

Change is afoot in the barbecue space

Don't be surprised if your chef is pestering you for a green egg

page 7

Missing the point of technology?

Why IT should be crucial to giving you a competitive edge

pages 9 and 23



Walkabout: rising up from down under

How a metropolitan make-over is putting the Aussie bar brand back on the street

page 12

PeachReport

ISSUE 27 _ FEBRUARY/MARCH 2014

TRENDS • DATA • INSIGHT

CGA PEACH 2014

BUSINESS LEADERS' SURVEY RESULTS

+ Brand extensions: stacked on the supermarket shelf, **Page 24**

Ten reasons to visit Casual Dining

The first UK show dedicated to the casual dining sector runs in London this month. The Peach team will be there in force – here's our guide to the best of the show.

1 Meet suppliers under one roof

More than 120 suppliers have floor space at the show – of all shapes and sizes and from all corners of the industry. Buyers can stumble across some interesting new products and accessories, and simply wandering the aisles provides a good idea of some of the new and emerging trends in casual dining.

2 Chief execs on the power of the chain

YO! Sushi's Robin Rowland, Living Ventures' Tim Bacon, Carluccio's Simon Kossoff and Ian Neill of Las Iguanas and Jamie's Italian join CGA Peach's Peter Martin for a stellar 'Chain Gang' session on the state of play in casual dining. They will discuss the way their brands have changed eating out forever, and scope the opportunities and challenges for 2014.

When: 12pm, 26 February

3 Jens Hofma on the resilience of Pizza Hut

Pizza Hut has been one of the casual dining pioneers, blazing a trail for others to follow – but it is now trying to rebuild its reputation after a challenging few years. How do operators stay relevant amid so much change? As Pizza Hut marks its 40th birthday here, Jens Hofma is well placed to judge what makes a brand durable.

When: 11.15am, 26 February

4 Peter Martin on working round the clock

The fast growth of Loungers has shown the value of an all-day operation that can serve up everything from breakfast to late-night drinks. But as some have



found to their cost, trading across all dayparts while delivering consistent quality can be a big ask. Peter Martin pulls together the latest CGA Peach research to set out five secrets of success.

When: 4.45pm, 26 February

5 Pick up some design inspiration

The show will host the inaugural Casual Dining Design Awards, featuring the best of the year's restaurant and pub designs. The food and drink on the table remain paramount of course, but look and feel are becoming ever more important in people's decision making between brands. These awards will show how far the bar has been raised.

When: 1.15pm, 26 February

6 Alex Reilley on hunting out sites

Loungers has proved itself the master of the off-pitch opening – tracking down the neglected retail sites on secondary and suburban streets that can be put to great use in its all-day bar-to-café-to-restaurant format. Alex Reilley shares some tips for finding these unlikely locations and making them work.

When: 1.15pm, 26 February

7 Get the drinks in

Pubs have been muscling in on the casual dining market lately – but it's far from one-way traffic. With more and more operators waking up to the value of a distinctive drinks offer, competition is fierce, not least in craft beer, cocktails and wine. CGA Peach's Scott Elliott will draw on the latest research to set out how to get range, pricing and marketing right. For those wanting to identify the latest trends, the show's Artisan Sprit and Cocktail Lounge, Craft Beer Showcase and Speciality Wine Village will be well worth a visit.

When: 2pm, 26 February

8 Andrew Guy on the need for speed

Fast casual has been a boom sector in the US for a good few years now, and it's coming here too. With an American concept of his own, Andrew Guy of Ed's Easy Diner knows better than most how this new sector is breaking down the walls between casual dining and fast food. He explains why this market is here to stay.

When: 2pm, 27 February

9 Investigate the innovators

The show's Innovation Challenge will showcase the invention and ambition at work in casual dining at the moment. A showcase of entries will be whittled down to ten imaginative products or services, which are each pitched to judges before a winner is chosen. For buyers wanting to pick up something new and distinctive, the showcase makes a good entry point to the show.

When: Pitches at 11.15am and results at 1.15pm, 27 February

10 Jason Katz on profiting from PE

Casual dining remains a honeypot for private equity groups, and for good reason – but some operators remain unsure about they bring to the party. Jason Katz of Kings Park Capital explains why PE ventures can provide the business support growing firms need, as well as the money.

When: 2.45pm, 27 February

Casual Dining will be held on 26 and 27 February at the Business Design Centre in Islington. For more information and free trade tickets, see www.casualdiningshow.co.uk.