonstrate compliance with the regulations.

Under UK law, employers face imprisonment and unlimited fines for knowingly employing someone who does not have the right to work in the UK.

Conor Shaw, Bizimply CEO, said: "Just as the hospitality sector is bringing its workforce back as the economy reopens, there is a real danger that many businesses now face a significant new challenge as key employees lose the right to work. Of course, there are legal penalties, but with the labour shortage a challenge across the sector, businesses also need to know they have enough trained and experienced staff at all times and at every site."

A leak of Government figures this week shows that around 130,000 of the 820,000 Europeans resident in the UK have yet to apply for Settled Status, despite the hard cut-off of 30 June as the date to apply.

Without confirmation of settled status, EU, EEA and Swiss living in the UK lose the right to work, as well as access to healthcare and other benefits.

Shaw added: "Although the deadline has been known for some time, the uncertainty over COVID and the challenges of communicating with employees during lockdown means that many businesses may not know the status of every employee.

"That won't be an excuse when the authorities start asking for proof of right to work. UK politicians haven't talked about the 'hostile environment' over immigration for no reason. Proof both that employees have the right to work, and that employers have checked and recorded that status will be essential."

Employers using Bizimply's suite of workforce management software can easily and confidentially record all the necessary status confirmation and supporting documentation for employees, and make it available to check if required.

Employers can be jailed for five years and pay an unlimited fine if found guilty of employing someone who they know or had 'reasonable cause to believe' did not have the right to work in the UK.

Details of the Settled Status regulations are at **www.gov.uk/eusettledstatus**.

An employer toolkit is at **www.gov.uk/government/collections/eu-settlement-scheme-employer-toolkit**

Visit Bizimply at **www.bizimply.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 the facing page for details.

The New Dojo Go, A Beautifully Intuitive Card Machine



Since full market launch last year from its new Bristol HQ, the new Dojo Go card machine has started revolutionising the UK card merchant industry. Just check out its Trustpilot user reviews to see some of the accolades bestowed on a product service that can evoke opposite feelings for many traditional challenges in this market.

These are card machines that mean business, with Wi-Fi & 3/4G connectivity, sleek design and powerful technology for reliable, fast and secure payments. Point to point encryption means your money is safe and you have the world's best security with simple PCI compliance. The fastest transaction speed and free next working day transfer of funds with just a monthly rolling agreement for switching merchants, and up to £3,000 towards your current providers exit fees.

The Dojo App provides many modern features such as a real time window on transactions and transfers, allowing you to know where your money is at all times plus access to billing, PCI management and the help team 7 days a week. The Dojo Go card machine has a 5" HD touchscreen that features gratuity activation, optional receipt printing saving paper and integration with over 600 Epos & software partners, this is the future available today.

For more details contact your local West Country Payments Consultant: Stuart Doderer on **07891 480 052** or link **www.stuartdodercardpayments.com**

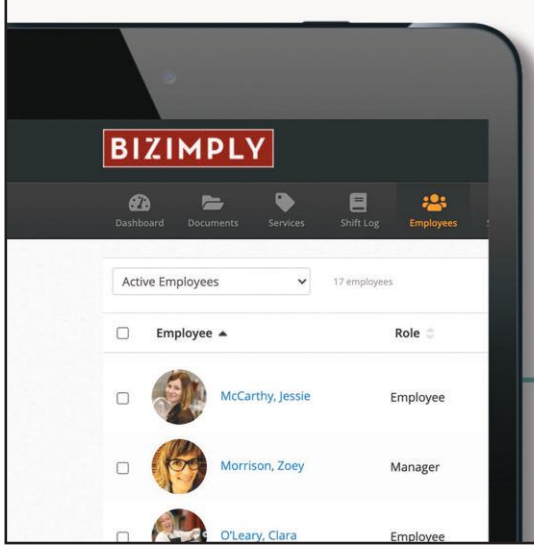
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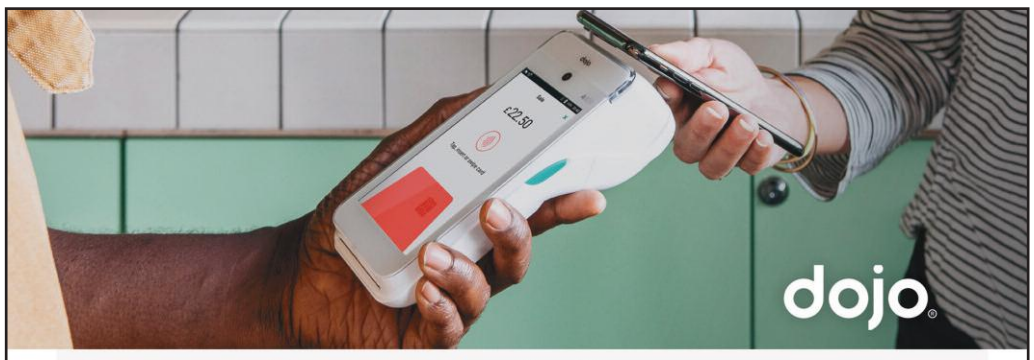


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dojo

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Have a technical hitch? One of our experts will log into your machine remotely and get it fixed.

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For more information please contact your local payments consultant:
Stuart Doderer 07891 480052
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Point of sale technology designed for hospitality.



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

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An active FOG solution to a Titanic problem

FOG is a real problem in the world of catering. Now there is a natural solution that delivers incredible results.



Aqua FOG by BiOWiSH® is a game-changer in the world of fat, oil and grease (FOG) treatment. Its unique formulation helps reduce the build-up in drainage and grease traps, not only in your premises but also in the whole water infrastructure, in an environmentally friendly way.

Unlike passive industrial enzyme products, BiOWiSH® Aqua FOG breaks down FOG permanently, preventing reformation and fatbergs.



- 100% active, natural and non-toxic
- Reduces pipework blockages
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- Easy to store, handle and apply
- Works with your existing grease traps
- Considered the most powerful product of its type in the world

For enquiries, call **01442 503929** or email at **enquiries@waste2es.com**

IMPROVE YOUR DAY-TO-DAY OPERATIONS IN AREAS OF EFFICIENCY, SUSTAINABILITY, AND HYGIENE.

Waste2 Environmental Systems

As a foodservice operator, you know that fat, oil and grease (FOG) are unavoidable by-products of food preparation and meal service. Modern cooking technologies such as steam convection ovens, Bratt pans, and the like all contribute to FOG entering the drainage infrastructure.

Although most operators employ grease traps to capture the FOG, these can often be overwhelmed by the sheer volume entering the system. We are well aware that when hot, liquid FOG enters the sinks, underground pipework and drains. But on cooling, it solidifies, increasing the risk of blockages.

Your first line of defence, the grease trap, only captures so much and as the efficiency of the process drops, the drainage pipes can get blocked, causing problems in the downstream wastewater treatment process.

Thankfully, there is a new solution to manage this issue. New to the UK market through Waste2 Environmental Systems, BiOWiSH® Aqua FOG is a revolutionary product that actively accelerates the biological removal of fat, oil, grease and sediment food solids.



