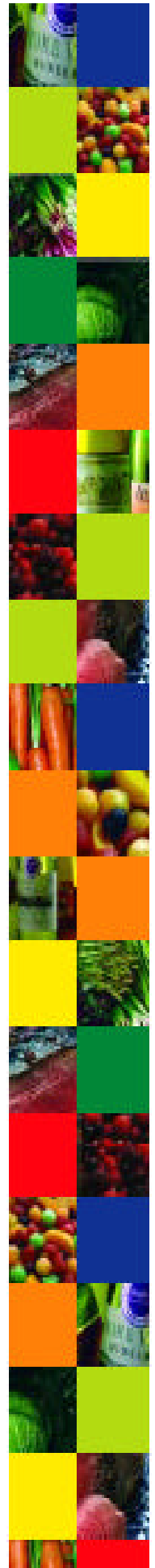




Extending Regional Hospitality



Developed with funding received from the Learning and Skills Council Herefordshire and Worcestershire and the European Social Fund.

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Contents

1a: CREATING THE SUPPLY CHAIN TRADE NETWORK

1b: CREATING THE SUPPLY CHAIN TRADE NETWORK - SUPPLIER

2: SOURCING REGIONAL FOOD AND DRINK

3: SEASONALITY ISSUES ON MENUS

4: SPECIALITY COOKING USING LOCAL INGREDIENTS

5: SUSTAINABILITY AND THE BUSINESS CASE FOR BUYING LOCAL

6: INCREASING THE CONSUMPTION OF REGIONAL PRODUCE

7: LOCAL FOOD AND DRINK MERCHANDISING

**8: IMPROVING SERVICE THROUGH KNOWLEDGE
OF LOCAL FOOD AND DRINK**

9: MEASURING PERFORMANCE IMPROVEMENT

6: INCREASING THE CONSUMPTION OF REGIONAL PRODUCE

"It's one of those unique selling points isn't it. I've got all these beers here but this one is ten miles down the road. It's one of the oldest brew houses still surviving in England...it's a good bit of history and people say that it's a really good beer as well."

Richard Arnold, The Crown Inn, Hopton

Once you have identified what local products you have available to offer ie: whole menu, individual regional dishes etc your customers need to be made aware of what you have to offer and potential customers need to be attracted.

In this section you will:

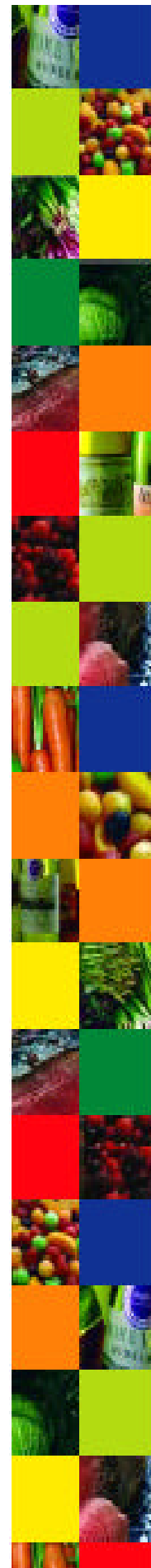
- Establish why raising customer awareness is important
- Define possible target markets
- Identify practical marketing methods you could use to promote your 'local' stance in your business
- Identify the benefits of each marketing method
- Decide the most appropriate methods for you
- Establish ways of ensuring the day to day operation matches your marketing

■ How do you make your marketing effective?

However many potentially profitable ideas you might have, if people don't know about them you won't sell them. Small companies often avoid 'marketing' as they feel it is expensive but there are many different forms that can be used very successfully and with little financial cost.

The right methods of marketing will help you to increase awareness of your restaurant or organisation to potential customers by informing them of what you have available. Whatever method you choose it should encourage customers to 'want' to come and try the 'local food or drink' you have to offer.

For marketing to be effective you need to firstly define your target market ie: the main category of customer you want to visit your business. Some forms of marketing work better in some markets than others and some wording may attract one type of customer but not another.



