

Ashdale Insights

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How much is it?

This month 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

Unemployment rate was 4.0%, the lowest it has been since February 1975

Both Aldi and Lidl continued to perform strongly with growth coming from a number of different categories

There are signs that consumers have got Brexit 'fatigue' with many just trying to get on with things

Economic Headlines

These headlines are from our Economic Bulletin.

CPI for July 2018 was +2.5% up on +2.4% in June, the first rise since November last year, as the cost of transport and computer games increased.

Latest figures from the ONS show that unemployment fell to

4.0%, the lowest for more than 40 years, although wage growth continued to slow.

The GDP estimate 3 months to June 2018 was +0.4%, as household consumption rose helped by the Royal Wedding, the World Cup and good weather.

CPI	+2.5%
RPI	+3.2%
CPIH	+2.3%

UNEMPLOYMENT	+4.0%
PAY	+2.4%

APR - JUN GDP	+0.4%
TRADE BALANCE	(£8.6BN)
SERVICES	+£28.08BN

Retail Headlines

These headlines are from our Retail Bulletin.

Retail sales rose +3.5% in July 2018 vs. July 2017, as food sales remained robust as people continued to enjoy the World Cup and the sunshine.

Feedback from non-store retailers suggested that online promotions further

encouraged sales, while nonfood stores reported a reduction in footfall in July.

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.

RETAIL VOLUMES	+3.5%
RETAIL VALUES	+5.9%
INTERNET SALES	+15.3%

GROCERY MARKET	+3.5%
GROCERY INFLATION	+1.9%

Aldi +12.6%

Consumer Spending Headlines

These headlines are from our Consumer Spending Bulletin.

Average family spending power was up £4 a week in July at £205, as employment levels remain at a record high, although wage growth continues to disappoint.

The estimated average mortgage debt in June

was £124,239, meaning the average annual interest paid would be £3,081 per household (based on a rate of 2.48%).

GfK's UK Consumer Confidence Index was (7) in August up +3 compared to July, suggesting consumers seem to be developing immunity to the Brexit babble.

HOUSEHOLD INCOME	£788
TAXES & COST OF LIVING	£583
DISCRETIONARY	£205

HOUSEHOLD DEBT	£58,540
EXC MORTGAGES	£7,840

Overall Confidence	(7)
LY Personal Finances	+4
NY Personal Finances	+8

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



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

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

Weather Summaries

For more months and years then simply go to:

www.ashdale-consulting.com

JULY	
 HOT DRY	Temp = +2.2 Rain = 71 Sun = 138
<ul style="list-style-type: none"> Very warm or hot, dry & sunny for most of the country 2nd warmest July since 2010 with some rain late in the month 	

AUGUST	
 WARM	Temp = +0.3 Rain = 95 Sun = 90
<ul style="list-style-type: none"> Started warm but became more unsettled, cooler with some rain The rain was quite significant in the SE of England 	

As the month progressed August became cooler with some significant rainfall in some regions

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Helping clients...

Sell More
Charge More
Lower Costs

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

Dates and Events for Your Diary

General

September

18th-19th Yom Kippur
23rd Autumnal Equinox
28th Macmillan Coffee
Morning

October

28th Clock go back
31st Halloween

Licensed Trade

September

11th Cider Group (London)
20th Beer & Cider Marketing
Awards (Lnd)
20th Cask Ale Week
23rd British Roast Dinner
Week

October

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

Sports

September

2nd-9th Cycling Tour Britain
8th Eng vs Spain Football
11th Eng vs Switz Football
15th T20 Final Day (B'ham)
28th-30th Ryder Cup (Paris)

October

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

Ashdale Training Dates

Helping Pubs & Bars Make More Money

Next Open Workshops

5th September
19th September – **Sold Out**

3rd October - Burton-on-Trent
17th October - Burton-on-Trent