BiOWiSH® Aqua FOG delivers a range of bio-catalytic materials that degrade a wide range of contaminants into smaller and simpler forms until they are removed from the water. This is the same process, and the pathway of natural decomposition is speeded up. It is entirely natural and has no detrimental effects on the environment, humans, plants, or animals.

Waste2 Environmental Systems is an exclusive partner of BiOWiSH Products. To find out more, please visit **www.waste2es.com**, call **01442 503929** or email **enquiries@waste2es.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.

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

We would like to introduce you to our new product
QR CODE TABLE DISCS

NO NEED FOR DISPOSABLE MENUS



Send customers directly to an app or menu



- 10% Discount
- Use Code QRDISC
- Scan code to place your order
- Reduce Staff Contact
- Maintain Social Distancing
- Link Directly to apps & menus

Brunel Engraving Company
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SCAN HERE

Alternatively please contact the sales team on
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Why choose SANOZONE?

SanOzone PROTECTS YOUR JOB, OUR LIVES.

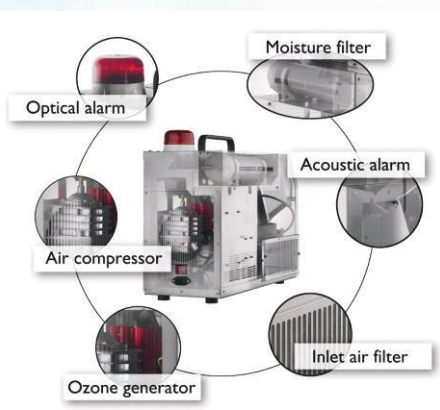
- SanOzone generates Ozone and completes a deep and accurate sanitation cycle
- Ozone sanitisation is cheaper and faster than alternatives like fogging
- Swiftly cleans and sanitises rooms of all sizes, removing harmful microorganisms
- Reaches every corner of location, acting more rapidly than other 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**

Cleaning and Hygiene

What Infection Prevention and Control Measures Should Be in Place Within the Hospitality Sector, Now and Beyond 2021?

Business owners and management within the hospitality sector now (in England at least, soon also for the rest of the UK) 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.

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Engraved Table Numbers and QR Discs Facilitate Social Distancing as Pubs and Restaurants Re-Open

The hospitality sector begins to re-open its doors after yet another long lockdown faced with the continued challenge to maintain social distancing.



Government guidelines state pubs and restaurants should encourage the use of contactless ordering from table and should adjust their service approach to minimise staff contact with customers.

Brunel has made a substantial investment in additional state of the art engraving equipment in order to produce individually etched table numbers and QR code discs which will provide clear markings and information for the public in order to satisfy the requirement for social distancing.

The individually engraved table numbers and discs will enable customers to link to Apps or menus, reducing staff contact and eliminating the requirement for hard copies of menus.

"We are working hard to keep the British hospitality industry going through these difficult times and we have invested heavily in new equipment to ensure that we can answer the increasing demand for our engraved products", said Martyn Wright, managing director of Brunel Engraving and founder of the company.

"Many pubs and restaurants have been undertaking major renovations during the lockdown period and we have assisted with their efforts to maintain social distancing by supplying table numbers, QR code discs, signage, PPE Visors and distancing floor stencils which will be used in the new public areas as businesses open their doors to the public once again."

Established over 30 years ago, Brunel Engraving is a pioneering engraving specialist which leads the way in technical innovation. The company has ISO9001 accreditation and its highly skilled team of professional engravers is trained to the highest standards in the UK. 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
See the advert on the facing page for further information.

Customer Confidence is Essential for Success

Although most COVID restrictions have been lifted, to be successful it is vital that pubs, restaurants, hotels and other catering and hospitality establishments reassure customers that their premises are clean, hygienic, and safe places to visit.

Hand hygiene is a key infection prevention measure and is one of the most visible ways that businesses can protect the safety of their staff and visitors, whilst also demonstrating commitment to their health.

The recently introduced PURELL SOLUTION™ features innovative dispensers and a brand-new type of 'healthy soap' to offer additional peace of mind.

PURELL HEALTHY SOAP™ sets a new standard for soap performance, enabling users to achieve their deepest clean ever. Thanks to its 'CLEAN RELEASE™ Technology' (CRT), it can access hard-to-reach areas of the skin, removing more than 99% of dirt and germs. It is also remarkably gentle, even with frequent use.

The new PURELL® ES8 Dispenser has a premium look, which inspires a sense of confidence and highlights that hygiene is being taken seriously. Its clever 'AT-A-GLANCE™' design makes it easy for staff to monitor product levels with one quick look, saving both time and labour.



It also benefits from breakthrough 'Energy-on-the-Refill' technology, enabling continuous touch-free dispensing, without the worry of the battery wearing out and needing to be changed. It is compatible with PURELL HEALTHY SOAP High Performance Foam Hand Wash, PURELL HEALTHY SOAP Mild Foam, as well as PURELL Advanced Hygienic Hand Rub.

For more information, call **+44 (0)1908 588444**, email **CustomerExperience@GOJO.com** or visit **www.GOJO.com**





Outdoor Spaces

The Return of Hospitality: Building Back Better

By James Cook, Head of Planning at Blacks Solicitors (www.lawblacks.com)



The Covid-19 pandemic has affected every aspect of society. However, for the hospitality sector it's been a particularly challenging year. In the first lockdown which was announced on 21 March 2020, the value of the sector fell by 90% and over 1.6million people ended up being furloughed1. We also saw 55% of hospitality businesses pause trading.

James Cook, Head of Planning at Blacks Solicitors discusses what professionals should be aware of when it comes to planning regulations after the 19 July.

OUTDOOR SPACE

Although indoor spaces are now able to open, continued restrictions mean that hospitality venues are relying heavily on available outdoor space to obtain valuable covers for alfresco dining and drinking. It's important to consider whether the use of additional outdoor space for these purposes is authorised in planning terms.

Whilst broader uses classes combined with temporary permitted development rights and pavement licenses have allowed for a greater level of flexibility over the past 18 months, planning permission for a change of use may still be required; particularly if the use is to be permanent and the space in question lies outside of the existing property.

You also need to check the terms of any existing planning permission to make sure there are no conditions which impose restrictions on the use of outdoor space, be it in general terms or during specified times. Such conditions may need to be varied in order to allow for greater flexibility.

TEMPORARY USE AND STRUCTURES

Long established permitted development rights authorise the temporary change of use of qualifying land (together with a right to provide any moveable structure for the purposes of the use) for up to 28 days per year. As a response to the pandemic, an additional 28 days was authorised. Originally introduced until the end of 2020, this has been extended to the end of 2021.

From April 2021 a temporary permitted development right 'Class BB' allows restaurants, cafes and drinking establishments to install 'moveable' structures within their curtilage until January 2022. More permanent structures may still need planning permission. This right has also been extended to historic listed building visitor attractions, but listed building consent may still be required in certain circumstances.

Similarly measures to enable restaurants, cafes and pubs to serve take away food when they were closed as a result of Covid restrictions have been extended and will continue to apply until 23 March 2022.

