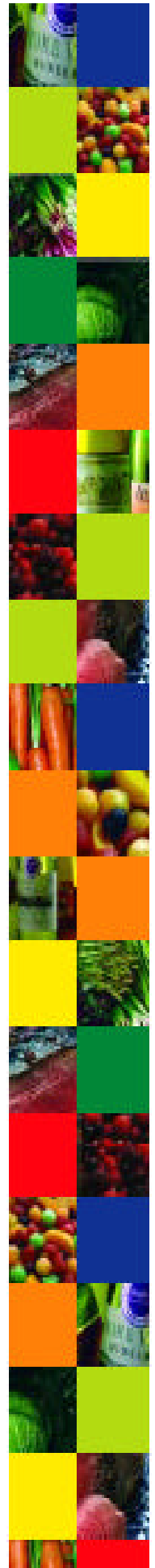




# Extending Regional Hospitality



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# 7: LOCAL FOOD AND DRINK MERCHANDISING

*“The herb of the month is displayed on your table.  
A card tells it’s culinary and medicinal history.”*  
The Hundred House Hotel Near Shifnal

The aim of internal promotion is to increase covers/customers and average spend of one product or a range of products.

In this section you will

- Identify how to produce effective marketing materials
- Identify what printed internal merchandising materials can be used
- Identify counter merchandising techniques
- Identify upselling techniques your staff could use
- Produce marketing material you can use in your business

## ■ Producing effective materials

Generally customers don’t want to read a lot of information before they find something interesting. Customers need to be inspired to ‘try and buy’.

Use words that are descriptive and eye catching:

Describe the freshness of the product:

Pure  
Natural  
Real  
Freshly squeezed  
Hand picked each day  
Fresh

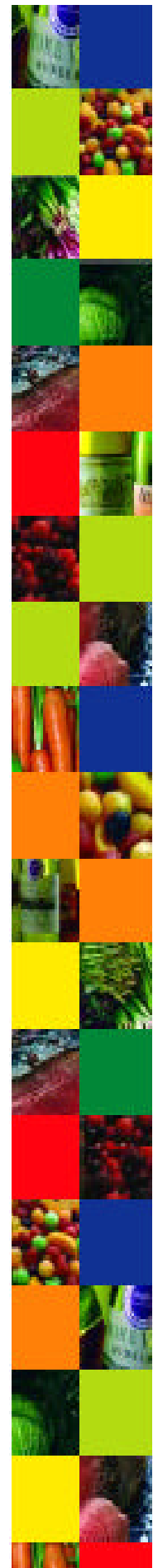
Describe the environment:

Free range  
Corn fed  
A herd name  
From our local market  
Home grown  
‘Happy animals’

Describe the overall product:

Local flavour  
Traditional  
Inventive use of ingredients  
House speciality  
Chilled

Ask your supplier what words they would use!



## ■ EXERCISE:

Research papers, magazines etc and list words that you think you could use in your materials.

## ■ Formatting materials

- Leaflets and brochures should be eye catching and easy to read
- Use 'you' appeal – people will relate to it personally
- Use graphics to enhance
- Use colour if possible
- Use a typeface to match your image
- Keep it simple
- Don't mix too many typefaces, graphics and colours – it will look messy and confuse
- Don't crowd the page – it makes it complicated to read
- Use accurate grammar and punctuation – check your spelling
- Make sure your business name and contact number is on it!
- Add a personal contact name

This is an example of a tent card used by The Hundred House Hotel to promote their new office service.



This is an example of a compliments slip used by The Hundred House Hotel.



## ■ EXERCISE:

How do these examples relate to the points on formatting materials above? You could also look at the examples of fliers used in Section 6 to add further points.

## ■ Printed merchandising

### ■ EXERCISE:

Below is an example list of the type of printed internal merchandising commonly used. Fill in the answers to the questions. Research and collect examples of effective printed material that you could use in the future.

Type of material	Where would you use?	Can you use in your business?
Tent cards		
Posters		
Small printed menus		
Leaflets / fliers		
Newsletters		
Display stands		
Any other ideas		

Ask your supplier if they have any photos of their business which you could use e.g. people in the fields picking fruit, experts tasting wines etc. These are very attractive to the consumer.

Always ask your customers where they heard of you, whether they have ordered a dish / drink because they've seen the promotion and note down on a simple form how many you have sold. This will help you to know if the method of promotion is effective.

## ■ Menu descriptions

THINK! tasty, textures, colours, care.

### ■ EXERCISE:

What's the difference in these?

