

Ashdale Insights

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Shall we eat outside today

This month we ask do operators do as much as they can to enhance the experience of those customers who dine outside?

According to the Met Office for official reporting purposes the summer as far as they are concerned begins on the 1st of June (and ends on the 31st of August). For those of you who prefer a more ancient and mystical definition, the summer solstice heralds the beginning of summer for the Northern Hemisphere and is usually on June 21st, around about 12.24am.

Of course when it comes to the general public and operators alike the reality is that we know summer has arrived when the hardy souls who need to go out to have a cigarette are joined by the rest of us to eat and drink outside. And whilst this may very much depend on which part of the country you are in and the weather that you are experiencing, in broad terms outdoor dining



becomes more and more frequent from the beginning of May and can continue right through September.

You may have noticed up to this point I have avoided using the term al fresco. Whilst a popular label used in this country, it is borrowed from the Italian for "in the cool [air]", although the Italians themselves use the phrases fuori or all'aperto. In fact in Italy the expression al fresco usually refers to spending time in jail! Interestingly the Spanish meaning of al fresco is similar to that of the Italians. Which leads me to ask do your efforts to deliver an outdoor eating

and drinking experience give you a real point of difference or is it just a crime?

Clean and well set tables

When it comes to priorities for waiting-on staff, taking orders and delivering food is usually high up on the things they look to do. For the more commercially minded, especially when a tip maybe involved, providing and settling the bill can also be well up there.

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

www.ashdale-consulting.com

Large upward contributions to inflation came from household services such as electricity, gas and other fuels

Economic Headlines

These headlines are from our Economic Bulletin.

CPI for April 2019 was +2.1% up on +1.9% in March, driven in part by higher energy bills as electricity & gas prices rose by +10.9% and +9.3% respectively.

Latest figures from the ONS show that unemployment fell to

3.8%, with female unemployment at a record low of 3.7% and male unemployment at 3.9%.

The estimate for GDP for the Q1 2019 was +0.5%, an improvement on Q4 2018 but should be tempered with the knowledge that growth in Services slowed.

CPI +2.1%

RPI +3.0%

CPIH +2.0%

UNEMPLOYMENT +3.8%
PAY +3.2%

Q1 GDP +0.5%
TRADE BALANCE (£18.34BN)
SERVICES +£25.01BN

Co-op continue to do well as shoppers have increased their number of trips by 5% over the past 12 weeks

Retail Headlines

These headlines are from our Retail Bulletin.

Retail sales rose +5.2% in April 2019 vs. April 2018, as political uncertainty is currently not having a discernible impact on households' overall spending.

April sales were boosted as consumers went out and spent money over the

sunny holiday period (Easter) helped by retailers offering discounts.

Latest 12 week figures saw the Grocery Market grow by +1.3%, vs. a record breaking May 2018 which included a very hot May and a Royal Wedding.

RETAIL VOLUMES +5.2%
RETAIL VALUES +5.5%
INTERNET SALES +10.1%

GROCERY MARKET +1.3%
GROCERY INFLATION +1.2%

Aldi +11.1%

Consumers have managed a seasonal spring in their step with a three-point uptick in consumer confidence

Consumer Spending Headlines

These headlines are from our Consumer Spending Bulletin.

Average family spending power was up £12 a week in March at £213, although there continues to be regional variations with growth in some regions slowing.

The estimated average mortgage debt in March

was £129,420, meaning the average annual interest paid would be £3,171 per household (based on a rate of 2.45%).

GfK's UK Consumer Confidence Index was (10) in May up +3 compared to April as consumers view their own personal financial situation in a more positive way.

HOUSEHOLD INCOME £806
TAXES & COST OF LIVING £593
DISCRETIONARY £213

HOUSEHOLD DEBT £59,540
EXC MORTGAGES £7,905

Overall Confidence (10)
LY Personal Finances +3
NY Personal Finances +5

Cider Update

Latest data from HMRC shows that cider returns in Q1 2019 were down (0.8%) on the same quarter a year ago.

The quarter started off well as returns in January were up +12.6% on January last year.

This didn't last as returns in February were down (3.6%) vs. February 2018.

The quarter ended quite poorly as the returns for March were down (6.8%) compared to March last year.

A result of this has been that Cider returns on a MAT basis continue to fall and are now in decline at (5.0%).

These declines are for traditional apple Ciders

only. Fruit based Cider volumes are categorized as Made-Wine for duty by HMRC.

Source: HMRC May 2019



Although not in these figures, the general consensus is that fruit based ciders continue to perform well

Casual Dining Update

More than one-third (38%) of Brits only try new venues to eat or drink at less than once a year, according to new research from BLACKBX. With Londoners more likely to try new venues more often.

Amazon has become the largest investor in Deliveroo's Series G funding round, as the

delivery partner looks to raise \$575m alongside existing investors. This new round of funding takes the total raised to date to \$1.53bn.

Jamie Oliver Restaurant Group has called in administrators, leading to the closure of all Jamie's Italian sites except for the three sites at Gatwick

Airport, Barbecoa and Fifteen London. The closures have led to the loss of 1,000 jobs. The international restaurants will continue to trade as normal, as will Fifteen Cornwall, as a franchise.



With this funding, Deliveroo will look to grow its engineering team based in its London headquarters

Weather Summaries

For more months and years then simply go to:

www.ashdale-consulting.com

APRIL	
COOL WARM	Temp = +1.0 Rain = 71 Sun = 114
<ul style="list-style-type: none"> Started with showers and quite cool, with sleet on high ground Then sunnier and warmer before the arrival of Storm Hannah 	

MAY	
COOL	Temp = (0.3) Rain = 93 Sun = 101
<ul style="list-style-type: none"> Unsettled, cloudy & rain at the beginning and end of the month Colder than usual for May but with less rain in E&W 	

A dry month in Wales & southern England but more than twice the average in parts of Scotland

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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

June

8th Queens Official Birthday
16th Father's Day
21st Summer Solstice

July

4th Independence Day (USA)
14th Bastille Day (Fra)

Licensed Trade

June

3rd World Cider Day
8th World Gin Day
15th National Beer Day
19th-23rd Taste of London

July

1st-2nd Imbibe Olympia
13th-14th Weymouth
Seafood Festival

Sports

June

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

July

1st-14th Wimbledon
14th British Grand Prix
18th-21st British Golf Open

Ashdale Training Dates

Helping Pubs & Bars Make More Money

Next Open Workshops – 2019

For more information [click here](#).

25th June 9th July
 25th July