PAVEMENT LICENSES

In response to Covid, the Business and Planning Act 2020 introduced measures to enable hospitality venues to apply for pavement licences to put temporary furniture on the highway (usually pavements) to sell, serve or for Potential licence fees required by local authorities can be up to £100, and it may be necessary to reapply as the initial license may have been granted for a short period of time only. Local authorities are being urged by the Government to grant a licence for a minimum of 12 months unless there is a good reason. At present no licence can extend beyond 30th September 2021 but this is going to be extended for a further year.

MOVING FORWARD

The leisure and hospitality industries have been significantly impacted by the pandemic over the past 12 months, and venue coordinators should bear in mind the planning regulations that can support them in building back their business and jobs.

Outdoor Events to Reengage Customers

Written by Rebecca Brennan-Brown



With the opening day for pubs here, holding an outdoor function creates an incentive for customers to attend and spend. Having outside space is an enormous advantage right now, as we know the infection rates significantly reduce outside. So how can you safely use your outdoor space for social events over the next few months?

BEER FESTIVALS

Providing you have the right contacts to obtain traders, a beer festival is a great way to draw in customers. The weather need not be an issue; gazebos will solve that problem. A socially distanced beer festival will look different from usual, a reoccurring theme across all areas of hospitality. Consider asking customers to order from their tables rather than queuing for a drink to manage social distancing.

MUSIC

It's been months since anyone has seen music live. Many people are absolutely gutted that all of their festivals, gigs and open nights have been cancelled or rescheduled. Creating a mini socially distanced festival using your outdoor space could be a great way to entice music fans. Plus, it's been so long since musicians have had any live jobs, they'll jump at the change to play again.

OUTDOOR FILM NIGHTS

Projector screens, blankets, warm drinks and food. Doesn't that sound cosy? Smaller films nights will make those people feel more comfortable. The equipment is easy to come by, so tells guests to bring blankets, and make sure you have the hot chocolates ready.

BINGO

Bingo is no longer just for pensioners. Since lockdown began, we've seen all ages suddenly take up bingo. With the addition of drag queen callers and attractive prizes, bingo can be an entertaining event. Again, the equipment isn't difficult to come by; there are many callers online. Plus, as this is an activity which takes place seated, it's easier to keep people apart.

WEDDINGS

Many couples have cancelled weddings due to COVID, and are therefor getting married with fewer family and friends around. It isn't currently legal to get married outside in the UK, but you can offer your outside space as a place to celebrate a couple's wedding with their family and friends safely.

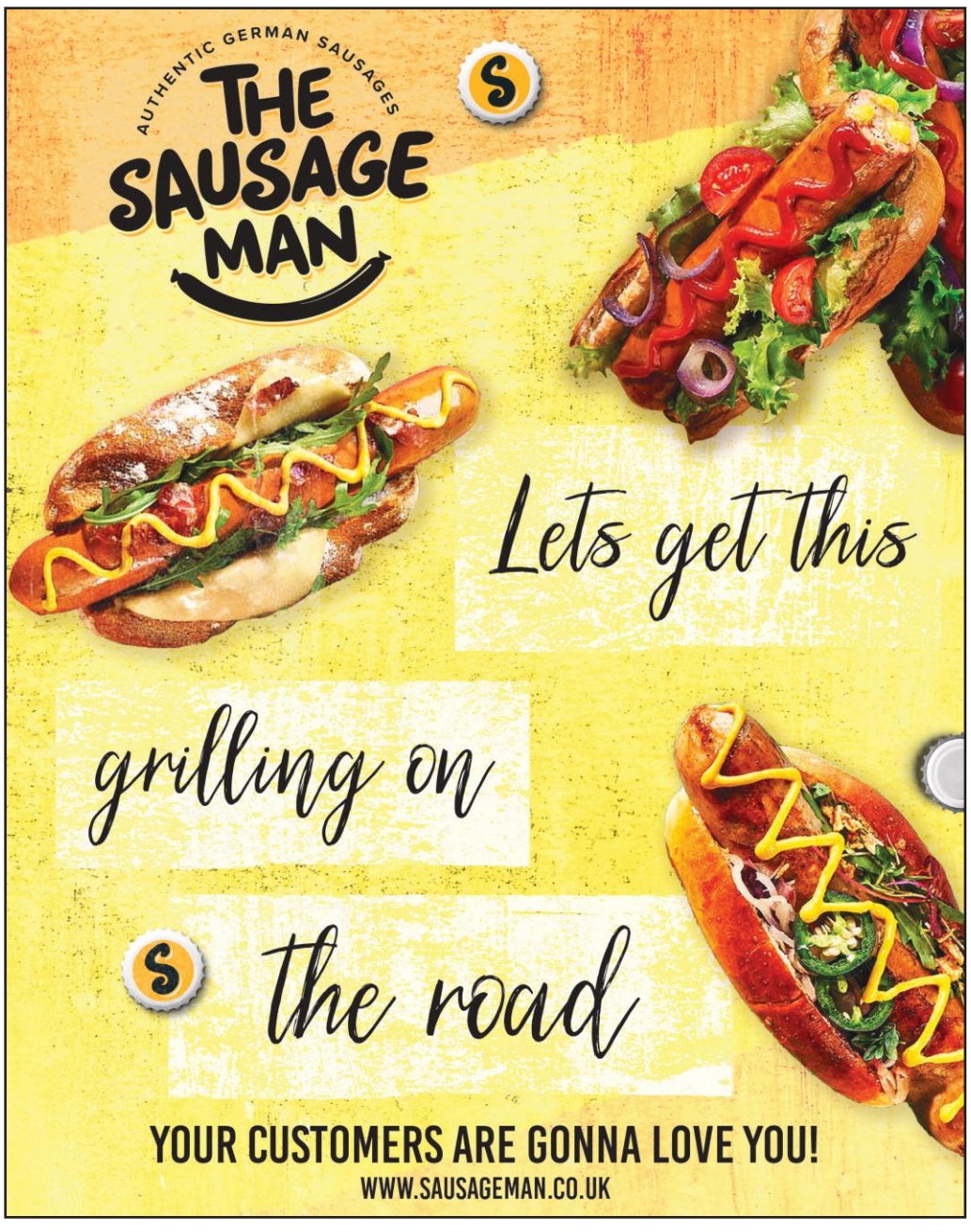
FOODFEST

Again focussing on the elements people have lacked over the past few months, many are craving restaurant meals. With smart but straightforward technology such as QR codes, ordering food from a variety of different vendors while remaining safe is easy. Consider theming your food fest to a particular cuisine, maybe you have an Asian food-themed day and invite street food vendors from your local area.

Owners and managers have the difficult task of managing alcohol intake, knowing that social distancing and safety measures are likely to slip as people have more to drink. Tokens or limits should be considered, with managers using their discretion on safe contact.

With all of these suggestions, it's paramount that the marketing of such events is right. The hospitality industry has a huge challenge ahead to shift the attitudes of customers, as many people will still be concerned about safety. By addressing those concerns from the forefront, we can make customers feel comfortable in the knowledge that social distancing has been adhered to, and their safety is the paramount concern.

For more information, pase contact Rebecca Brennan-Brown LTD
Website: www.byrbb.com
Instagram: https://www.instagram.com/byrebeccabrennanbrown



The Sausage Man - A True Taste Of Germany

The Sausage Man specialises in supplying sausages and other speciality foods from Germany. The Sausage Man started importing fresh sausages in 2005 and has since become extremely popular. We supply establishments and end consumers all across the UK.