Description 1	Description 2	Difference
Cheese and onion quiche	A crisp pastry flan filled with a mixture of locally produced mature cheddar cheese, juicy onions and free range eggs	
Locally produced wine	A fruity white wine produced from a local estate with a distinctive bouquet	
Toad in the hole with local sausages	Special boozie bangers with beer batter	
Scones and local clotted cream	Fresh hand bake scones served with home made strawberry jam, fresh butter and fresh farm clotted cream	

## Case Study: Hundred House Hotel, Near Shifnal

### Brasserie Bar Menu

#### Bruschetta

Homemade crusty bread, char grilled, rubbed with garlic and topped with tapenade, vine tomatoes and fresh basil

\*\*

Keith Alderson's Bridgnorth Pork Sausages with mash potato and onion gravy

\*\*

Ten Ounces of Prime Shropshire Sirloin Steak with onion, mushroom, tomato and salad garni

\*\*

Spatchcock Poussin marinated in rosemary and paprika, grilled and served with cous cous, salad & spicy harissa sauce

\*\*

Basket of fresh rustic bread

### A la carte

Tea Smoked Duck Breast with warm pancake of Confit duck salad with sesame, orange and ginger dressing

\*\*

Griddled Scallops with sweet pepper coulis, bacon and Jerusalem artichoke sandwich and Caesar salad

\*\*

Roast Rack of Shropshire Lamb with humous, ginger and sweet pepper with lemon scented jus

\*\*

Breast of Hereford Duck with orange sauce, confit duck and black pudding

### Question:

- ◆ When you read these dishes what 'pictures' does the description paint in your mind?
- ◆ Why might these descriptions 'sound' appetising and appealing?
- ◆ How do you get the impression of colour in these descriptions?
- ◆ How is the use of different textures evident in these dishes?
- ◆ Which dishes use local produce?

## ■ Case Study: Three Crowns Inn, Ullingswick

Warm lambs tongue and artichoke salad with sauce Gribiche

Grilled mackerel with salsa fresco and sauce dell'Ugo

Grilled Tillington asparagus with parma ham and Monkland shavings

Chargrilled rump of Buccleuch beef, shallot butter, blue cheese salad and smoked paprika chips

Baked cod with crab crust, confit tomatoes, ratatouille and mashed potato

Glazed belly of Berkshire pork, home made black pudding, apple compote, red cabbage and clove sauce

### Questions:

- ◆ How do you get the impression of colour in these descriptions?
- ◆ Which dishes convey the 'care' that has been taken in preparation?
- ◆ How is the use of different textures evident in these dishes?
- ◆ Which dishes use local produce?

### ■ EXERCISE:

Look at your menu descriptions. Ask people (staff, customers, suppliers) if the descriptions could be improved to attract customers to buy. Note their suggestions below.



## ■ Visual merchandising

- Signage – ensure effective signage is used so customers can see what is available. e.g. an arrow pointing to the CONSERVATORY RESTAURANT
- Counter/shelf/fridge displays
- Eye level attracts so use this level to place the product you want to promote
- Make sure labels are facing fully to the front so they are easily read and seen by customers
- The key promotion area on a shelf is the centre
- Make sure doors are clean and fingermark free so product labels can be clearly seen
- Make sure optic labels are the right way round so customers can see – put a poster above drawing the eye to a particular local product you want to promote
- If you have spotlights – point the spotlight onto the product you want to promote
- If you have a till area make attractive displays of local produce so people have to look at it as they pay.

## ■ EXERCISE:

Look at your signage and counter displays. What improvements could be made?



Your suppliers may contribute wholly or partially to merchandising materials.

REMEMBER: Trade Description Act. Make sure what you are saying is right – don't exaggerate.

## ■ Verbal merchandising

As a basic of customer service staff should always know what they can offer their customers but staff can be trained to recommend and up-sell your local products more effectively. Up-selling is not the hard sell but suggesting that people try a product. Done well this will maximise customer satisfaction.

### ■ EXERCISE:

Identify below what local products or dishes you would like your staff to especially recommend to customers at various stages of the customer experience.

Customer experience	Key selling items
On seating at the table	
On ordering wine	
Starters	
Main courses	
Desserts	
After meal coffee	
Cheese	
Snacks	
Afternoon teas	
Morning coffee	
Bar snacks	

Ensure your staff have the knowledge to be able to recommend – section 8 will support how to do this but allowing your staff to taste the products so they can personally recommend always works well.

Rather than: Do you want a dessert?

Try: We have a delicious home baked blackcurrant cheesecake – the blackcurrants come from a local orchard and the cream is from a local farm fresh each day. The chef has got own secret recipe!

## ■ EXERCISE:

From the products listed in the previous exercise now identify how you might want your staff to describe the products or what key words they should use to make the product attractive for a customer to buy. You could have a staff meeting to discuss this.

<b>Product</b>	<b>Descriptive words</b>

## ■ Summary

- Customers need to be inspired to 'try and buy'.
- Use words that are descriptive and eye catching.
- Use 'you' appeal - people will relate to it personally.
- Keep it simple.
- Make sure your business name and contact number is on it!
- Menu descriptions - make sure they sound 'tasty'.
- Eye level attracts so use this level to place the product you want to promote.
- Trade Description Act - make sure what you are saying is right - don't exaggerate.
- Ensure your staff have the knowledge to be able to recommend.