



Alcohol and its pleasures have been around for centuries, yet, akin to the changing food trend toward vegetarianism and veganism, there is a growing trend, especially among the younger generation, to be completely abstemious.

With that in mind, we have to embrace change, it is the only constant in life.



Most people who approach your bar have not decided what to drink, so it is vital that you maximise the potential of your only advertising space. In other words your bar back must be an attractive shop front.

*If you're not giving your customers what they want...  
...they won't stay!*

*If your offer doesn't compete with the competition...  
...they won't be back!*

*If the overall experience doesn't exceed expectations...  
...they won't be loyal!*

You should display zero alcohol spirits and a good selection of soft drinks, together with the right glassware.

Your colourful, eye-catching drink display can help to draw the

customer to a non-alcoholic or low alcohol choice (as well as having a drinks menu).

The price point for zero alcohol or low-alcohol products is around two thirds of the alcohol equivalent, so be sure to pitch it correctly. Your staff are key to helping customers feel good about ordering a non-alcoholic drink.

Knowledge and confidence sells! Staff must feel confident in offering low and non alcoholic options to customers and be able to answer questions about them: sugar content, calories and so on.

It's important to educate your customers about why they are paying more for a zero or low alcohol drink than for a standard soft drink.



It's essential that customers who choose not to drink don't feel that they are second-best (Christmas drivers for instance).

The perfect serve is important to justify the price. Branded glassware, the correct garnish and whether to use ice or not are important factors. Plus, customers drink with their eyes, so always ensure that the branding on the glass is facing the customer.

## Coffee - the new Black Gold!

Every cup of coffee you sell should make about £2.00 profit, so just by selling an extra 5 cups a day, you'll make over £70.00 a week...that's more than £3,000 straight on your bottom line over a year!

This is not dependent on any other

costs, apart from front of house staff (who are paid to be there anyway) and fractional water and electricity.

Please think carefully about your coffee offer. It's a really good profit earner for little more effort!



## Discounts & Gift Vouchers

Why they're a gift for your business!



You know your customers better than anyone, but have you thought about selling food gift vouchers?

Encourage your customers to buy, and give your gift vouchers to friends and relatives for birthdays, Christmas or other special occasions.

This may seem like a lot of extra

trouble, but there's one great reason why should you do it!

On average, only 70% of vouchers are actually redeemed so essentially you will be making profit at no cost. Be sure to put an expiry date on them, say 12 months from the purchase date, and keep a record. Every unredeemed voucher makes you money for zero effort.

Also, would it be of benefit to you if some of your regular customers can use a discount loyalty card at certain times?

Your 7-day a week customers might appreciate a thank you for their loyal custom in a period when you are generally quieter.

## Making the Christmas Cheers Last!

Although your regular customers won't necessarily change their drinking habits at Christmas, many who visit you will be willing to try different drinks and this could be where low-alcohol products come in.

Not only that, more than half of customers who try a new drink during the Christmas period would buy them again in future.

Christmas is a golden opportunity to show customers what they can expect when visiting you next year.

Give a special offer voucher to anyone having a Christmas meal with you to be used in January or February, offering a free bottle of wine when buying a meal for four. This will encourage returning business in the quieter period at the beginning of the year.