At The Sausage Man we pride ourselves on the premium quality and high standard of our product range. The Sausage Man imports hot dogs, German sausages and other premium German products from 20 different butchers. We offer the widest possible selection: from tender black forest ham, typical grill sausages from Bavaria, to 100% turkey sausages made by the oldest turkey specialist in Germany. In fact, we have more sausages than you might ever have thought possible. With beef, turkey and pork frankfurters, as well as paprika and other speciality sausages.

Our customers range from the hungry crowd in the streets to the chefs of pubs, bars, restaurants and hotels, as well as mobile caterers. More and more people are discovering The Sausage Man! Experience the best for yourself.



Whether you would like to try a sample box or you need large quantities (to buy wholesale and in bulk), simply get in touch and we will provide you with the perfect products for your business or establishment.

Visit **https://sausageman.co.uk/caterer-licensee** for details.

Outdoor Spaces

Make the Most of Your Outdoor Areas with the Contract Furniture Group

Contract Furniture Group have worked hard over the last year to provide their customers with the same high quality service you've come to expect from them.

Despite the frustration our whole industry is feeling at the moment, Contract Furniture Group encourage you to seize this opportunity to update, repair or replace décor ahead of reopening; and to support this they are looking at putting finance packages together to spread the investment.

If you do have any questions or queries about Contract Furniture Group's products or services, stock availability or lead times, terms or available finance options, please don't hesitate to call.

Most importantly, Contract Furniture Group say they hope you and your loved ones stay safe and well during these unprecedented times.

For further information visit **www.contractfurniture.co.uk**

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.

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Outdoor Spaces

Want to extend the heated life of an Insulated Food Transport Box and turn it into a Portable Heated Food Container?



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Take a Carbon Heater HotPAD fast heating using carbon technology with 99.99% efficiency. The temperature is controlled automatically at 75°C. HotPAD heaters are IP67 splash-proof and at just 10mm high have little effect on box capacity.

The KangaBox and the HotPad keep food warm meeting with HACCP regulations.

Select a combination of Gastronorm containers in stainless steel or polycarbonate then add your food to the Gastronorms and insert the containers into the Kangabox.

With the 240 volt version plug in the HotPAD and switch on. If your using the 12 volt version move the KangaBox to your Car or Van and plug into the 12 volt socket.

Ideal to add a touch of magic to Summer and Outdoor Events.

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Catering Equipment

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**

CambridgeStyle Canopies



CambridgeStyle Canopies have an enviable reputation in the hospitality sector for providing shade and shelter solutions for pubs, hotels and restaurants across the UK. We specialise in offering the right covering solutions to maximise your useable outdoor space with our range of made-to-measure aluminium outdoor canopy systems.

Our product range includes:

- *Wall mounted non-fragile or glass roof canopies with up to 6m projection and unlimited length*
- *Free standing canopies with up to 12m projection and unlimited length*
- *Solisysteme Bio Climatic Pergolas with the latest Somfy technology and up to 7.1m post span*
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- *Heating and lighting upgrades for all canopy systems*

Contact us to discuss your needs and arrange a site survey so we can help identify the right solution for your business. We have all the necessary accreditations within the construction sector and provide a no quibble 10-year guarantee on all products to give you peace of mind. Together we can help get business going again!

Emails office@cambridgestyle.org or visit www.cambridgestylecanopies.co.uk

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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*

Also a vast range of aluminium or steel canopies to your required specifications

Enquire today!



CambridgeStyle CANOPIES

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Previous Clients Include: NHS BBC

Outdoor Spaces

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**









4 Seasons Outdoor

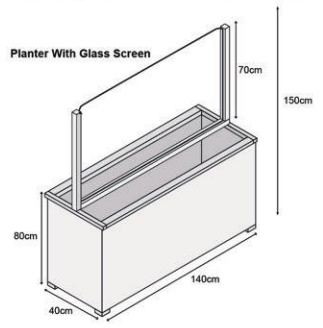
A world of many possible combinations, classic and traditional, modern and clear-lined, robust and solid or young and minimalistic. An extremely innovating world but yet recognizable and familiar thanks to the clever finishing, to the very last detail. High Quality against a mid-range price.

Visit our website for the complete collection:
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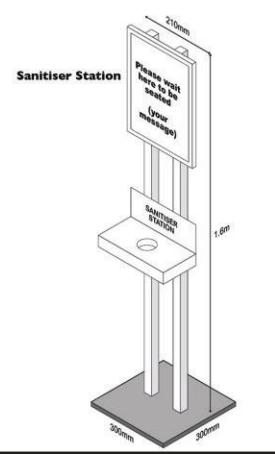
- Outdoor planters
- Windbreaks
- Outdoor partition screens
- Planters with screens
- Indoor clear roller screens
- Custom printed masks
- Indoor semi-transparent partitions











High Quality Outdoor Furniture from LeisureBench



LeisureBench are an industry-leading supplier of quality indoor and outdoor furniture, offering unrivalled care and service for our customers.

Our furniture is selected for strength, longevity, quality and value. We source worldwide to ensure that both our ethical standards of production and our high environmental demands for sustainability are met.

We are situated in the very heart of the UK and with over 100,000 square feet of warehousing we can ensure a reliable supply and fast delivery wherever and whenever you need us.

We are also participants in LOFA's 'Made Aware' scheme which focusses primarily on sustainable forestry.

QUALITY

We deliver high quality outdoor furniture suitable for any commercial environment. Nearly all of our products are FSC certified and EU compliant too.

VALUE

Because we buy direct from manufacturers worldwide and deliver all our stock direct from our own warehouses we can offer the best value available anywhere both online and offline.

SERVICE

Our customer service team will do everything they can to make sure your furniture is delivered to you where and when you want it. We go the extra mile to ensure our customers have the best possible service.

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QUALITY OUTDOOR PRODUCTS





Outdoor Spaces

Outside Structure Solutions Achieve Gibus Atelier Status



Outside Structure Solutions was founded in 2008 offering the supply and fitment of a small range of exterior canopies. As the business expanded, so did our variety of selected manufactures allowing us to increase our range to include awnings, outdoor vertical blinds and post protection, each complementing our existing range of exterior structures.

We quickly partnered with Gibus, one of Europe's largest and most prestigious brands, raising our business profile to incorporate this range of high-end products. Gibus work closely with their brand partners to ensure the quality of their product is mimicked in the purchase and fitting process, thus creating the 'Atelier' accreditation.

The Gibus Atelier accreditation is a strict programme of up-to-date training, best practise and set timescales guaranteeing the customer, expert product knowledge, a design to suite the requirement, punctual delivery, and fitment with precision by our trained experts.

Outside Structure Solutions are proud to be the only exterior structure company within Cambridgeshire, to achieve this status and one of only six throughout the UK making us the number one destination for your outdoor needs.

For our full range of outdoor solutions, visit **https://outsidestructures.co.uk/**

Optimise Your Outdoor Areas For The Staycation Boom With 100% Recycled Plastic Furniture

With nationwide restrictions having been gradually eased, ensuring your outdoor areas are fit for use has never been more crucial.

