

Ashdale Quarterly Newsletter

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How much is it?

This quarter we ask why some operators are reluctant to put prices on their website?

I was having a clear out the other day I came across quite a few reference books and a couple of dictionaries. Although a number of them had been well used in the past I realised that I hadn't needed most of them for some considerable time. Back in the day I couldn't imagine not having these around the house to help me answer any number of different questions and in my case help me spell sometimes the most simplest of words.

Roll forward to the present day and I like most people now rely on the internet to provide me with the answers I need. In fact the more I thought about it the more I realised how reliant I had become clicking on Google (other search tools are available I am told!) to get me the information I am looking for.

As well as for business



this approach to 'researching' things has now become the de facto norm when it comes to our social lives. Everything I read suggests that the number of people who just turn up somewhere to eat and drink without having checked it out on line before hand is dwindling fast.

With this in mind it always surprises me when bars and particularly restaurants that often spend thousands of pounds on great looking websites then choose to limit the information they seem willing to share with you when it comes to what they are actually selling.

Are you ashamed of your food...

Although becoming less common I still come across websites, usually for pubs, which advertise that they serve 'great food' but then singularly don't give you any real clue as what you are likely to encounter should you visit them. One of the reasons I have been given as to why this may be the case is that the menu changes weekly or even daily.

To read this in full and previous articles go to Ashdale Articles

www.ashdale-consulting.com

Sales through Pubs, Bars & Restaurants fell despite the World Cup and the good weather

Beer Update

Latest data from the British Beer & Pub Association shows that beer sales in Q2 2018 were up +3.6% on the same quarter a year ago. The growth was driven by sales through Supermarkets & Convenience Stores as sales through Pubs, Bars & Restaurants fell.

Sales through Pubs, Bars & Restaurants in the UK in Q1 were down (1.0%). This compares to a decline of (1.9%) in Q1 this year and a decline of (0.1%) in Q2 in 2017.

Sales through Supermarkets & Convenience Stores in the UK in Q1 were up +7.7% compared to the same quarter last year.

This compares to a decline of (1.5%) in Q1 and a growth of +2.0% in Q2 in 2017.

Total sales on a MAT basis are up +0.4%.

Source: BBPA July 2018



Cider sales in June benefitted from a general feel good factor across the country – driven by the weather

Cider Update

Latest data from HMRC shows that cider returns in Q2 2018 were up +2.3% on the same quarter a year ago. The quarter started off poorly as returns in April were down (10.3%) on April last year.

This improved slightly in May as returns were down (2.6%) vs. May

2017.

The quarter picked up significantly as the returns for June were up +17.1% compared to June last year.

A result of this has been that Cider returns on a MAT basis have increased sharply and are now in growth at +4.5%.

This growth has probably

been driven by the great weather most of the country enjoyed in June.

July sales are also likely to have benefitted from a weather uplift.

Source: HMRC August 2018



The good weather has no doubt been a contributing factor on this uplift in sales

Wine Update

Latest data from the HMRC shows that still wine returns for June 2018 were up +3.2% versus June the previous year.

This combined with April up +13.0% and May down (1.4%) meant that Q2 was up +4.8% vs. 2017.

This means that the current MAT is up +0.4% vs. this time last year.

Sales of sparkling wines in June were up +8.0%, an improvement on recent trends.

Combined with declines in April of (0.9%) and (4.0%) in May meant Q2 finished up +1.1% vs. 2017.

This means that the current MAT is only seeing growth of +1.0%.

The good weather has no doubt been a contributing factor on this uplift in sales.

Source: HMRC August 2018



Pubs & Bars Update

UKHospitality has reacted to the Scottish government's decision to introduce a fee for personal license renewal with swift condemnation. The trade association had previously called for renewals to be scrapped, in line with legislation in England and Wales.

