

121 Pub Food Development Support

If you have a pub that is **not** optimising its food sales or gross profit, or the food labour costs are too high then Pro-Position can help.

Tony Aram MD of Pro-Position is a pub food Development Consultant and has a proven track record of success. Tony offers an on-site one day intensive pub review and action planning session to help Publicans tackle their site specific issues impacting on sales, gross margin or profit

Tony Aram has worked in the Pub industry for many years and has held senior management roles, where growing pub food sales and profit were his key responsibilities, a few of Tony's previous roles include:

Tom Cobleigh – Food Operations Manager
Whitbread – Pub Food Strategy Manager
Enterprise Inns – Food Strategy Manager
Magic Pub Co – Catering Director (Hungry Horse)

What are the 10 key areas covered in a 121 review and planning session?

1. Knowledge, skills & capability / pub history / location & target market opportunities / competition / USP / point of difference
2. External and internal pub standards
3. Kitchen, storage / peak trading volume capability
4. Current trading / financials v target / budget
5. Food offer by day part and day of the week / price positioning
6. Menu design and copy
7. Promotional plan – weekly / monthly / seasonal / date specific
8. Customer service standards
9. Suppliers, dish costings and margins / dish specifications / plate presentation
10. Signage / branding



The Pub Food Market:

Pub food is growing as part of the total UK pub sales mix

Managed house brands are increasing their share of the pub food eating out market

Many non-managed pubs find it difficult to compete with managed house brands

Circa 40% of pub income in the UK is food

Managed house operators' state that 60% + of total pub income is driven by customers whose main reason for visiting is for something to eat!

How we work with you:

Step 1 - Operator identifies underperforming site. Step 2 - Operator contacts Tony Aram to discuss / book a visit. Step 3 - Tony Aram sends quote to Operator. Step 4 - Operator sends order to Tony Aram with site contact info. Step 5 - Tony Aram contacts site and books the 121 visit day, and confirms to Operator. Step 6 - Shortly prior to the visit Tony Aram completes on line research, 121 telephone or face to face meeting with Operator to receive detailed brief / history / demographic report etc. Step 7 - Tony Aram completes site visit and produces summary report for Operator within 48hrs of the site visit. Step 8 - Operator can contact Tony Aram to discuss if needed.

Ideally what is needed to assist with the review:

Monthly trading report and operating statement for last 12 months / Weekly food turnover covers and SPH and trend over last 2 years + current sales by dish by day of the week / All standard menus, including Sunday Lunch, Bar, Functions, Meeting, Breakfast & Coffee etc. / Dish costings and dish specification sheets for all menus / Supplier costs and any recent benchmarking v other suppliers / Food GP reports / Rotas and wage % - food and or total pub / Summary of customer feedback / Promotional plan / Competitor benchmarking reports / Details of USP / point of differentiation v competition

Call or e-mail Tony to find out more

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