Research continues to validate that meeting outdoors comes with a reduced risk of transmission. Introducing furniture outside to optimise your available space is a great way to stay compliant with government advice, whilst creating comfortable al fresco areas for your expectant returning customers to enjoy – just in time for summer.

When considering your outdoor furniture, NBB recycled plastic is the perfect choice, as the material looks like timber but can last outside all year round without the need for annual maintenance. All our furniture is offered at competitive prices and comes with our market-leading 25-year warranty! It is extremely hard wearing, guaranteed never to split, chip, crack, or rot, and the non-porous properties make it easy to clean between uses.



In fact, recycled plastic can last up to 5 times longer than its timber equivalent! The longevity of recycled plastic makes it is the perfect cost-effective alternative for use within the hospitality and catering industry, where heavy use is expected following the further easing of restrictions.



Furthermore, sales of our products have recycled over 35 million milk bottles to date. Not only does our recycled plastic furniture look great, but it has also helped many happy customers achieve their own environmental goals.

So, if you're looking for long-lasting furniture to make the most of your outside spaces, take a look at our eco-friendly range and place your order today.

NBB Recycled Furniture
www.RecycledFurniture.co.uk
0800 1777 052

Indigo Awnings - Commercial Grade Shading Products



At Indigo Awnings, the UK's market leader in external shading, we offer we offer commercial grade shading products and provide expert advice with unrivalled customer and after-sales service.

With today's trend in alfresco socialising and dining, we can offer you made to measure shading that will enhance the beauty, and accessibility, of your business.

Custom branded products by Indigo Awnings provide efficient weather protection, create extra outdoor space, and drive revenue by making it easier for customers to find your business.

We have a wide range of commercial grade retractable awnings, giant parasols and fixed roof structures that will enhance any outdoor area and thus the comfort of your guests.

Crafted from the highest-quality materials, all our products are fully customisable and built to your required specification. Frames can be powder coated in a range of RAL colours, with a huge selection of fabric shades and patterns to choose from, all of which can be printed with your branding.



With the addition of quality infra-red heating and LED lighting you can create a whole new dining experience for customers to enjoy all year round, consequently, a healthy return on investment – simply creating "money from fresh air", regardless of the weather!

Backed up by a national capability and support network, all installations are completed by our highly experienced fitting teams, ensuring continuity with only one point of contact for our customers to have the best experience possible.

Contact our friendly Indigo Awnings team on **01352 740164** or at **www.indigoawnings.co.uk**

Outside Structure Solutions

For all your Outside Structure needs....







Make the most of your outside space.....

We at Outside Structure Solutions are a 'one stop shop' for exterior structures, creating bespoke designs to cater for a vast range of requirements.

We have an extensive range of products including canopies, open roofs, glazed or retractable walls, gazebo's and awnings, to name a few.

Whatever your requirement, we have the solution. To view our range or enquire further please call 01480 413050 or visit our website.

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Visit www.outsidestructures.co.uk

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indigo awnings



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Increase the footfall in your establishment with a striking, commercial grade shading solution.

With an extensive product range, Indigo Awnings offer practical, quality solutions for any outdoor area to combat the great British weather, all at a very competitive price.

Providing unrivalled and professional expert advice from concept through to completion with all installations completed by our expert fitting teams.

INDIGO AWNINGS OFFER:

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Design and Refit



Chairs with Classic Italian Style

When choosing chairs for your café or restaurant's dining space, comfort is a key factor in ensuring your customers will return again and again to enjoy a meal. Not only that, the chairs you opt for must also stand up to the day-to-day demands made on them while looking stylish and providing great value for money.



When it comes to ticking these boxes, Trent Furniture's recently revamped Italia Bistro Chair is as popular as pizza among the customers who opt for it. A timelessly stylish ladderback design and choice of walnut or dark oak finish, means this chair is as equally at home in a traditional pub dining room as the newest Italian restaurant in town. Not only that, it's available in a wide choice of upholstery, including your own fabric if only a bespoke look will do.

Alternatively, the Milan Crossback Chair is a great option, with the same great specifications and an understated, stylish look. Both these solid beechwood chairs pair perfectly with a wide variety of tables including shaker and cast-iron styles.



To find out more about these versatile, environmentally friendly and fire-retardant crib 5 chairs, available from just £35.90, please visit www.trentfurniture.co.uk or call 0116 2864 911.

Hybrid Heating For The Modern Property

EHC offer a comprehensive Range of Electric Products that are all controlled by the well-established DSR Technology Control System. It enables you to select a Hybrid Heating Solution from the range for the various rooms within your property to suit your design style and budget – the choice is yours.



All DSR Controlled Heaters are manually operated using the "easy to use" Controller located on the Heater. They also have Wi-Fi capability that can be activated when you purchase the optional DSR Smart Gateway which will allow you to control your Heaters Anytime, Anywhere 24/7 up to a maximum of 30 Heaters per gateway using our free bespoke APP.

The DSR Control APP has many features designed to enhance your comfort levels and provide essential information regarding your heating system. There is also an optional Power Meter Clamp available for Load Shedding Control.

Popular features within the APP

- *Setting Times to suit lifestyle*
- *Adjust each room temperature*
- *Limit electricity consumption to avoid exceeding maximum power available*
- *Monitor your electricity consumption history*
- *View the Temperature history by room*

The comprehensive range of Heaters which are available in various Outputs are:

- *DSR Heat Retention Radiators*
- *Edge*
- *Ecostore*
- *Visage*

The DSR range of heaters are ideal for the likes of Bars, Restaurants or Hotels as the DSR control system allows for each heater to be controlled remotely from a smart phone or controlled centrally from a PC at a hotel reception. This level of control helps keep running costs to a minimum and removes the inconvenience of staff members going from room to room to adjust heating temperature when customers check in or out.

For further information or a free Brochure contact **01698 820533** or visit **www.electric-heatingcompany.co.uk**

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Design and Refit

Luxury Wood Flooring For Any Interior



Founded in 1975 Havwoods has become Britain's foremost wood flooring company supplying architects, interior designers, and residential customers. Havwoods concentrates on engineered and solid wood flooring, cladding and joinery, as well as bespoke flooring solutions in all situations, in a wide variety of species and designs, and with every conceivable finish.

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.

Call us on **01524 737000** or visit **www.havwoods.com/uk/bars-restaurants**



Repurposing Buildings To Rejuvenate Restaurants In A Post Covid World



The simplification of planning use, enabling former shops, offices and professional services spaces to be altered into restaurants without seeking consent from local authorities is creating fascinating new opportunities for the food service industry. From pop-ups to permanent restaurants, the opportunity is clear, especially for restaurant chains that have specialised in refurbishing existing High Street buildings and revitalising suburban areas, latterly for those opting to continue to work from home.

One thing we know well at Adveco is the potential complexity, and therefore hidden cost, of refurbishing a property when the site was not originally conceived as a restaurant. Landlords and new property owners need to recognise that heating and especially hot water are business critical functions, with suitable hot water storage needed to meet consistent and peak-hour demands. That water also must be supplied at a minimum of 60°C to ensure a hygienic cleaning of the environment, utensils and provide handwashing for both staff and customers.