■ Example target markets

- ◆ Business
- ◆ Leisure breaks
- ◆ Age ranges eg: families, over 50 etc
- ◆ Socio-economic range
- ◆ Nationality
- ◆ Geographical area

A farm with a bed and breakfast business outside Worcester may target families during school holidays and initially promote within the Home Counties, using historic Worcester as a reason for visiting and selling their location as quiet, children involved in the farm, fresh local produce and cooking.

Companies may have more than one target market with different marketing activities going on for each sector.

Make sure your target market and your pricing are in balance e.g. you have a small tea/coffee shop targeting families with a children's menu that is priced at £12. This could be a much higher cost than an average family wanting a light lunch while sightseeing wants to pay and more than other businesses, your competition, are offering.

■ EXERCISE:

Decide what type of market your local product/s might be suitable to target.

■ Ways of marketing your local product

"Please be sure to mention how you came across our website. As someone once said, "I know half my advertising budget is wasted. The trouble is, I don't know which half!"
Crown Country Inn – Shropshire - website

This quote actually came from John Wanamaker, Wanamaker Department Stores but all businesses suffer the same problem when it comes to tracking effectiveness of advertising and marketing.

All businesses rely on word of mouth reputation. The smaller the business the more heavily you may look for this method of increasing customer awareness. It can be a slower method than some of the others listed above but balanced with that it is the method which is most sustaining for customer loyalty. Maintaining a positive word of mouth recommendation takes hard work and commitment as the product needs to be consistent at all times or people will be disappointed.

■ Case Study

Brent Castle at The Crowns, Ullingswick took over the business in 2002. He doesn't advertise and has built the busy business by word of mouth reputation. He says that when using this type of marketing "you must always be aware of everything you do and everything you produce. You must be on your guard and perform to your very best every day."

Sandra Jefferies at the Fighting Cocks in Stottesdon also relies heavily on word of mouth reputation but supports this with some advertising occasionally - "you never know". In the past she has used local Shropshire review magazines and Heart Of England fine foods and has now taken a page on a TV screen in the local Post Office in Bewley. This is for a fixed term and is too soon to tell whether it has made any difference. Finance is limited for advertising so Sandra ensures that when advertising takes place it is effective and is carried out for a reason.

Questions:

- ◆ What are the advantages to both businesses on prioritising word of mouth reputation?
- ◆ What are the disadvantages of relying on word of mouth reputation?
- ◆ Why do small businesses have the advantage on relying on word of mouth reputation from large companies?
- ◆ Why do you think Sandra Jefferies at The Fighting Cocks supports her businesses reputation with occasional advertising?
- ◆ How might her choice of TV screens in a Post Office work for her?

■ EXERCISE:

Here is a list of some of the main marketing methods. The majority of these methods are aimed towards attracting customers to try your business, the last three are aimed for once the customers have arrived. For each consider the advantages and disadvantages for you and indicate those which you could use.

Method	Disadvantages	Advantages	Can you use?
Adverts – magazines			
newspapers			
Questionnaires (to local businesses, existing customers)			
Fliers			
Promotions (special discounts etc)			
Word of Mouth recommendation e.g. customers, suppliers, staff families			
Press releases			
Familiarity trips (Fam trips) inviting groups of people e.g. travel agents to look round/stay/eat etc			
Guide books – local and nationwide			
Gastronomic Guides			
Food trails – e.g. visit Britain website			
Own website or linked into others			

Method	Disadvantages	Advantages	Can you use?
Mailshots			
Local media – radio/ TV			
Business brochure			
Point of sale materials e.g. tent cards, fliers			
Posters / Pictures			
Staff training – to promote sales to customers once they have booked			

■ EXAMPLE

The Stagg Inn & Restaurant at Titley use guides to advertise themselves in – this will ensure potential nationwide awareness.

