

# Ashdale Insights

## INSIDE THIS ISSUE:

Economic Headlines	2
Retail Headlines	2
Consumer Headlines	2
Drinks Update - Wine	3
Pub & Bar Update	3
Weather Summaries	3
Dates for Your Diary	4

## Big is not always best

*This month we ask do operators offer enough flexibility when it comes to how much they put on the plate?*

A while ago I came across a study which had been published in the Journal of the American Academy of Nutrition and Dietetics. It echoed other similar research findings in so far as it claimed that restaurant food can be as unhealthy as that served in well-known fast food outlets. The authors concluded that 92% of the meals under review from both large-chains and local restaurants have more calories than is recommended for a normal person.

In summary, the restaurant meals sampled contained around 1,200 calories or about half of a person's typical daily recommended intake. In all, the meals gave a typical diner twice the energy they needed at a single meal (just under 600 calories - the benchmark used). There was no material



difference in the calorie count between meals from restaurant chains or independents.

Without getting too technical regarding our neurological and biological responses to food the research concluded that simply telling us how many calories are in the plate of sea food pasta (one of my favourites!) in front of us won't really help us in most cases. The issue seemed to sit squarely around portion size – if it's in front of us we will do our best to eat it!

Whilst this study was conducted in America, it did have me wondering as to whether we in

Britain are doing as much as we can in terms of offering flexibility when it comes to the portion size of the food and beverage options on offer?

### Perpetuating the pint culture

Looking at the world of drinks the approach which many retailers take to serving size in my opinion is quite polarized. Let me explain.

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

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

**Large upward contributions for CPI came from recreation and culture particularly computer games – hotel accommodation prices also rose**

**Lidl is driving growth by encouraging more and bigger weekly shops within its stores ‘Big on the Big Shop’**

**Consumers continue to remain concerned about the wider economy and what it will look like post-Brexit**

## Economic Headlines

*These headlines are from our Economic Bulletin.*

CPI for May 2019 was +2.0% down on +2.1% in April, helped by falling car prices, as RPI remains at 3.0% - a key measure still used to determine annual price increases.

Latest figures from the ONS show that unemployment remained

at 3.8%, with female unemployment at a record low of 3.7% and male unemployment at 4.0%.

The latest estimate for GDP for the Q1 2019 was +0.5%, with household expenditure, government consumption & investment having a positive impact.

CPI	+2.0%
RPI	+3.0%
CPIH	+1.9%

UNEMPLOYMENT	+3.8%
PAY	+3.1%

Q1 GDP	+0.5%
TRADE BALANCE	(£15.55BN)
SERVICES	+£27.89BN

## Retail Headlines

*These headlines are from our Retail Bulletin.*

Retail sales rose +2.3% in May 2019 vs. May 2018, as the cold weather put a dampener on the shoppers splashing out on summer clothing.

Unseasonably cold weather hit UK retail sales in May, with department stores seeing their sales

drop for the eighth consecutive month.

Latest 12 week figures saw the Grocery Market grow by +1.4%, modest vs. last year's bumper summer but still representing 3 full years of consecutive sales growth.

RETAIL VOLUMES	+2.3%
RETAIL VALUES	+2.7%
INTERNET SALES	+8.2%

GROCERY MARKET	+1.4%
GROCERY INFLATION	+1.0%

Aldi	+9.3%
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## Consumer Spending Headlines

*These headlines are from our Consumer Spending Bulletin.*

Average family spending power was up £8 a week in April at £208, the slowest growth rate since October 2018 as Ofgem lifted a price cap on energy prices.

The estimated average mortgage debt in April

was £129,830, meaning the average annual interest paid would be £3,181 per household (based on a rate of 2.45%).

GfK's UK Consumer Confidence Index was (13) in June down (3) compared to May as consumers begin to consider the implications of a no-deal Brexit.

HOUSEHOLD INCOME	£804
TAXES & COST OF LIVING	£596
DISCRETIONARY	£208

HOUSEHOLD DEBT	£59,713
EXC MORTGAGES	£7,914

Overall Confidence	(13)
LY Personal Finances	(1)
NY Personal Finances	+2

## Wine Update

Latest data from the HMRC shows that still wine returns for March 2019 were down (1.0%) March the previous year.

This combined with January up +0.5% and February up +2.3% meant that Q1 2019 was up +0.4% vs. 2018.

This means that the current MAT is down (0.7%) vs. this time last

year.

Sales of sparkling wines in March were down (5.4%).

Combined with a decline in January of (3.9%) and decline of (9.4%) in February meant Q1 2019 finished down (6.3%) vs. 2018.

This means that the current MAT is in decline of (1.5%).

It is quite possible that wine, especially sparkling, is suffering due to the success of flavoured gin

Source: HMRC May 2019



*It is quite possible that wine, especially sparkling, is suffering due to the success of flavoured gin*

## Pub & Bar Update

Just 29% of hospitality and leisure businesses have replaced some or all of the single-use plastics their customers use with more environmentally friendly alternatives. The figures highlight low levels of action, with only 17% saying their organisation has taken steps to replace any single-use plastic in their

supply chains in the past 12 months.

Brigid Simmonds OBE is to step down as chief executive of the British Beer & Pub Association. She will step down on Friday 11 October, two days after this year's BBPA Dinner.

Charles Wells has announced that it is set to

change its name to Wells & Co. The change is in line with the start of construction of its new home in Bedford.



*Only 8% of SME businesses in the hospitality sector say they have used incentives such as purchase discounts to encourage customers to change their behaviour around single-use plastics*

## Weather Summaries

For more months and years then simply go to:

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

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

JUNE	
	Temp = +0.2 Rain = 152 Sun = 95
<b>WARM</b>	
<ul style="list-style-type: none"> <li>Started warm and dry but then more unsettled and heavy rain</li> <li>The Midlands &amp; Wales saw twice normal rainfall levels</li> </ul>	

*The last third of June was often warm and humid, with further rain at times and some thundery outbreaks especially in the north*

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

## Dates and Events for Your Diary

**General**July

4<sup>th</sup> Independence Day (USA)  
14<sup>th</sup> Bastille Day (Fra)

August

5<sup>th</sup> Bank Holiday (Scot)  
11<sup>th</sup>-15<sup>th</sup> Eid al-Adha  
(Muslim)  
26<sup>th</sup> Bank Holiday (E&W)

**Licensed Trade**July

1<sup>st</sup>-2<sup>nd</sup> Imbibe Olympia  
13<sup>th</sup>-14<sup>th</sup> Weymouth  
Seafood Festival

August

9<sup>th</sup> 11<sup>th</sup> London Craft Beer  
Festival  
6<sup>th</sup> – 10<sup>th</sup> GBBF Olympia  
20<sup>th</sup> – 24<sup>th</sup> Peterborough Beer  
Festival

**Sports**July

1<sup>st</sup>-14<sup>th</sup> Wimbledon  
14<sup>th</sup> British Grand Prix  
18<sup>th</sup>-21<sup>st</sup> British Golf Open

August

1<sup>st</sup> Eng vs Aus Ashes Starts  
4<sup>th</sup> Hungarian Grand Prix  
10<sup>th</sup> Premier League Starts  
24<sup>th</sup> Rugby League Cup Final