Adveco will size the needs of the premises, design a bespoke application, and supply the necessary system components for installation. Our work includes systems in listed buildings and large-scale projects, such as for Five Guys, revitalising building hot water systems throughout the UK. In all these cases, our customers are not only securing modern, highly efficient fit-for-purpose heating and hot water systems, they are also reducing their costs and either better controlling their carbon emissions or excising them with renewables for a more sustainable workplace

www.adveco.co

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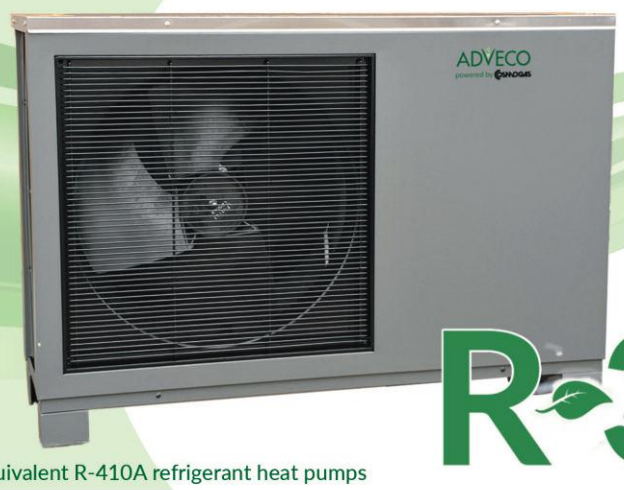


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Design and Refit

Seating with Wider Appeal from ILF Chairs

Hospitality has now got the Green light last to re-open outdoors from the 12th April. Will you be ready and able to cope with the rush? Will your Café, Restaurant, bar have the right outdoor ambience and comfort to stand out from the rest and make your customers want to come back?

Never fear, ILF Ltd. have the solution with a comprehensive selection of outdoor chairs and tables in many finishes and colours which we are able to supply quickly from either our UK location or our European location. We have selections of seating in aluminium, resin, plastic, polycarbonate, teak and imitation rattan plus, there are also tables and barstools for exterior use.

ilfchairs
seating with wider appeal

Whatever your outdoor furniture needs might be we at ILF are here to help.

Why not contact us on **01293 783783** or send an email to:- **terry.kirk@ilfchairs.com**

MST Auctioneers

MST AUCTIONEERS Ltd specialise in handling & auctioning a wide variety of goods.

We act for Insolvency Practitioners, Receivers, Bailiffs and Solicitors as well as large PLCs.

We are members of The National Association of Auctioneers and Valuers (NAVA).

For the past 25 years, we've provided a unique disposal service tailored to suit, liquidators, banks, receivers as well as private and corporate vendors. We carry out probate valuations and conduct complete house and commercial clearances.

We have the largest Auction venue in the South of England. Our regular monthly Auctions occupy 45,000 sq.ft. of undercover space, selling over 2500 lots from 3 rostrums over two days.

We have storage and removal facilities. In addition we have forklifts for machinery up to 5 tons.

We also hold regular Auctions "On Site" and "On Line"

See the advert on page 52 for further details.

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.



Secondly our "Modular Banquette Seating" which is freestanding, set size units for you to mix and match to best fit your space. Manufactured and delivered to your doorstep ready for you to layout. Made to the same high standards as our premium range without setup costs, site visits and installation fees. Saving you up to 50% on competitors seating.

Also, we offer a range of furnishings – tables, chair and bedroom furniture. To request a brochure or to discuss your requirement further please contact our sales team on **01945 450957** email **Sales@simscf.com**
Web **www.simscf.com**





Design and Refit

Refurbish with Pro Auction Ltd



Looking to refurbish or sell surplus furniture, fixtures and fittings, from your hotel bar or restaurant ? Pro Auction has a long history of helping both corporate and private clients source and sell valuables across the UK and internationally.

Trust underpins our entire operation and our clients stay with us because they know we keep their best interests front and centre.

This trust is built from our shared values and understanding of what is most important to them.

Our comprehensive service is based on the needs of our clients. Our expertise in valuing, marketing, and selling surplus assets means our clients can achieve the best prices and end result with minimal effort. Our integrity, expertise and customer-first attitude are the three pillars upon which we continue to grow.

Pro Action pride ourselves on our consultative, problem-solving service and our tradition of exceeding expectation.

For us, the auction process is a journey and one which we take with our clients. Ours is a results-driven service underpinned by solid technology, expert advice and a willingness to turn the first contact to repeat customer to a trusted friend.

Contact us today for a free no obligation appraisal.

Pro Auction Ltd **(T) 01761 414000 (E) info@proauction.ltd.uk (W) www.proauction.ltd.uk**

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

01727 229922

or **www.novellini.co.uk**

Refurbishing?

Pro Auction is a well established professional firm acting for both corporate & private clients conducting sales throughout the UK and internationally.



Our clients work with us because they know we have their best interests in mind. This trust is built from our shared values and understanding of what is most important to them.

As a result, we serve a diverse clientele across the following sectors:

- *Hotel, Leisure and Hospitality.*
- *Manufacturing Industrial Plant and Machinery*
- *Retail and Wholesale Stocks*
- *Luxury Goods, Prestige & Branded Products*



We conduct sales by auction, tender and private treaty, supported by web based marketing and conventional promotional campaigns that reach the buyer quickly efficiently and professionally ensuring each and every sale is a success.



We can assist with the valuation, removal and sale of assets surplus to your requirements.

Pro Auction Limited

Contact us for full details:
Pro Auction Ltd on 01761 414000
info@proauction.ltd.uk www.proauction.ltd.uk

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Design and Refit

Caterquip Ventilation

With 20 years experience in the catering/ventilation industry, Caterquip Ventilation offers a complete 'one-stop shop' service.



Specialists in catering ventilation systems to DW172 specification & BSEN:6173:2001 compliance.

As B&ES, Constructionline & CHAS accredited members we offer a quality professional service at competitive prices.

Input air systems (tempered or ambient) are a necessity in most new kitchens.

Odour reduction systems (Carbon filtration or ESP technology) and acoustic attenuation are commonplace requirements.

Our Midland-based manufacturing facility offers bespoke items like service distribution units (serviced if required), bars, counters, dishwash tabling etc.

Blue Seal, Maidaid Halcyon, Lincat, Rational, and Atosa to name but a few. With over 20 years of catering experience. we offer

Caterquip Ventilation Ltd
Unit 1 Triumph House
Rigby Close
Heathcote Industrial Estate
WARWICK
CV34 6TL

Tel: 01926 887167
caterquipventilation.co.uk

CHAS Constructionline B&ES

Caterquip Ventilation – For All Your Commercial Catering Ventilation Needs

Caterquip Ventilation Ltd is proud to be celebrating their 21st Anniversary this year.

This Warwick based company offers nationwide coverage for all your commercial catering needs: free site surveys, quotations and designs (CAD), quality bespoke and standard fabrications, specialist knowledge of catering ventilation systems including input air, odour reduction (carbon filtration and ESP) and sound attenuation. Affiliated members of Constructionline, CHAS and B&ES, Caterquip Ventilation have a strong hold in the marketplace often advising industry professionals on ventilation systems to a DW172 specification & BSEN:6173.

They have strong relationships with all leading kitchen equipment suppliers, and they offer a kitchen design service to help you build your ideal kitchen.

Projects undertaken have included Olympic Villages, Basildon Hospital, Dock Gate 4, The Lodge at Old Hunstanton, Colleges, Schools, Hotels, Restaurants and Public Houses. They ensure their systems are compliant with the current guidelines whilst maintaining an efficient and dynamic facility.

With extensive knowledge of manufacturing and installing ventilation systems, they can help you design the best kitchen within the space available.

Call today on **01926 887167** or visit **www.caterquipventilation.co.uk**

7 Things to Remember About Commercial Refrigeration

Whether you're unaware of proper commercial refrigeration protocol or you've picked up bad habits along the way, there are many foodservice businesses and staff that forget the basics when it comes to running, using and maintaining commercial refrigeration.

Any commercial refrigeration is a major investment for a business and so it's vital to make sure it is used correctly, not only to increase lifespan of equipment but also, critically, for food safety.

1.DO *know what foods should be stored at what temperature. For general produce aim for around 2°C to 5°C. Fresh meat and fish should be stored between -2°C to +2°C while frozen foods should be stored at -18°C or lower. It's no good just keeping food cold, it needs to be stored at specific temperatures to delay the growth of bacteria and preserve freshness.*

2.DO *monitor and record temperatures. This is good practice for any HACCP plan and also promotes best practice and additional food safety.*

3.DO *clearly label all foods detailing the contents, prep dates, use by dates and the member of staff creating the label. Colour coded day labels are great for at a glance assessment of what needs to be used first.*

4.DO *observe stock rotation and use the first in first out (FIFO) system. This isn't just a gimmick to create extra work for staff but is vital for food safety and to minimise food waste.*

5.DO *observe basic food storage rules. Ideally cooked and raw foods should be stored in separate equipment to avoid cross contamination.*

6.DO *remember that commercial refrigeration requires more attention than a domestic fridge freezer. Vents, condensers and filter areas will attract dust & dirt which must be periodically removed to ensure effective and efficient operation. Regular cleaning and maintenance are vital to performance and to prevent possible breakdowns.*

7.DO *pay attention to the climate class allocated to equipment. This denotes the maximum ambient temperatures that a unit can work in effectively and efficiently and so dictates where it's suitable for use. For example, a fridge with climate class 3 is designed for maximum ambient conditions of 25°C, which lends itself to positioning in a standard storage room. Fridges with climate class 4 or 5 are suitable for use in maximum ambient temperatures of 30°C and 40°C respectively, therefore can be situated in the working kitchen environment where it tends to be hotter.*

Tele - 01455 815200
Email - sales@ffdgroup.co.uk
Web - www.fridgefreezerdirect.co.uk or www.247cateringsupplies.co.uk

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The UK's Premier Online Commercial Refrigeration Specialists

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Alternatively please contact the sales team on
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Design and Refit

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**

Increase Profit with CardsSafe

The CardsSafe system is specifically designed to securely retain customer credit, debit and ID cards while the cardholder runs a tab.



CardsSafe works with the hospitality industry to assist with bar tabs which undoubtedly help to increase profits. Young's pubs, Hilton Hotels, and many independent and chain restaurants and pubs have been using CardsSafe for many years. The system helps them increase the bottom line by reducing charge backs and walkouts, while fighting card fraud at the same time.

With COVID caution still in place, many businesses are relying on pre-pay at their establishments. However, this virtually eliminates the opportunity to upsell. Without retaining cards to encourage customers to order more, the only alternative to increasing revenue is to hike up prices. As Phil Dixon, a former advisor to the BII, explains, "If you want to increase spend, you must retain cards." A simple solution, and one that could be a quick and easy win.

CardsSafe is also a valuable asset to venues with outdoor service areas. Debbie, Director of The Deer's Hut in Liphook, Hampshire, explains, "The CardsSafe system is great for servicing customers who enjoy our outside areas." It takes away the temptation for walk-outs, saving hospitality venues hundreds of pounds each month as a result.

Increasing profit and reducing walk-outs, CardsSafe offers a multitude of benefits to its customers. No wonder that over 5000 major brands and independents in the UK trust CardsSafe.

"Average spend is up and chargeback has virtually disappeared after we installed CardsSafe, which really puts our customers' minds at rest."

Timothy, Young's Bar manager

CardsSafe is affordable and pays for itself. Each unit, which contains ten card drawers, can be hired for just £9.99 per month. Each hire comes with customer service troubleshooting and free replacement keys. Additional units can be added at any time. The question is, can you afford not to consider CardsSafe as a part of your business?

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Property and Professional

Company Insolvencies Surge As Businesses Urged To Take Action Early



Insolvency figures recently released for June 2021 by the Government's Insolvency Service show a 63% increase in corporate insolvencies compared to the same month last year (741 in June 2020). However insolvencies are 18% lower than the number registered two years previously (pre-pandemic; 1,466 in June 2019).

Corporate insolvencies - tougher times ahead as insolvencies forecast to rise

Leading restructuring and insolvency professional, Oliver Collinge from PKF GM said: "This trend of rising corporate insolvency numbers has long been predicted and we expect it to continue as government support schemes reduce and the temporary restrictions on the use of certain creditor enforcement actions are lifted. It is inevitable that insolvency numbers will return at least to pre-pandemic levels relatively soon and possibly higher for a period of time."

"One of these temporary restrictions, namely the moratorium on issuing winding up petitions, is due to end on 30 September 2021 which, if not pushed back again, could trigger a sharp rise in corporate insolvencies in the coming months as creditors will be able to enforce their rights again. The end of the furlough scheme is also due at the end of September 2021, which will put further cash flow pressure on some companies in the region and will likely increase insolvencies in the last quarter of 2021 and the start of 2022."

"Most remaining lockdown measures have been released this week and a number of businesses that have been closed or operating at reduced capacity for much of the last eighteen months have now reopened. We expect many businesses may begin to encounter cash flow pressure, particularly if revenues do not quickly return to pre-pandemic levels."

"With an increased working capital requirement on re-opening, there will be multiple added pressures on businesses in the coming months, particularly those that weren't in robust financial health before Covid."

"The added pressure of self isolation and resulting risk of businesses having to temporarily close due to staff isolating will also cause a considerable burden at a time when many are struggling to break even."

"It's critical businesses act early and seek advice if they are struggling now, or think cash flow may be squeezed in coming months. The earlier they act, the more options they'll have to continue trading and recover."

A MESSAGE TO COMPANY DIRECTORS

Oliver Collinge added: "There are plenty of proactive things you can do now to build resilience into your business for the post-Covid economy; don't leave it too late. Having a restructuring professional guide you through the process can be invaluable in getting the best outcome and will also help you understand and mitigate your risk as a director."

"For those businesses who have just reopened, now may be the time to begin negotiations with landlords and creditors to develop manageable repayment plans. Will revenues be high enough to support your cost base? Will cash flows be sufficient to deal with the additional debt burden (both formal and informal) that has accrued during lockdown? Perhaps a CVA is something which should be considered or, where you may need to take the difficult decision to make redundancies to survive, consider applying for government funding to meet the short term cash impact of this."