They are delighted to be listed in the following guides:


- The Good Food Guide (Dining Pub of the Year, Herefordshire 2004)
- The Good Pub Guide
- Les Routiers Guides
- Time Out U.K. Guide
- The AA Good Pub Guide
- The AA Restaurant Guide
- The Which Guide to Country Pubs
- Independent Top 50 Country Pubs
- The Times/Pimms Guide
- Flavours of Herefordshire – Best Restaurant 2002, 2003
- Hardens Top 100 UK Restaurants (Best Restaurant – Heart of England Awards for creative use of local produce 2004)
- Sawday's Pub Guide 2004
- Good Britain Guide

This is a flier used by Astley Vineyards:

OPENING HOURS

Monday	10.00 AM to 5.00 PM
Tues. / Wed.	CLOSED
Thurs./Fri./Sat.	10.00 AM to 5.00 PM
Sunday	12.00 noon to 5.00 PM

At other times please telephone for an appointment






Astley

VINEYARDS

Astley Vineyards
 Astley
 STOURPORT-on-SEVERN
 Worcestershire
 DY13 0RU

Tel. 01299 822907

Astley Vineyards were established in the mid 1970's by viticultural pioneers Michael and Betty Bache and it therefore ranks itself amongst the earlier and longer lasting commercial English vineyards. When the five acres at Astley were planted, it became, at that time, the most northerly vineyard in the world.

The production of wine so far north dictates that climatic conditions are marginal but, as Hugh Johnson states: "...all good wines are made in marginal conditions. Give the wine-vine all the heat and moisture it can use and its wine will be gross. The finest aromas, the crispest most tingling flavours, the subtleties to die for result from slow ripening, cool nights, grapes hanging on into the autumn.

A wine is an expression of the site, the variety, the climate and the winemaker's skills. An overuse of fertilizer and irrigation in pursuit of maximum yields dilutes the qualities of the wine and diminishes the effect of vineyard site - the factor that confers uniqueness to the wine.

At Astley, the emphasis is in the opposite direction with a dedication to the production of wine from ultra low yields that concentrate site and variety characteristics.

By combining a careful selection of vine varieties suited to northerly conditions, an Old World emphasis on "terroir", the benefits of a New World approach to vineyard management and the talent of international wine consultant Martin Fowke, Astley Vineyards creates some of the finest expressions of English wine production.

This devotion to quality leads to Astley showcasing limited edition runs of estate grown white wines resulting in the proud boast that over 85% of all Astley wines ever produced have won awards in international, national or regional competition. All wines currently achieve English Quality Wine status. They are not available in supermarkets or multiple retail outlets.

The vineyard is set in an idyllic and peaceful setting rich in bird and wildlife. Entry is free and visitors are welcome to taste the wines, enjoy the surroundings and explore the vineyard. Should shop hours prove to be inappropriate, please telephone for an alternative appointment. Small parties, 12 to 20 people, are invited to make arrangements for an informal, personal and informative guided tour.

This is a flier used by The Hundred House Hotel to promote their conference facilities:

Escape... with food, the views, the food, the green, the office, the outdoors

The Hundred House Hotel

Bridgnorth Road
(W44)
Norton
Nr. Shifnal
Shropshire
TF11 9EE



Members of The Public Rooms since 1888

CONFERENCE ROOMS

The Tithe Barn
This former 17th century tithe barn offers a superb location for a modern day corporate event. The two gallery areas above the main floor give ideal syndicate space for teamwork. The barn is self-contained with its own bar and toilet facilities.

The Court Room
Within the heart of the Hundred House this is simply ideal for the smaller meeting. A boardroom area is separated from a refreshment and dining area by a charming fireplace. Perfect for those all day sessions as a sole use area - especially when the momentum of discussion carries through the realtimes!
The Courtroom is available Sunday - Thursday only. Subject to availability.

Accommodation
All 10 bedrooms are en-suite and have every modern day amenity.

The Gardens
The stunning rose & herb gardens provide a relaxing "break-out" area from even the most intensive conference; a space to relax, reflect and enjoy. Alfresco dining is available during the summer months. BBQ menus available on request.



