



**02** Latest News  
Mar 2015 **Let Them Eat Cake!**

HospitalityGEM Finds 80 Per Cent Of Diners Say No To Cakeage.

Further to recent news that London operators are charging a 'cakeage fee' – the cost of bringing a cake into a restaurant, Guest Experience Management experts, HospitalityGEM, reveal an overwhelming 80 per cent of diners would not be happy to pay a cakeage charge. Survey respondents described the new London trend as 'pointless' and 'ridiculous', as it strays too far from the standard of service expected in restaurants.

The national findings have proven that the trend is very London focussed, with only one per cent of respondents admitting to ever having paid a fee, and only 27 per cent have even heard of a cakeage fee.

Steven Pike, Managing Director, HospitalityGEM commented: "Corkage is widely accepted in many restaurants, as some often do not have the necessary license to serve alcohol. However, cakeage is deemed a step too far by many customers. A cake is often brought to a restaurant to celebrate a special, personal occasion – whether it is a birthday, anniversary or another personal event, and customers expect some goodwill on the part of the venue.

Nevertheless, bringing your own cake does often reduce average spend per head, as the cake is often a direct substitute for dessert, reducing the operators ability to maximise sales from a table, so it is perhaps no surprise that sites are looking for a way to make some revenue from this."

To find out more about HospitalityGEM and the analysis services it can provide for your operation, please visit [www.hospitalitygem.com](http://www.hospitalitygem.com) or call 01225 470999.