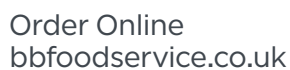




Your complete guide for giving your customers
the ultimate football experience





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Summer of football

Smart tactics

Good lineups

A winning offer

Pubs and bars across the UK are expecting to play host to a whopping 15 million fans during the Football Tournament, making the opportunity to cash in on the excitement massive.

But – much like Gareth Southgate – operators will want to think long and hard what selections they make and what tactics they employ when pulling together a winning offer...



Plan for peak times

Before you plan anything – get the fixtures schedule up and take a note of the matches likely to draw the biggest crowds. You'll need to make sure you've got plenty of stock, plenty of staff, and plenty of glassware – or plastic, particularly if you're hosting matches outside. But you'll also need plenty of punters. And that's where your marketing comes in... together a winning offer...

Key dates for your diary

World Cup
England Match Dates

14th June - 15th July

Mon 18th June	7pm	Tunisia	v	England
Sun 24th June	1pm	England	v	Panama
Thurs 28th June	7pm	England	v	Belgium

World Cup Final
FA Community Shield
Premier League kicks off

15th July
5th August
11th August



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Slap up Some posters

In the weeks running up to the Football Tournament, make sure you've plastered the walls of your venue with posters about the Football Tournament – inside, outside, in the gents, everywhere. Speak to your wholesaler and suppliers, they should be able to help with key fixture calendars and other marketing materials.



Keep your chalkboards talking

Keep your chalkboards, table talkers, and sandwich board updated throughout the tournament. Remind people about what the next big fixture is, what time it kicks off, and any special deals or promotions you're running. But remember – you don't just want to market to your regulars...



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Remember – It's a social occasion

Even the most fair-weather of football fans will be drawn out for big games – and they'll want to be somewhere with atmosphere. When your venue is bouncing, take a few photos on your smartphone of punters watching the game. Then put them up on your venue's Facebook, Twitter, or Instagram channels. And don't forget to use hashtags.



Offer pre-match meal deals



Increasing dwell time is key to increasing your takings. Tempt people down early with pre-match meal deals – like a beer and a burger. And make sure tables are in clear sight of your screens. If a group has nabbed a table with a good view before the match – you can bet they're probably not going anywhere else to watch the match.



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Keep sharers simple

Sharing platters are a great way to boost sales. But don't make life harder than it needs to be. Something like a trio of wedges, chicken strips, and garlic bread – with a quality selection of sauces – offers great margin potential and can be cooked straight from frozen in a couple of minutes. So when you're putting your offer together, remember to work smart, not hard.



Bucket of beers

The bar is going to be busy. Particularly at peak periods like before kick-off, during half time, and between games. Reducing bottlenecks will be key to increasing takings. Buckets of iced bottled beers will not only increase spend per transaction but massively improve speed of serve. And don't forget to use POS to advertise your offer.



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Upsell bar snacks

Make sure you position your best-selling bar snacks at eye level and in clear view. And make sure you brief your team to up-sell snacks with every drinks order. Particularly new flavours, special Football Tournament lines, or anything that's on special offer.



Don't forget low & no alcohol

The non-alcoholic drink category is growing fast, with more than a quarter of 16-24 year-olds abstaining from alcohol entirely and many more looking to limit the amount of alcohol they consume. Which means a good selection of adult soft drinks and non-alcoholic beers is key if you're to cater for all your customers.



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Stock up on plastic glasses

The last thing you want is to be dealing with smashed glass, or running out of glassware because you can't get it back in circulation fast enough. It's now very common for venues to use plastic glasses when there's high customer volumes. Particularly in outdoor areas. So definitely consider stocking up on plastic glassware.



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we deliver...

beer, cider, wine & (that winning) spirit

we deliver...

chilled, frozen & ambient products
for you to build your menus

we deliver...

bar snacks for the hungry punters
at half-time

we deliver...

to your door, wherever you may
be (we'll follow the cheers!)

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