Lunch Time Menu

£17.95 per person
OR inclusive within the Day Delegate / 24 Hour rate

Home poached Ham with green olives

Rich Chicken Liver Paté made with cream & brandy served with chutneys & bruschetta

Crostini with capers & almonds (Sicilian Slow with aubergines, celery & peas) - V

Freshly Roast Lamb & Rosemary crusted Chicken Drumsticks

Tomato & Olive Salad with fresh pears - V

Farfalle roll of Red Peppers, tomatoes, gammon & coriander - V

Fennel Salad

Mixed Leaf & Olive Salad with house dressing

Potato Salad

French Steak

Mushrooms, Cottage Cheese & Lemon Quiche - V

Accompanied by a casserole of your choice from the following:

Casserole of Lamb braised in white wine with white beans, carrots & sweet peppers OR
Beef & Vegetarian Casserole with red wine, rosemary & juniper served with bacon dumplings & crab apple jelly OR
Pork, Pineapple & Sweet Pepper Casserole served with Cavolo Nero and courgettes OR
Chicken Casserole - classically braised breast & leg meat with mushrooms, tomatoes and fatigan sauce & our own smoked ham sausage OR
Casserole of Lamb with delicate Moroccan spices, apricots and lentils, served with minted onion scones

Fingers of Apricot and Almond tart with cream

Tea or Coffee

Delegate Rates

Day Delegates at £30.00 per day (inclusive of VAT @ 17.5%)

Main rooms hire
Mineral / feed water
Cordials/sweets
Morning tea & coffee, with biscuits
Two course Italian Style Buffet lunch
Afternoon tea & coffee with biscuits
OHP & Screen
Flip chart & Pens
Essential Stationery
Use of The Hundred House Gardens for break-outs

Day delegate rates are subject to a minimum of six delegates.

24 Hour Rates at £135.00 in single occupancy rooms and £115.00 when sharing a twin or double room.

They include the above, plus

En-suite accommodation
Full English breakfast
Three course dinner in our 2 AA rosette award winning restaurant.



■ **EXERCISE:**

For each flier identify what is 'eye catching'. Would they attract you to try the product / business? Why? If it wouldn't attract you, define why and remember those points when you are drawing up your own materials.

■ EXERCISE:

Successful marketing can be achieved by putting yourself in the shoes of the consumer. Think of your wording as a consumer not as a caterer. A consumer survey recently conducted by The Countryside Agency found the following. Consider each point and how you could use these consumer findings positively in your marketing.

Countryside Agency Finding	What positives could you use in your marketing that could overcome these points?
Consumers generally have negative attitudes towards perceived current farming practices Consumers have a distrust of government, retailers and farmers A positive (if passive) attitude towards supporting environmental and welfare improvements An unresolved conflict between these positive attitudes towards sustainability and the desire for all year round access to all foods	

Always make sure you cost your marketing method out before embarking on it.

■ Marketing v the daily operation

Long term successful marketing depends on the day to day operations. The two must go hand in hand. Word of mouth recommendation will only work if you have a consistent standard of product. People will only recommend in the first place if the expectations they have from reading the marketing material are satisfied. People will only come back if the standards reach the quality that has been advertised or what they expected.

- ◆ Make sure that the produce you are using is the right quality day in and day out
- ◆ Ensure what you may have advertised is available
- ◆ Check all deliveries and ensure they are correctly labelled
- ◆ Write cooking specifications so that consistency is achieved at all times
- ◆ Maximise presentation – have ‘eye’ appeal

■ EXERCISE:

Any other aspects you may need to look at?

■ Summary

- However many potentially profitable ideas you might have, if people don't know about them you won't sell them.
- Whatever method you choose it should encourage customers to 'want' to come and try the 'local food or drink' you have to offer.
- Define your target market.
- Make sure your target market and your pricing are in balance.
- Always make sure you cost your marketing method out before embarking on it.
- Word of mouth recommendation will only work if you have a consistent standard of product.