

Ashdale Quarterly Newsletter

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Don't be intolerant

This month we ask do operators do enough to make sure their teams put the customer first?

Just over a year ago I arranged to meet up with one of my previous clients. He now runs his own business but as a shareholder and former Director of that client he usually suggests meeting at one of their outlets.

Due to other commitments we couldn't meet until mid-afternoon but the pub in question was open all day so no worries there. We arrived and not surprisingly due to the time of day the place was virtually empty. Having found a suitable table my friend went to the bar to order drinks. And waited.

What seemed like an age there was still no sign of anyone coming to serve at the bar. In its self this would have been bad enough however the situation was compounded by the fact that with in view of the bar area there where three members of staff



sitting down having a meeting. Had these been just regular staff on their break then it may have been excusable, but on closer inspection it seemed at least two of them were part of the management team.

It would be fair to say that once he had got their attention, as well as ordering our drinks, my friend made it clear that as an ex-Director of what is quite a large Pub Chain their lack of customer service was more than disappointing.

Needless to say, we then spent the first twenty minutes of our catch-up discussing this and how it can have a major impact

on whether customers will return to an outlet when they have had this type of experience.

You had one job...

Everyone who works in hospitality, be it in a small family café through to a big city pub or fine dining restaurant, knows there are 101 things which need to be done throughout the day.

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

www.ashdale-consulting.com

This is the third year in a row which has finished in growth over the previous year

Despite some volatility across the year 2019 saw traditional cider returns broadly flat vs. 2018

2017 was the only full year to see still wine returns in year-on-year growth over the last 5 years

Beer Update

Latest data from the British Beer & Pub Association shows that beer sales in Q4 2019 were up +1.1% on the same quarter a year ago. The growth was driven by sales through Supermarkets & Convenience Stores as sales through Pubs, Bars & Restaurants declined in the quarter.

Sales through Pubs, Bars & Restaurants in the UK in Q4 were down **(1.5%)**. This compares to growth of +2.0% in Q3 this year and a growth of +3.1% in Q4 in 2018.

Sales through Supermarkets & Convenience Stores in the UK in Q4 were up +3.2% compared to the same quarter last year.

This compares to an increase of +6.0% in Q3 and growth of +4.0% in Q4 in 2018.

Total sales on a MAT basis are up +1.1%.

Source: BBPA February 2020



Cider Update

Latest data from HMRC shows that cider returns in Q4 2019 were down **(4.8%)** on the same quarter a year ago.

The quarter started off ok as returns in October were up +0.2% vs. October the previous year.

This performance soon faded as returns in

November were down **(12.1%)** vs. November 2018.

The quarter came to an end with returns for December flat at +0.0% compared to December 2018.

A result of this has been that Cider returns on a MAT are back in slight decline at **(0.1%)**.

These numbers are for traditional apple Ciders only. Fruit based Cider volumes are categorized as Made-Wine for duty by HMRC.

Source: HMRC February 2020



Wine Update

Latest data from the HMRC shows that still wine returns for December 2019 were down **(1.4%)** versus December the previous year.

This combined with October up +5.8% and November down **(5.3%)** meant that Q4 was down **(0.6%)** vs. 2018.

This means that the

current MAT is down **(2.2%)** vs. this time last year.

Sales of sparkling wines in December were down **(3.8%)**.

Combined with a growth in October of +12.9% and decline of **(17.3%)** in November meant Q4 finished down **(4.2%)** vs. 2018.

This means that the current MAT is in decline of **(5.2%)**.

The Wine market continues to come under pressure.

Source: HMRC February 2020

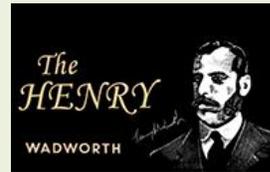


Pubs & Bars Update

The government has confirmed that pubs and bars are able to carry on operating as food delivery and takeaway operations. Following the new restrictions on movement introduced by the Prime Minister in reaction to the COVID-19 pandemic, operators were left in the dark as to whether or not they could continue to

offer these adapted services. Wadworth has launched its very own virtual pub, The Henry, named after its founder Henry Wadworth. With the current Covid-19 advice regarding social distancing and isolation along with the closure of all pubs in England, Wadworth wants the pub

to still remain accessible for people to keep up connections. To do this, it has brought The Henry, a virtual pub, into people's homes through Facebook.



The Henry will feature regular live music from local musicians streaming online, beer tasting, a weekly quiz, Q&A's with the shire horse team, plus various other activities.

Casual Dining Update

Greek street food concept The Athenian is providing its staff with a weekly care package as extra support during the coronavirus outbreak, which has seen restaurants up and down the country close their doors.

The Hospitality Workers Emergency Fund has been launched by Hospitality

Action and Tipjar in order to support those in the industry who will lose their zero-hour contracts as a result of the coronavirus crisis. The fund allows people to donate directly to hospitality workers in their local city, with 100% of donations going to Hospitality Action to distribute.

In support of its restaurant partners, Deliveroo has launched a rapid repayment scheme, allowing operators to access money made from deliveries within a day.



The Deliveroo service is available to restaurants free of charge, and is hoped it will boost restaurants' access to cash flow as many struggle with closing their doors to dine in customers.

Supermarket Update

Latest 12 week figures show the grocery market +0.7% vs. +0.3% last month. Grocery inflation is +0.9% for the 12 week period ending 23rd February 2020

Supermarkets will use a government database of 1.5 million vulnerable shoppers to help prioritise delivery slots during the coronavirus

pandemic. Sainsbury's and Waitrose say they will begin writing to people on the list next week.

Visit a supermarket today and you're likely to be greeted outside by a member of staff. They are there to ensure you stick to the new strict social-distancing rules that have applied since

Monday evening. At Waitrose you'll be met by a marshal, while at M&S they're called greeters.

Source: Kantar World Panel and BBC



Lidl, Morrison's, Aldi, Iceland and Sainsbury's have now all installed protective screens for staff.

Helping clients...

**Sell More
Charge More
Lower Costs**

Dates and Events for Your Diary

General

April

10th Good Friday
12th Easter Sunday (BH)
13th Easter Monday (BH)
23rd St Georges Day

May

8th Early Bank Holiday
(VE Day)
25th Spring Bank Holiday

June

13th Queens Birthday
20th Summer Solstice
21st Father's Day

Licensed Trade

April

No events due to the
Coronavirus lockdown

May

All Events TBC

June

13th World Gin Day
15th National Beer Day
21st National Cider Day

Sports

April

No events due to the
Coronavirus lockdown

May

All Events TBC

June

All Events TBC

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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

