

# 1 EVERYONE LOVES A GOOD PIE

**KEREN SPRATLEY MBII**  
THE CALLEVA ARMS, SILCHESTER,  
HAMPSHIRE

Everyone loves our homemade steak and ale pie made with London Pride, which comes with seasonal vegetables and mash or chips for £14.

It's special because the meat is slow-cooked for eight hours, which makes it very tender, and puts it at the top of the 'pub classics' on our menu, helping drive sales.

It delivers a GP of between 68% and 70%.

When it comes to Christmas, although we add set meals, that doesn't change the popularity of the pie and it's still our best-seller.

*Fuller's manager Keren Spratley has been a member of the BII for five years.*



# 2 SIMPLY FISH & CHIPS

**MIKE REEVE MBII**  
THE WELD BLUNDELL, LYDIATE,  
MERSEYSIDE

The best-seller here is beer-battered haddock & chips. We use fresh fish delivered to us from Fleetwood, so it's always great quality.

We charge £10.50 for the full size and £6.25 for a light bite version. It costs us £2.60 for the full size and £1.32 for the light bite, so we get GPs of 70% and 74.5% respectively. That makes it one of our most profitable dishes, allowing us to include other dishes that fall a little short of our target GP but, which we think, have a place on our menu.

It's promoted as part of our weekly Fish Friday offer when diners can get bread and butter and a choice of drinks for £1 extra. 'Fish & chips' is our best

seller every month, even December!

*Mike Reeve reopened the Weld Blundell with Star in 2017.*

## TEN to ONE

**FOCUS ON FOOD - PHIL MELLOWS ASKS 10 LICENSEES:**

### 'What's your best-selling dish and does that change at Christmas?'



# 3 BARBECUE PORK SPARE RIBS

**DAWN BURGESS**  
THE MOODY COW, UPTON  
BISHOP, HEREFORDSHIRE

Our barbecue pork spare ribs with our secret recipe sauce is our most popular. It's meaty, flavourful and very sticky, and we're pretty generous with the Jamaican rum!

We charge £17.95 for a full-sized portion with crusty garlic bread and hand-cut chips, achieving a margin of 60%. Our guests spread the word for us and our humorous 'secret recipe rib sauce book', which doesn't reveal the recipe, sells very well.

Our take on Christmas dinner is our most popular dish through the festive season. We stuff chicken breast with a cranberry farce and serve it with a medallion of slow-cooked turkey thigh and Chablis gravy. We'll charge around £19 and expect to achieve a margin of 62%.

*Dawn & Chris Burgess rescued the Moody Cow from closure in 2011.*



# DINNER WITH A CARIBBEAN TWIST

**BUDDY LOVE MBII**  
THE FLYING FISH,  
ILMINSTER, SOMERSET

**4** Our best-selling dish is jerk chicken with fried plantain, coconut rice and salted savoy cabbage topped with crushed almonds, to give it a crunch.

It's something I created myself and I think it's the spicing – the Caribbean flavours – that people like. For £12.95 it carries them away to palm trees and sunny beaches.

The GP is now 70% thanks to tweaks we've made. We used to serve it with coleslaw and mixed salad which was ending up in the bin.

We use a lot of social media to promote our menu and we have had our food featured in *Somerset Life* magazine and local newspapers.

At Christmas we give the usual dinner a Caribbean twist, and the most popular dish becomes the roast pork with cinnamon and rum, priced at £14.95.

*Buddy Love, a member for seven years, recommends BII's financial & legal support and business mentoring from established operators.*





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## THE WYCH ELM 8oz BEEF BURGER

**MICHAEL PEARSON MBII**  
THE WYCH ELM, KINGSTON, SURREY

The runaway best-seller is the Wych Elm Burger, an 8oz Aberdeen Angus beef burger served on a toasted brioche bun with tomato and onion relish, baby gem, beef tomato and crispy tobacco onions. It looks awesome on social media, but the best form of marketing is word-of-mouth and it certainly has tongues wagging.



It's priced at £13 including skinny chips. The burger costs us £1.25, the fries 44p, the bun 39p, the lettuce, tomato and onions 10p – a total of £2.18 giving us a GP just shy of 80%.

Most popular at Christmas is our roast turkey with stuffing, roast potatoes, pigs in blankets, braised red cabbage, Brussels sprouts, glazed carrots, gravy, bread sauce and cranberry sauce. We make everything on site and our target GP is 70%.

*Michael Pearson has been a member of the BII for five years.*

## 6 PIZZA ALL YEAR ROUND

**ROB THOMPSON**  
THE TAP ON TOWER STREET,  
HARROGATE, NORTH YORKSHIRE

We don't have a kitchen. All our food is created at and served at the bar. Our and margarita pizza is the best-selling dish. It's a timeless classic and entry-level pricing makes it a popular choice. It costs us £2.17 to make and we sell it for £6.50, giving us a margin of around 58%.

It's promoted on menus at every table and we also use social media extensively.

We don't have a Christmas menu.

## 7 WHOLESOME 'PROPER' PIE

**SAMANTHA ROBINSON MBII**  
QUEENS HEAD, TROUTBECK, CUMBRIA

Our best-seller is the pie of the day. It's what we call a 'proper' pie, made with traditional fillings shortcrust pastry. That's what makes it so popular, along with the fact that people want something wholesome when they're climbing mountains!

Served with seasonal vegetables, a choice of potatoes and an ale gravy, the dish is priced at £12.50. A portion of pie is £2.80 to us and we aim for a GP of 68%. Monday night is 'Pie Night' when we offer six different pies at two for £20.

Towards Christmas, there's a move towards comfort food such as game casserole and lamb shank.

*Samantha Robinson was a LOYA 2019 finalist.*

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## 8 NOT SHORT ON GREAT CRUST

**DANIEL MCCARTY MBII**  
THE BARGEMAN'S REST, NEWPORT,  
ISLE OF WIGHT

Our best-seller is home-made pie of the day made with short-crust pastry. We batch cook, in a tray, from which we cut 15 portions and people like that. It's served with vegetables and new potatoes, which can be swapped for chips.

The pie is advertised on a chalkboard and priced at £12.25. We aim for an average 65% GP – but this varies a lot, according to the filling that day.

It all changes when we introduce the Christmas menu on December 1, when roast turkey becomes our most popular dish. It will probably be £11.75 this year and we'll be aiming for a 65% GP.

*Daniel McCarty is a BII member of 19 years.*

## 10 BEER BATTERED FISH IS TOP

**JACK LIMOND MBII**  
WHITE HORSE INN, CLUN, SHROPSHIRE

Our best-seller is far and away the haddock & chips. It's a pub staple and goes well with walkers who refuel here. It's always haddock and the batter is made with our own beer from the Clun Brewery. It's priced at £13 and we make a GP of 61%.

We keep the same menu on over Christmas and fish and chips is still the best-seller, though we do put on a set three-course Christmas dinner, which brings in about the same margin.

*Jack Limond has been with the BII since 2003.*

## 9 TRIO OF LAMB IS OUR CHEF'S SIGNATURE DISH

**MARK WALSH MBII**  
THE WINCHMORE, WINCHMORE  
HILL, NORTH LONDON

Our best-selling dish is the roast lamb on a Sunday. People like it because we season everything really well, even the vegetables, which not everyone takes the trouble to do.

It's priced at £16 and we make a margin of about 68%.

We are posting about our dishes all the time on social media, Facebook and Instagram, and word-of-mouth is also very important.

Around Christmas, pies sell well but our best-seller is the trio of lamb, comprising belly, loin and shoulder. It's our chef's signature dish and it gives us a 69% GP.

*Mark Walsh enjoys having the BII on hand to answer any questions.*