** June 2021 insolvency numbers - breakdown*

Of the 1,207 registered company insolvencies in June 2021:

There were 1,116 CVLs, which is twice the amount in June 2020 and 11% higher than June 2019;

38 were compulsory liquidations, which is 46% lower than June 2020 and 86% lower than June 2019;

14 were CVAs, which is the same as June 2020 but 60% lower than June 2019

There were 39 Administrations, which is 61% lower than June 2020 and 74% lower than June 2019; and

There were no receivership appointments

Back to Basics: Paying the Rent in a Pandemic

By Helen Wheddon, Partner at Stevens & Bolton (www.stevens-bolton.com)



The effect of the pandemic on the hospitality sector is difficult to overestimate, especially given that the night time economy still remains closed. The government's recent announcement of a nine-month extension to tenant protections over unpaid rent will, therefore, be a great relief to the industry.

WHAT DOES IT MEAN?

Now, landlords will not be able to change the locks to premises to forfeit a lease because of unpaid rent accrued since March 2020, nor can they exercise 'Commercial Rent Arrears Recovery', until 25 March 2022. This process allows goods to be taken from premises against the value of debt owed. Other insolvency measures continue to be restricted, such as winding up petitions or statutory demands for pandemic debt, although these protections currently only last until 30 September 2021.

With industry businesses now carrying billions of pounds of rental debt, the government has struggled with how to tackle this without interfering with existing contracts. It introduced a code of practice in June 2020 for the commercial property sector to address rental payments and best practice between landlords and tenants during the pandemic, but it has never been mandatory. Various legal challenges by tenants to paying rent during the pandemic under commercial leases have been attempted and failed. A well-drafted commercial lease will be clear that the rent still has to be paid – pandemic or no pandemic, trading or not trading – however harsh that may seem. Despite widespread engagement between landlords and tenants across all sectors on settling – and splitting – the rental bill, rental debts remain.

WHAT NOW?

While the extension averts the cliff edge that loomed on 30 June, it is not without a catch and seems unlikely to be extended again. The government has been clear that businesses that can pay their rent should pay and engage with their landlords. Businesses will still need to address the unpaid rent bill even as they look ahead to 19 July. New legislation is promised for those landlords and tenants who cannot agree terms over the unpaid rent bill with a 'binding arbitration' process to be introduced. This will decide the question of what has to be paid and when, with the decision imposed on the parties. Rental debts might be ringfenced from action for periods of closure, but this leaves many difficult questions of businesses open but trading at limited capacity. It may follow the Australian model where landlords have shared some of the debt and long-term repayment plans may feature. All of this is to be decided by impartial third-party arbitrators.

Landlords can still draw down any unused rent deposits, or pursue guarantors or former tenants. Court proceedings for the rent owed as a debt has seen recent successes for landlords in securing summary judgments. While this option does not secure the cash itself, it might now be more attractive to landlords in light of the nine-month extension and trading businesses will not want judgment debts on their record for obvious reasons.

Beyond the government's announcement two weeks ago there is no further detail of what this new legislation will involve. Without this it is not possible to say whether tenants are better off waiting for the detail of the legislation or agreeing terms now with their landlords where they have not previously. Further uncertainty is introduced by reports that landlord groups might be challenging the extension.

Industry businesses need to be aware that the extension does not fully protect them from landlord action nor does it remove the debt, and it is unlikely that any new binding arbitration will either. However, the legislation may include measures to restrict or put on hold debt action for pandemic rent arrears. Currently the insolvency protections will end on 30 September 2021, so 1 October is another important deadline. Engaging with landlords now to achieve certainty ahead of the detail of the legislation would seem a sensible move for tenants wanting to plan their recovery and invest in their businesses with certainty as we move on from the pandemic.

Insolvency and Prepacks – A Guide for Hospitality Businesses

By Dominic Dumville, Corporate Restructuring Partner, Mercer Hole (www.mercerhole.co.uk)



The lifting of Covid restrictions being delayed until 19 July in England could be the final straw for some businesses, but not all distressed businesses follow the same path. What are the options for a business regarding insolvency and what do hospitality businesses need to know?

Of the many rescue focused insolvency tools in the UK, the most common is the Administration, where the primary objective of an Administrator is to rescue the company 'as a going concern' ie to get the business back on its feet and enable the limited company to continue to exist.

Where a rescue is unattainable the administrator must protect and realise as much value as possible for the creditors before the company enters liquidation or dissolution.

There are certain types of trading company where the most valuable asset lies within the trade of the business itself. A few intangible components are what generates profits and those are the components a purchaser would be willing to pay for: the brand, its reputation, well-developed and protected 'know-how', a website and the order book.

This type of asset however, is particularly vulnerable to bad news, its value can halve or even disappear should the business grind to a halt and enter a liquidation. A pre-packaged sale solves this problem; the business operations are uninterrupted, the transaction is executed almost immediately after the company enters administration and key customers and suppliers don't notice until it's completed.

While no two cases are the same, a struggling hospitality business that is approaching Administration would be a candidate for a pre-packaged sale. For example, the most valuable part of a hotel business that doesn't own the freehold is likely to lie within the existing bookings, the name and reputation of the hotel, the website, repeat customers and relationships with business referrers, all of which would evaporate should it get out in the public domain that an insolvency is looming. The best time for loyal cash paying customers to find out about financial hardship is the day after the problem has been solved.

So what do directors of hospitality businesses need to know about the prepack process?

Not a silver bullet – A prepack is not a silver bullet that will fix everything. If the core business has historically struggled to generate positive cashflows, the new business will face the same struggles unless the new owner can do something to increase turnover or reduce costs. If the problem has a historical over-geared financing structure, or pandemic related unmanageable liabilities, the new entity stands a chance of creating profits from a clean slate.

Not always happy ever after – while the new company will be able to operate from clean slate, it will not completely escape the impact of the insolvency process; a number of former suppliers and possibly customers may have lost significant sums in the administration. The buyer in a pre-pack may find suppliers looking to put prices up and others unwilling to trade with the new company all together regardless of who's to blame.

It's not a simple process – While the administrator will take up a lot of the strain, placing a company into administration is not a simple stress-free process. There's a lot of work to do before the formal appointment, particularly where a pre-packaged sale is the chosen strategy.

Free market – Probably the most complained about feature of a pre-pack is the fact that the directors of the failed entity are not prohibited from being the purchaser. Bearing in mind the Administrator's duty is to achieve best value, during the pre-appointment period there needs to be a thorough yet discrete marketing exercise when bids will be invited from as many potential buyers as possible. It is far from a certain, therefore, that the directors will be the successful bidder.

Landlords onboard – Stakeholders that are key to the future success of the new business need to be brought onboard early in the planning process. Needless to say landlord buy-in is a key piece of the jigsaw for any hospitality business rescue as they may have power to derail the whole process. It's in these kind of conversations where restructuring professionals are able to bring their experience and add value.

Property and Professional

Help Is At Hand For Businesses Devastated By The Covid-19 Virus In 2020

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