



SERVING UP SUPPORT

Getting you ready to reopen



DRINKIQ.com

drinkaware.co.uk
for the facts

MYDIAGEO

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GETTING YOUR VENUE READY TO REOPEN

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For more advice head to [MyDiageo](#)/speak to your Sales Rep

PROVIDE GREAT HYGIENE TO ENSURE CUSTOM

74% of customers are keen to return to hospitality venues but only if hygiene measures are tip-top. Ensure your customers are comfortable returning by having the right measures in place!'



Understand the government guidelines on how to safely reopen and ensure you comply with them. Please visit www.ukhospitality.org.uk to find out more



Make sure you have plentiful PPE for staff and hand sanitiser available as these ranked highly in guest hygiene expectations!'



Ensure you have robust plans for hygiene and cleaning as 56% of guests want to see enhanced cleaning protocols!'



'**RAISING THE BAR**' is Diageo's free global programme to support pubs and bars as you welcome back customers following the COVID-19 pandemic. Diageo are offering a **range of support you can access** including PPE, hand sanitiser, café barriers, parasols and digital training

GET SUPPORT NOW

To register for Raising the Bar support, please sign up at:
www.mydiageo.com/s/raising-the-bar-gb



GET READY TO SERVE PERFECT PINTS

Beer is the biggest category in the GB on-trade, so it's important you are serving perfect pints to drive sales¹

GUINNESS: THE NO.1 STOUT¹

Guinness is held to a high standard by consumers across GB who will expect their first draught pint of the world-famous stout to be perfect on their return to the pub

STEPS TO BRILLIANT BEER:



Restock with fresh kegs



Check cellar cooling



Check beer lines



Ensure you have the right glassware



Last summer
Guinness
was the No.1
Share Winning
Beer Brand²

SERVE GREAT QUALITY GUINNESS

If you need any support in serving great looking, great tasting Guinness contact Enquiries@diageotrade.co.uk or 0845 751 5101 to arrange a visit from one of our Guinness Quality Executives.

¹ CGA OPMS 16WK DATA TO 31.10.20 ² CGA OPMS 12WK DATA TO P9 2020.

GET YOUR STAFF READY TO SERVE CUSTOMERS



**Free online
training for
bartenders
and managers
available now**

BRILLIANT BASICS

To help your team return to work brilliant at the basics, delivering a great guest experience with confidence and flair

Content includes:

1. Maximising outdoor space
2. Pouring the perfect pint
3. Delivering a great guest experience

POLISHED PERFORMANCE

Helping your team strengthen their expertise to maximise revenue and drive enhanced performance

Content includes:

1. Simple cocktails and brand knowledge
2. Optimising your backbar range
3. Takeaway and delivery services

ELEVATE AND EXCEL

Taking service and operations to the next level, maximising opportunities around serve, experience and digital

Content includes:

1. Online booking and ordering systems
2. Speed and efficiency
3. Full range of our World Class studios training

**Scan the QR code for access
to e-learning, webinars, videos,
articles, downloadable tools
and more**



..... DIAGEO

BAR ACADEMY

.....

SPIRITS 101

DRIVE GREATER SALES WITH SPIRITS

Spirits are a **HUGE** category, the second largest in the on-trade, and provide a big opportunity to grow revenue in 2021¹

THE FACTS:



+6.4%
YOY SALES

Cocktails are one of the fastest growing categories across total alcohol²



25cl Spirit +
200ml Mixer
£3.18
MARGIN

Spirits and mixer can be the most profitable drink you serve³



ON
AVERAGE
£10.39
ADDITIONAL
SPEND

Spirits consumers spend more in outlet on both eating and drinking⁴

than the avg GB consumer

Visit MyDiageo or speak to your Sales Rep to discover how we're helping our customers make the most of this high-performing category

STOCK UP ON SPIRITS

www.mydiageo.com

1. CGA OPMs MAT data to 22.02.20. 2. CGA Mixed Drinks Q1 2020 vs CGA OPMs MAT Data to 22.02.20. 3. Example prices only. Example selling price based on CGA Average. Example margin based on assumed average cost price, but will vary depending on individual buying arrangements. 4. CGA BrandTrack Data October 2020

BUILD YOUR OPTIMAL SPIRITS RANGE

Over 1/3 of consumers consider the range of spirits important when choosing a venue, so it is crucial you stock a relevant range to maximise footfall¹

