

Ashdale Insights

INSIDE THIS ISSUE:

Economic Headlines	2
Retail Headlines	2
Consumer Headlines	2
Drinks Update - Cider	3
Casual Dining Update	3
Weather Summaries	3
Dates for Your Diary	4

No such thing as a free meal

This month we ask what do operators need to consider when running promotions?

It doesn't matter which country you live in most of you will be familiar with a store or a company which seems to continually be running promotions. In the UK for example I challenge anyone to find someone who has bought a sofa or suite from a well know furniture retailer at full price?

And that of course is one of the problems about running promotions. If you run them all the time they stop being promotions and become part of your everyday pricing. Customers then become conditioned to only buying when prices are at these lower levels. However if you use promotions or special offers wisely they can be a great way to encourage new customers to your venue or encourage existing customer to try something new. They can also be used to get people through the door

when things are very quiet.

As always one-size will never fit all. That said there are some clear do's and don'ts when it comes to running a promotion in a restaurant, bar or other similar outlets. Without wanting to sound too negative I thought it would be worth mentioning a few things which you should never do or at least think twice about before running them. We can then move onto some more positive ways to market your business.

Demotions

You would think it would go without saying but number one on this list is

don't break the law. Or perhaps it might be better to say don't do anything illegal. Customers love free things and special offers but be careful that your activity doesn't promote excessive drinking or similar anti-social behaviour. When advertising your promotions you also have to make sure you don't use inappropriate images or slogans. If in doubt consult an industry expert or a local licensing officer.

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

www.ashdale-consulting.com



The largest upward contribution to inflation continues to come from transport, with prices rising +5.3% in the year to October

Sales at Asda have increased +2.6% meaning the retailer has now been in continual growth since April 2017

There is a risk that ongoing concerns over Brexit may turn this year's season of goodwill into a season of uncertainty

Economic Headlines

These headlines are from our Economic Bulletin.

CPI for October 2018 was +2.4% flat on +2.4% in September, with falls in food and clothing prices offset by rising utility bills and petrol.

Latest figures from the ONS show that unemployment rose slightly to 4.1%, as wages

rose at their fastest pace in nearly a decade in the three months to September.

The estimate for GDP for Q3 2018 was +0.6%, as buoyant growth in July was offset by a slowdown in August and September.

CPI	+2.4%
RPI	+3.3%
CPIH	+2.2%

UNEMPLOYMENT	+4.1%
PAY	+3.0%

Q3 GDP	+0.6%
TRADE BALANCE	(£2.9BN)
SERVICES	+£28.93BN

Retail Headlines

These headlines are from our Retail Bulletin.

Retail sales rose +2.2% in October 2018 vs. October 2017, a weaker than expected performance driven by a mild autumn and low consumer confidence.

The volume of fuel sold in the month was down (1.8%) in the month as

values were up +9.5%, driven by high oil prices – winter clothing also suffered.

Latest 12 week figures saw the Grocery Market grow by +2.6%, as shoppers made an additional 14 million trips to Aldi and Lidl compared to last year.

RETAIL VOLUMES	+2.2%
RETAIL VALUES	+4.0%
INTERNET SALES	+12.6%

GROCERY MARKET	+2.6%
GROCERY INFLATION	+1.8%

Aldi	+15.5%
------	--------

Consumer Spending Headlines

These headlines are from our Consumer Spending Bulletin.

Average family spending power was up £7 a week in October at £206, the second consecutive month the Income Tracker has seen growth above 3%.

The estimated average mortgage debt in

September was £125,208, meaning the average annual interest paid would be £3,168 per household (based on a rate of 2.53%).

GfK's UK Consumer Confidence Index was (13) in November down (3) compared to October, this is at a similar level to what it was this time last year.

HOUSEHOLD INCOME	£795
TAXES & COST OF LIVING	£589
DISCRETIONARY	£206

HOUSEHOLD DEBT	£59,008
EXC MORTGAGES	£7,912

Overall Confidence	(13)
LY Personal Finances	(3)
NY Personal Finances	+3

Cider Update

Latest data from HMRC shows that cider returns in Q3 2018 were down **(14.9%)** on the same quarter a year ago.

The quarter started off poorly as returns in July were down **(8.6%)** on July last year.

This worsened in August as returns were down **(15.2%)** vs. August 2017.

The quarter ended quite poorly as the returns for September were down **(21.2%)** compared to September last year.

A result of this has been that Cider returns on a MAT basis have fallen sharply and are now in decline at **(5.3%)**.

This is the first time Cider has been in decline on a

MAT basis since August 2017.

This signals a return to the sort of declines seen pre-2017.

Source: BBPA November 2018



This is the first time Cider has been in decline on a MAT basis since August 2017

Casual Dining Update

The government has announced that it will be recruiting for a food and drink disability champion to help tackle the issues disabled people face as consumers. The new role will look to raise awareness of the need to improve access, customer service and staff training to ensure that operators understand the needs of

disabled consumers.

The Restaurant Group (TRG) has been given the go ahead to acquire the entire issued share capital of Mabel Topco Limited, which owns Wagamama, by its shareholders after a general meeting held on Wednesday 28th November.

A new survey by Planday

has revealed that spontaneity, robots and vegans are the three key drivers predicted to shape the restaurant sector of tomorrow, according to millennials.



Shareholders voted 60.43% for the acquisition of Wagamama, compared to 39.57% against

Weather Summaries

For more months and years then simply go to:

www.ashdale-consulting.com

OCTOBER	
DRY WARM	Temp = +0.1 Rain = 82 Sun = 122
<ul style="list-style-type: none"> Unseasonably warm in parts although cold end to the month Some wet & windy weather but 5th sunniest October since 1929 	

NOVEMBER	
MILD WINDY	Temp = +1.1 Rain = 101 Sun = 110
<ul style="list-style-type: none"> Generally mild but wet and windy in all parts of the country Above average sunshine although regional variations 	

November began cold, but from the 3rd to 14th it was mild with southerly winds, and it was also wet in most parts of the country

Ashdale Business Consulting Ltd

6 Lichfield Street
Burton-on-Trent
Staffordshire
DE14 3RD

Phone

07967 197533

E-mail

chris@ashdale-consulting.com

Twitter

@Ashdale2012

Helping clients...

Sell More
Charge More
Lower Costs

About Ashdale Business Consulting

I help my clients *sell more, charge more* and *lower costs*.

Having been a client myself I understand you always have *more things which need doing* than you ever have time for. Sometimes you also need *additional skills* or *experience* to complement those already in your organisation.

Sound familiar?

That's where help. I provide an independent flexible resource to draw from on just those occasions. I work across a range of different industry sectors providing *analysis, insight* and *strategic thinking*, however I specialise in helping the UK alcohol and hospitality sector.

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 my website:

www.ashdale-consulting.com

Dates and Events for Your Diary

General

December

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

January

1st New Year's Day
2nd Holiday (Scotland)
25th Burns Night

Licensed Trade

December

12th All Parliamentary Drinks Reception
20th UKH (ALMR) Christmas Lunch

January

17th Restaurant Marketer Awards (Lnd)
30th National Breakfast Awards (Lnd)

Sports

December

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

January

14th-27th Australian Tennis Open
18th/19th Carabao Cup semi-finals

Ashdale Training Dates

Helping Pubs & Bars Make More Money

Next Open Workshops – 2019

For more information [click here](#).

9th January

20th February

23rd January

27th February



*"Purple Tuesday" 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.