

# Ashdale Quarterly Newsletter

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## Don't be intolerant

*This quarter we ask are operators missing out by not providing gluten and other Free From options?*

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 provide 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](http://www.ashdale-consulting.com)

***This is the third year out of the last 5 which has finished in growth over the previous year***

***During 2018 only Q2 saw returns up on the previous year, helped by the great summer weather***

***This is the 1<sup>st</sup> time since 2009 that Sparkling Wines have seen an annual decline***

## Beer Update

Latest data from the British Beer & Pub Association shows that beer sales in Q4 2018 were up +3.1% on the same quarter a year ago. The growth was driven by sales through Supermarkets & Convenience Stores although sales through Pubs, Bars & Restaurants also grew.

Sales through Pubs, Bars & Restaurants in the UK in Q4 were up +2.2%. This compares to growth of +0.9% in Q3 this year and a decline of (2.3%) in Q4 in 2017.

Sales through Supermarkets & Convenience Stores in the UK in Q4 were up +3.8% compared to the same quarter last year.

This compares to an increase of +7.6% in Q3 and growth of +3.6% in Q4 in 2017.

Total sales on a MAT basis are up +2.6%.

Source: BBPA January 2019



## Cider Update

Latest data from HMRC shows that cider returns in Q4 2018 were down (3.8%) on the same quarter a year ago. The quarter started off poorly as returns in October were down (12.5%) on October last year.

This improved in November as returns

were up +21.4% vs. November 2017.

The quarter ended quite poorly as the returns for December were down (18.4%) compared to December last year.

A result of this has been that Cider returns on a MAT basis continue to fall and are now in decline at (7.5%).

This level of decline is similar to that which was seen at the end of 2016 and more in keeping with longer term trends seen for traditional Ciders.

Source: HMRC February 2019



## Wine Update

Latest data from the HMRC shows that still wine returns for December 2018 were down (10.3%) versus December the previous year.

This combined with October down (4.6%) and November up +0.3% meant that Q4 was down (4.7%) vs. 2017.

This means that the

current MAT is down (1.9%) vs. this time last year.

Sales of sparkling wines in December were down (6.3%).

Combined with a growth in October of +20.7% and decline of (8.7%) in November meant Q4 finished down (1.2%) vs. 2017.

This means that the current MAT is in decline of (1.4%).

The Wine market continues to come under pressure.

Source: HMRC February 2019



## Pubs & Bars Update

Oakman Inns and the New World Trading Company (NWTC) have both been featured in The Sunday Times 100 Best Companies to Work For 2019. NWTC secured the highest position within the hospitality industry, placing fifth and retaining a place on the list for a third consecutive year. The minimum price of

alcohol in Wales will be set at 50p per unit from next year under Welsh Government plans. The assembly passed a law allowing ministers to set a minimum price in June. It will be an offense to sell alcohol any cheaper.

Jackie Parker, chairman of CAMRA, is stepping down after a year in the role. Parker, who has also

spent nine years as a member of CAMRA's National Executive, will be succeeded by Nik Antona, who will take on the leadership of the organization in April.



***For a fourth year, Oakman Inns has been awarded the highest Three Star accreditation in The Sunday Times 100 Best Companies to Work For 2019***

## Casual Dining Update

The Top Dog from El Perro Negro in Glasgow has been named the best burger in the UK at the National Burger Awards 2019. It consisted of a beef patty, bone marrow and Roquefort butter, double bacon, caramelized onions and black truffle mayonnaise. A third (33.7%) of UK diners have failed to turn

up to a restaurant booking without informing the restaurant at some point in their life. According to new research by OpenTable, young adults are the worst offenders, with 25% of 16 to 24-year-olds admitting to regularly failing to show up for a restaurant reservation.

The UK's organic food and

drink market has hit an all-time high of £2.3bn, according to Soil Association's Organic Market Report as sales grew 5.3% in 2018.



***Organic accounts for 1.5% of the overall food and drink market.***

## Supermarket Update

Latest 12 week figures show the grocery market is growing by +1.7% vs. +1.6% last month. Grocery inflation is +1.3% for the 12 week period ending 27<sup>th</sup> January 2019. Tesco increased sales by +1.0% with their fresh food lines performing particularly well, with sales = £130m.

Sainsbury's shares have dived 15% after the UK's competition watchdog cast doubt on its plan to buy Asda. Customers could see higher prices and less choice if the two grocers combined, the Competition and Markets Authority (CMA) said.

Marks & Spencer and Ocado have confirmed a deal which will give the

High Street retailer a home delivery service for the first time. M&S will buy a 50% share of Ocado's retail business for £750m.

Source: Kantar World Panel and BBC



***The joint venture will be called Ocado and will deliver M&S grocery products from September 2020 at the latest, when Ocado's deal with Waitrose expires***

## Helping clients...

**Sell More  
Charge More  
Lower Costs**

## Dates and Events for Your Diary

### General

#### April

8<sup>th</sup> London Emission Charge  
19<sup>th</sup> Good Friday  
21<sup>st</sup> Easter Sunday  
23<sup>rd</sup> St George's Day

#### May

6<sup>th</sup> Early Bank Holiday  
27<sup>th</sup> Spring Bank Holiday

#### June

8<sup>th</sup> Queens Birthday  
16<sup>th</sup> Father's Day  
21<sup>st</sup> Summer Solstice

### Licensed Trade

#### April

4<sup>th</sup>-7<sup>th</sup> We Are Lager (Man)  
8<sup>th</sup>-10<sup>th</sup> National Convenience  
Show (NEC)  
29<sup>th</sup> UK Coffee Week

#### May

13<sup>th</sup>-19<sup>th</sup> Vegetarian Week  
22<sup>nd</sup> Pub & Bar Awards

#### June

TBC World Cider Day  
8<sup>th</sup> World Gin Day  
13<sup>th</sup>-17<sup>th</sup> Taste of London  
15<sup>th</sup> National Beer Day

### Sports

#### April

6<sup>th</sup> Grand National (Aintree)  
7<sup>th</sup> Boat Race (Lnd)  
11<sup>th</sup>-14<sup>th</sup> Masters Golf (USA)  
28<sup>th</sup> London Marathon

#### May

2<sup>nd</sup>-5<sup>th</sup> Tour de Yorkshire  
18<sup>th</sup> FA Cup Final  
25<sup>th</sup>-27<sup>th</sup> EFL Play-offs  
29<sup>th</sup> Europa League Final  
30<sup>th</sup> Cricket WC Starts

#### June

1<sup>st</sup> Champions League Final  
1<sup>st</sup> Epsom Derby  
6<sup>th</sup> Hol v Eng – Nations Lg  
9<sup>th</sup> Nations League Final  
13<sup>th</sup>-16<sup>th</sup> US Open  
18<sup>th</sup> 20<sup>th</sup> Royal Ascot

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## 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](http://www.ashdale-consulting.com)

