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Quick  
eats

Pubs can be the kings  
of convenience dining

# LIGHT THE WAY

Peter Marks explains Luminar's  
modern day approach

## Marooned Menu

Ray Brown, director of food at Geronimo  
Inns, reveals his Desert Island Dishes



# A Casual Affair

The first ever **Casual Dining show** is taking place at the **BDC, London**, on **26-27 February**, with a host of fresh ideas for pubs and bars



In the last few decades the importance of food to pubs and bars across the country has grown enormously, accounting on average for a quarter of total sales in the UK's 49,500 pubs, compared to 9% in 2001. Not only this, but casual dining itself is a growing market, with pubs and bars one of the dominant and most sought after sectors.

Currently, the UK's 17,000 managed pub restaurants alone account for 22% of the UK's eating out market, a number that is predicted to rise to 26% by 2016 (AMLR's Industry Benchmarking Survey 2013), making food even more important to managed houses as a whole.

According to Mintel's Pub Catering Market Report of May 2013, the UK's pub catering market will have grown to £7.8bn by 2017, a market that was worth £6.6bn in 2012. The report also revealed that pub and bar restaurants topped the list of most visited type of restaurant in the UK.

With such a wealth of opportunity out there for pub and bar operators to utilise, the Casual Dining show, the UK's first dedicated trade show for the casual dining sector, which opens 26-27 February, is thus a timely event that caters to the business needs of casual dining operators, a category into which food-led pubs and bars certainly fall.

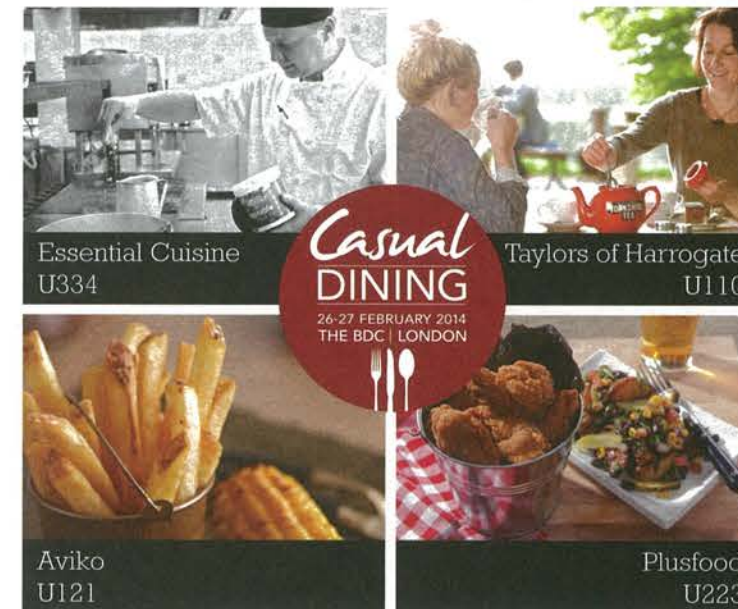
With panels, seminars and keynote speakers from the big hitters in the casual dining sector booked across the two days, the show will assist operators looking to build on this important facet of their business.

As well as this, 120 companies will be exhibiting in the Business Design Centre on 26-27 February, ready to showcase ranges of food and drink, equipment, interior design, furniture, tabletop and technology – all of which can contribute to a stronger food offering for pubs and bars. These include Aviko, Plusfood, Essential Cuisine, Taylors of Harrogate, McCain, Gram, as well as many others.

A free keynote programme will run throughout the show, featuring sessions by Alex Reilly, managing director of Loungers; Andrew Guy, CEO of Ed's Easy Diner; Peter Backman, managing director of Horizons; Brian Whiting, managing director of Whiting & Hammond; Simon Stenning, food-

## Exhibitors

The following exhibitors and many more will be there



Essential Cuisine  
U334

Taylors of Harrogate  
U110

Aviko  
U121

Plusfood  
U223

service director for Allegra; Steve Haslam, co-founder of TLC Inns; Anthony Pender, co-founder of Yummy Pubs; Jason Katz, founding partner at Kings Park Capital; Mark McCulloch, founder of Spectacular Marketing; and Jens Hofma, CEO of Pizza Hut Restaurants.

For example, Alan Kay, former CFO of The Fat Duck Group, will be hosting a keynote session called 'A recipe for financial success', which will focus on some of the key ingredients that can enable businesses to gain important insight into aspects of their operations that can then be turned into financial success.

"The UK casual dining sector is more vibrant than ever," comments Hofma. "As a result, UK consumers now have access to a broader range of experiential eating-out occasions. This creates worthwhile jobs, economic value and, ultimately, more fun and excitement in people's everyday lives. The Casual Dining trade

show sends a strong signal that our sector is no longer in its infancy but is a positive force to be reckoned with in the UK economy."

Such is the interest in this show that hundreds of independent operators from across the UK have already pre-registered to attend. As

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well as these, representatives from JD Wetherspoon, Greene King, Enterprise Inns, Mitchells & Butlers, Fuller Smith & Turner, Marston's, Punch Taverns, Whitbread and Spirit Pub Company have also pre-registered.

David McHattie, chief executive of ALMR, who is also one of the keynote speakers, is extremely positive about the show.

"The casual dining sector in the UK is a hotbed of innovation, entrepreneurialism, growth and jobs, and trade shows, such as Casual Dining, play a valuable role in inspiring ideas for the future," he explains. ■

## NEW SHORT COURSE DESIGNED FOR SUCCESSFUL STAFFING



Having supported over 30,000 learners at over 7,000 venues, HIT is pleased to announce the launch of its new one and two day courses designed to increase the effectiveness, confidence, skills and service of staff, and ensure customers return again and again.

"Customers come to your bar to have fun, relax with friends and will choose your establishment over another for reasons such as location, variety of food and drinks, and, importantly, great service. Our new short courses are vital for running a bar and result in a skilled and successful staff."

Jill Whittaker, managing director of HIT Training, the UK's leading apprenticeship provider in the catering and hospitality sector, says: "Ideal for those just starting out in the industry, our 1 Wine and Spirit Education Trust courses instruct learners on wine service, provide guidance on how to match drinks to food, teach basic product knowledge for marketing spirits and beer. Additionally, HIT offers a one day Introduction to Bar Staff course which teaches learners what customer service is, an organisation's internal and external customers, and the customer journey. The importance of first impressions and there is a strong emphasis on communication skills, looking at verbal and non-verbal communication."

For more experienced staff, a two day BII Personal Licence qualification is aimed at individuals seeking to run a bar. Everything from responsibilities and roles, to the requirements of entry and licensing authorities is taught over the two days. Training on how to recognise and deal with problem customers and conflict from arising is also available through a BII Licensed Premises Staff one day course.

"It only takes one bad experience to lose a customer. A great customer service will leave customers telling their friends about the high level of service they received, which leads to repeat business for your bar. HIT's bar trainers have all worked in the industry, so they know exactly what makes a good bar person. Using their own experience, previously running their own bars, our trainers are able to help develop the expertise of bar staff on any HIT training course."

To find out more about the new courses and how they can meet your training needs analysis for your facilities, please call 0800 093 5892 or visit [www.hittraining.co.uk](http://www.hittraining.co.uk)