



Helping your pub get back to business

We realise it's still a very challenging and uncertain time for your business. The market outlook might be uncertain, but as we approach the 'new normal', we want you to know we are here to help you start planning your reopening and ready to discuss getting your business back on track.

We've got plenty of new products, new ideas and inspiration to support you when the time is right.

Let's get back to business.

Helping you to imagine the future

We know you'll no doubt be thinking about these areas so we've developed a ten point process to help you review how your business might be different in the coming months and help you plan for reopening



Review

1. **Timescales** – let us know your proposed timescales and reopening plan as soon as possible and we will work with you to manage your re-stock.
2. **Plan your space** – if you're looking to re-open with a full offer consider what impact social distancing will have on your business. Staggered set meal times would help you manage space. Markers on the floor might keep customers a safe distance apart at the bar and you could also consider revised table layouts and protective screens.
3. **Simplify your menu** – consumers will have missed their local pub grub! You may be running with reduced staff and skill levels in your kitchen so by simplifying your menu down to your bestsellers and British classics you can still meet your customers' needs. We can support to develop a new menu that's operationally efficient for you.



Re-set

4. **Your team** – it might not be possible for all of your team to come back in one go so jobs may need to be split differently across team members. Think about how is best to reprioritise schedules and job roles to suit this.
5. **Your customers** – of all the things consumers are likely to have missed over the last few weeks, a trip to their local is likely to be one of them! You may have already adapted to a take away or retail only service and plan to continue this so why not take the opportunity to re-engage with your existing and new customer base.
6. **Hygiene factors** – ensuring your pub has hygiene processes in place will be paramount to reassuring your customers and supporting the recovery effort. Simple changes like cash-less payments and switching from shared top down sauces to individual sachets will help reassure your customers. You may also want to introduce chalkboard menus to reduce contact with paper menus.
7. **Finance** – ensure you have made use of the government finance packages on offer to help manage your cash flow for re-launch. We can also support with ideas on how to streamline and optimise your menus and ingredients.



Re-launch

8. **Advertising your pub** – there is a fantastic opportunity to market your business with new messaging to connect with your customer base. Your customers will have missed a trip to their regular so offering a welcome back discount, or offering a limited time offer on your most popular choices will help.
9. **Retaining customer loyalty** – consumers are likely to be wary so building customer loyalty and trust will be paramount. Why not consider implementing incentives, gift vouchers, loyalty apps or cards.
10. **Here to support you** – keep testing and learning what works for your business. No one knows your customers like you do. We are here to support you with your specific requirements.

Contact your account manager for more support
or visit [Bidfood.co.uk/pubs](https://www.bidfood.co.uk/pubs)





Pubs

Take away & packaging support

Offering a take-away only service might be the easiest way to maintain social distance in your pub in the short-term. We've pulled together product selections influenced by the latest trends in food-to-go, linking ideal containers for hot or cold food and drinks to help you offer the right container for your dishes.



Helping you with social distancing

Social distancing means keeping two meters apart where possible and will be essential in the coming months as businesses start to re-open. Help restore consumer confidence in your business with our new range of solutions. From sneeze screens to hand sanitisers, we have everything you need to run a safe and hygienic operation in your hotel.



Continue to serve your local community

If your pub has successfully doubled up as a community store, you might consider still continuing to support your local community once things start getting back to normal. We've partnered with MyPubShop to help you offer click and collect your customers.



Brands to help you get back to business

UNITY

A hand-selected range of beers, wines and spirits to raise a toast to the end of lockdown.



Are your customers missing their favourite steak? More than 250 meat products to suit all occasions.

Bidfood Catering Supplies

Our range boasts a wide range of hygiene products to support your hotel's hygiene processes.

Contact your account manager for more support or visit [Bidfood.co.uk/pubs](https://www.bidfood.co.uk/pubs)

 #InItTogether

 Bidfood
Inspired by you