Grosvenor Europe and Thai Leisure Group have

announced the launch of Thaikhun Street Bar, a new bar concept, in Liverpool ONE this October. The new 3,000 sq ft bar will be situated next to Chaophraya, Thai Leisure Group's contemporary Thai dining restaurant overlooking Chavasse Park.

Greene King has announced it will

introduce a closed loop compostable straw solution, thought to be the first of its kind in the hospitality industry.

This decision will remove over 30m plastic straws from use every year.



The PLA straws will be available across Greene King's entire UK estate of 1,750 pubs as part of its pledge to send zero waste to landfill by 2020.

Casual Dining Update

Eight out of 10 people that work in the hospitality industry have experienced stress at work, with 23% turning to smoking and 22% to alcohol in an attempt to relieve it.

Long and antisocial hours were the main reason given as the primary cause of stress at work, with 45% of respondents

citing as such, followed by demanding employers with 19% and kitchen culture with 18%.

Half of UK people are concerned that their local high street is being taken over by restaurant and fast food chains, according to new research by GoKart.

The research, which spoke to more than 2,000

UK adults, found that 37% have seen one or more of their favourite local independent restaurants shut down in the past 12 months.



More than half (53%) of consumers surveyed prefer to eat out at independent restaurants because they want to support local businesses

Supermarket Update

Latest 12 week figures saw the Grocery Market grow by +3.5%, as sales of branded goods outstripped own-label, although more expensive own-label is still performing well.

Grocery inflation is +1.9% for the 12 week period ending 12th August 2018.

With growth of +2.7%,

Morrison's regained its position as the fastest-growing of the big four supermarkets.

Co-op experienced its fastest rate of growth in nearly seven years as consumers looked to shop locally during the World Cup.

Both Aldi and Lidl continued to perform strongly with growth

coming from a number of different categories.

They now have a combined market share of 13.1%.

Source: Kantar World Panel



The World Cup and good weather over the summer provided a boost to the counties supermarkets

Helping clients...

**Sell More
Charge More
Lower Costs**

Dates and Events for Your Diary

General

October

28th Clock go back
31st Halloween

November

5th Bonfire Night
11th Armistice Day
16th BBC Children In Need
22nd Thanksgiving (USA)
23rd Black Friday
30th St Andrew's Day

December

2nd Hanukkah starts
21st Winter Solstice
25th Christmas Day
26th Boxing Day
31st New Year's Eve

Licensed Trade

October

1st – 3rd Bar & Pub (Lnd)
3rd National Pizza Awards
10th Bites Live (Lnd)
19th RumFest (Lnd)
22nd National Curry Week

November

13th – 15th Pizza & Pasta
Show (Olympia)
13th Purple Tuesday*
15th Beaujolais Day
15th – 18th Taste of London
TBC Autumn Budget

December

TBC All Parliamentary Drinks
Reception
20th UKH (ALMR) Christmas
Lunch

Sports

October

12th Croatia v Eng Football
13th Rugby League Final
15th Spain v Eng Football

November

15th Eng v USA Football
18th Eng v Croatia Football
25th Abu Dhabi – last GP

December

13th PDC World Darts (Ldn)
(starts)
16th BBC SPOTY

*"Purple Tuesday" will take place on Tuesday 13th November and will see retailers across the country - and online - introduce new measures to make the shopping experience more inclusive for customers who have both physical and hidden disabilities.

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About Ashdale Business Consulting

Ashdale Business Consulting is an independent consultancy providing analysis, insight and strategy across the UK alcohol and hospitality industry. Specialist areas include Strategic & Marketing Analysis, Scenario Planning & Forecasting, Category Management and Profit & Value Chain Modelling. We also deliver training across a range of business and marketing activities, all of which help to improve an organisations ability to make more profitable decisions.

Clients range from individual outlets and microbrewers through to regional/national brewers, as well as global drinks companies and trade organisations.

For more information go to our website:

www.ashdale-consulting.com

For more information about our FREE and chargeable eLearning training go to:

www.http://ashdale-academy.teachable.com

