

1 A TAILORED APPROACH

CHRIS & JASON BLACK FBII
 PITYME INN, WADEBRIDGE
 - LOYA WINNERS 2021

"As a multi-site business, we are tailoring our approach to driving growth differently at each site. Where guests are more price sensitive, we are offering mid-week deals/ weekend offers and events to drive repeat visits. In our rural sites, we are investing in more no and low alcohol ranges (for instance, Lucky Saint's unfiltered no-alcohol lager on draught) to make coming to the pub more appealing when driving.

"Offering more vegan options across the board gives guests more choice. And at our sites with sea views, we are developing menus that showcase the local seafood specials, including fish pie, fresh oysters, mussels, etc, as these are destinations that guests come to to receive the full seaside experience – and it keeps them coming back."



2 MORE VALUE AND BETTER CHOICE

MATT TODD FBII
 THE WONSTON ARMS, HAMPSHIRE

"We've got our annual sales back to pre-Covid levels and week-on-week we are increasing turnover. Low and no alcohol is really working and we now have a category that's relevant with Zero Craft IPAs, Heineken Zero lager, Zero Rothaus German Pilsner, Freixenet 0.0% Sparkling Rose Alcohol Free, Cleanco Gin and Tanqueray Zero Gin.

"Guinness Zero has been a revelation since listing it in January – doubling my average transaction value for a great many of my real ale drinkers. They now have two pints of real ale and two Guinness Zeros, which makes for a much longer visit time and double spend value.

"We're also moving away from our standard pizza pop-up nights to more varied themes. Our first *Roasty Mega Yorkshire Pudding Sunday Roast* wrap sold out in three hours!"



TEN to ONE

IN THE CURRENT TRADING CLIMATE, IT HAS NEVER BEEN MORE IMPORTANT TO STAY ON TOP OF THE LATEST TRENDS AND BE AHEAD OF THE CURVE. HERE WE ASK 10 OF OUR BII AMBASSADORS:

'How are you driving trade forward and taking advantage of new customer trends?'

3 STAYING RELEVANT

MARK HOLDEN FBII
 INN CORNWALL

"We are expanding our events, with Murder Mystery nights and set menu suppers, and also making more of our outdoor space. At this year's Hotel,

Restaurant & Catering show, we met the Black & Stainless team, which specialises in creating unmissable outside, steel structures. Ours has been manufactured with the benefit of being a flat pack design for our pub, The Victoria Inn in Threemilestone. It has the benefit of looking amazing and being temporary, so it creates excitement over the warmer months.

"Also, we keep customers interested in our offer by having monthly, professionally photographed food shoots, which provide quality images to use on social media and in our marketing. Our strong focus on breakfasts has increased bookings too for networking events and meetings."



4 CREATE REASONS TO VISIT

CASSIE DAVISON MBII
 THE GATE HANGS WELL, SYSTON, LEICS

"We are embracing low and no, and vegan – trends that have become the expectation, and therefore a necessity.

"Customers are thinking more about how they spend and there are fewer impulse visits. Our business is very seasonal with a huge garden, so we spend the year reminding customers, through social media, about our outdoor spaces. As soon as the weather turns, we are the first place they think to enjoy the sun. We make a big thing of nature and the sustainability of our land.

"We also create reasons for people to make the effort 'to get the gang back together': we put on mini festivals, outdoor cinema and dog shows. Our coffee and cake 'work from the pub' packages encourage local partners to use our space for workshops, events and create more value to our community."





5 DELIVERING MORE THAN EVER BEFORE

TANYA & ALEX WILLIAMS FBII
THE POLGOOTH INN, CORNWALL
- LOYA WINNERS 2018

"It has been a very challenging 12 months and we have had to find a path through. We have been determined to do the opposite of many pubs in our area by opening longer hours and not slashing our prices. Having the consistency of being open seven days a week from 8am came with its risks, but by being cost conscious we have achieved our GPs, kept our staff and encouraged customers in.

"We also offer exclusive experiences, from murder mystery nights in the winter to paella evenings in the garden - which takes the pressure off the main kitchen, and helps maintain GP.

"It's the added extras that our customers are looking for. While many businesses strip back their offering, we keep adding to ours - and we are very optimistic for the year ahead."

6 CREATING A POINT-OF-DIFFERENCE

DAVID HAGE FBII & MARK OSBORNE FBII, THE RAILWAY
LOWDHAM - LOYA WINNERS 2019



"We've been consistent in how we deliver against our business plan, with a conscious effort to invest in our pubs and create that point-of-difference for our customers. We've just opened our fourth pub on the back of the strong reputation we have built in Nottingham.

Our customers come here because they love the quality and consistency of our offer - it's something people are still prepared to pay for. We have also been investing in our outside spaces, both at the Radcliffe this year and last year at the Plough, where we have created large outdoor areas for private hire and parties, which has been a really good revenue stream."

7 FAMILY VIBE

KERIS & LEE DE VILLIERS FBII
THE PIG & WHISTLE AND THE BEEHIVE,
SW LONDON - FOUR TIME LOYA FINALISTS

"There's a real family vibe, with people coming out much earlier and with their children. On a Friday night, for instance, the pub is packed at 5pm and empty by 10pm but we're taking as much, if not more, than before.

"Changing tack slightly, such as by introducing a kids' menu, has given us a boost. Alcohol free is also having a big impact. On a night, we'll have people drinking 10 pints of Guinness alongside people drinking the same of 0.0. It's a social thing.



We've got a great non-alcoholic South African gin too and we make a Spritz using Appletiser rather than Prosecco."

8 DIVERSIFICATION

ASHLEY & KELLY MCCARTHY CBII
YE OLD SUN INN, COLTON &
FAIRFAX DISTILLERY, NORTHANTS

"We've taken a different approach to our business, only opening the pub on two days a week and focusing instead on Kelly's distillery business and our events. We're finding that we have retained our local business on the days we're open, while the distillery is bringing in new customers. Kelly runs blending classes twice a month and people will come for lunch and book on to a class. We take our products to local events, which has been hugely successful: recently Kelly sold 30 bottles in two hours, which is fantastic. In terms of work-life balance, we're working longer hours but feel back in control of our time."



9 CREATING INTEREST

FLO PEARCE MBII & JOE BUCKLEY MBII
THE TOLLEMACHE ARMS, HARRINGTON, NORTHANTS



"We eat out once a week to see what other pubs are doing, locally as well as nationally, plus we read the trade press. The biggest new thing we're doing, in response to a customer survey, is introducing small plates/Tapas style food in our new outside area, which is increasing spend per head, as well as attracting a different clientele. Ready for the launch and to get imagery, we raffled off a table for 20 - at £25 a ticket - using an online raffle site and sold more than 100 tickets, so we're thinking we may do more raffles, auctioning off a meal worth £40 for £1 a ticket. It's amazing how many people will have a go."



10

VEGGIE AND NON-ALCOHOL OPTIONS

NICK & AMANDA HEMMING MBII
THE HERON INN, MALPAS - LOYA
WINNERS 2022

"We've extended our vegan and vegetarian options on the menu, as these are ever more popular, and we've

introduced the fantastic Lucky Saint non-alcohol beer on tap, which has proved to be a winner. This, alongside some great mocktails, are fast becoming top sellers.

"Being price-conscious is paramount: we've introduced a grab 'n' go section in our deli and super smoothies, as consumer trends show that there's a desire for quick, easy, healthy food and drinks. And we always make certain we give the best experience possible, with our team offering their full support and dedication every step of the way to make sure customers leave wanting to return."