TOP 4 BRANDS IN GB¹



HOW TO BUILD YOUR RANGE:

- Start by ranging best sellers as these will have a high sell through rate. 1/3 of sales come from the top 5 brands¹
- Next, add in premium products in key categories for trade up opportunities
- Finally add more choice for consumers in categories relevant to your outlet to drive excitement and interest. You could do this through adding innovation such as Gordon's Sicilian Lemon or Captain Morgan Tiki

STOCK THE RIGHT SPIRIT RANGE FOR YOUR OUTLET NOW

Visit [MyDiageo](#) or speak to your Sales Rep to find out more about ranging advice

USE SOCIAL MEDIA TO DRIVE BOOKINGS

Social media can be a great way to drive customers towards pre-bookings with the potential to lock-in spend before visit!

Top Tips for Social Media:



Use beautiful imagery to encourage engagement



Tag your location to encourage footfall



Captions can be utilised to drive consumers to your booking policy, so always think about including your outlets phone number or webpage



Use posts to make your clientele aware of when you are open

Diageo has created great social assets for reopening and beyond that you can use. Discover some examples below:



Visit our Social Zone on MyDiageo or speak to your Sales Rep to discover great assets for your outlets' social media

USE SOCIAL MEDIA TO DRIVE YOUR FOOTFALL

THE 2021 TRENDS TO TAP INTO



DRAUGHT PINTS

Since reopening, draught beer grew ahead of packaged¹

Stock a good range of beer on tap including the #1 biggest share gaining brand last summer – Guinness!³



COCKTAILS

Pre-covid, cocktails were worth £624m in the GB on trade and grew +33.4% vs 4 years ago²

We expect this trend to continue into 2021 as consumers seek great on-trade experiences and serves, so make sure you are offering a range of delicious tasting cocktails

FLAVOURED SPIRIT VARIANTS

Over the summer of 2020, we saw the growth of flavoured spirit variants outpace that of non-flavoured¹

Stock a good range of flavoured spirit variants¹



LIQUEURS & SPECIALITIES

Liqs & Specs were the biggest share gaining category in spirits post-lockdown¹

Stock popular brands such as Aperol, Pimm's and Archers Peach to offer consumers drinks that help them 'make the moment' this summer



USE THE TRENDS TO MAXIMISE YOUR SALES

Ask your Sales Rep for advice on how to tap into these opportunities

CAPITALISING ON COCKTAIL CULTURE

With consumers willing to pay more for a cocktail than a mixed drink, serving cocktails is a great way to increase your takings!¹

TOP 5 COCKTAILS²



Pornstar Martini



Mojito



Iced Tea



Sex on the Beach



Espresso Martini

Diageo has a great tasting, easy to serve solution that helps you tap into cocktail culture: draught cocktails!

KEY BENEFITS:

- 10 seconds to pour one drink vs 60 seconds for a handmade cocktail
- Consistent quality with each serve
- Currently available in popular serves: Passion Fruit Martini, Espresso Martini & Pink Martini



STOCK DRAUGHT COCKTAILS

To find out more about getting draught cocktails installed in your outlet, please get in touch with your Sales Rep or alternatively contact us at Enquiries@diageotrade.co.uk or call 0845 751 5101

¹ Value of cocktails in GB (Pre-Covid), CGA OPMS data MAT read to Feb 2020

² CGA Mixed Drinks Q3 2020 – Volumetric sales data

SENSATIONAL SUMMER SERVES

Drive summer sales by offering exciting seasonal serves to your consumers!

Stock popular summer serves and flavours to make the most of the summer trade

- Offer drinks that have **berry, fruity and citrus** flavour profiles as these are popular in summer.¹ For example, you could offer a Gordon's Sicilian Lemon with Tonic
- In your cocktails list, offer one of the fastest growing & simple to build cocktails which is perfect for summer – the Spritz serve!¹

Diageo can support your outlet with summer serves through: **Summer menus, serve suggestions & POS**



SERVE SENSATIONAL DRINKS THIS SUMMER

Speak to your Sales Rep to find out more

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TO FIND OUT MORE INFORMATION

PLEASE VISIT [MYDIAGEO.COM](https://mydiageo.com) OR SPEAK TO YOUR SALES REP

SALES REP NAME:

CONTACT DETAILS: