

Pub Goers  
Conference  
2015

THE

# INN CH



This month, the **industry gathered** at the Royal Garden Hotel, London, to attend the **Pub Goers Conference 2015** – a day of **insight, inspiration, analysis and awareness**

Usually, around this time of year, these particular pages would be filled with the latest findings from Pub & Bar's Pub Goers Survey – a whopping 11 pages of information collated from talking to thousands of your guests.

However, for 2015's Pub Goers Survey, we've got something a little different for you. For this month saw the introduction of the Pub Goers Conference – a day bursting with presentations, bespoke content, tailored insight and a room full of leading on-trade operators, eager to learn more about their customers and potential business adaptations.

As well as the findings from this year's Pub Goers Survey being presented by Pub & Bar's research partners Cardinal, the day saw an additional six expert speakers deliver specialist presentations to the audience, with the event concluding with a panel debate of four leading on-trade operators.

If you weren't fortunate enough to be at this year's Pub Goers Conference, the following few pages will provide a small taster of what happened on the day. As for next year, get 12 October in your diary, as the Pub Goers Conference 2016 is already in the making...



Tristan O'Hana, editor of Pub & Bar, kicked off the Pub Goers Conference, detailing the four-year history of the Pub Goers Survey and the motivations behind focusing on the customers of the on-trade.

As well as hearing about the agenda for the day, guests were told about the motivational ethos behind Pub & Bar magazine's editorial.



Matthew Coles, director of Cardinal Research, revealed the findings of the Pub Goers Survey 2015. Coles talked about the importance of the 'New Community Local', balancing the survey's findings of the pub-going and non-pub-going people of the UK, and what lessons the country's operators should learn from them.



**People who transact through apps spend 20% more than those who use cash**

(Source: saintnicks)



Steven Pike takes questions from the audience and via Twitter

# ROWD



Steven Pike, managing director of HospitalityGEM, guided the audience through his insight on food in pubs and what customers look for when eating out. From the frequency of meal orders to the time of day people visit, Pike's comprehensive overview of the food offer in pubs and bars prompted many questions over menu potential.



Fraser Bradshaw, CEO of saintnicks, wowed the Pub Goers Conference with his detailed, forward-thinking presentation around scale, trends, data, consumers, society, and many other topics. His address on why bigger is not necessarily better left the room full of positive thoughts on how they could introduce Bradshaw's revelations into their businesses.



Jason Kelk, head of sales for Classic Drinks at Booker Group, provided the final presentation of the morning. Kelk's account of food, drink and trends within the on-trade detailed findings on specific category areas, such as craft beer, as well as broader considerations like drinking occasions and consumption patterns.



The lunch on the day was provided by Booker Wholesale and cooked by the team at the Royal Garden Hotel. The conference adjourned for an hour as attendees re-fuelled and networked over a wonderful spread that included roast beef, smoked salmon and a tasty range of desserts.



**Mixed sex drinking occasions account for 45% of on-trade beer & cider serves**

(Source: Booker Wholesale/Heineken UK)