



Independent Site Information Pack

Report contains data from 01 May 2021 to 30 September 2021

"626838"

Shroppie Fly

lThe Wharf

Audlem

CW3 0DX



You can also access all the information found inside this pack on the web; please contact either your pub company representative or Vianet directly for your login & password.

Introduction



Vianet are providers of market leading performance management services to the leisure sector. Our operational management tools and services span over 20,000 pubs, bars, clubs, restaurants and hotels in the UK, Europe and the USA. Our solutions deliver best in class performance in bar operations, gaming machine management and trade designed EPOS solutions.

The purpose of the ISIP is to allow a new operator to get a quick overview of the performance of the business over the selected period.

The data is available online to be navigated and analysed as you see fit. Simply go to the web address and login using the username and password on the front cover of this pack to get started.

If you need any help then you can find support here:
support@iDraught.com
Tel: 01642 867 957





Service history

Summary of service calls carried out between 01 May 2021 to 30 September 2021

| Call Type | Call Category | Visited On | Call Out Reason | Work Completed |
|-----------|---------------|------------|-----------------|----------------|
|-----------|---------------|------------|-----------------|----------------|

Brand analysis



General Branding

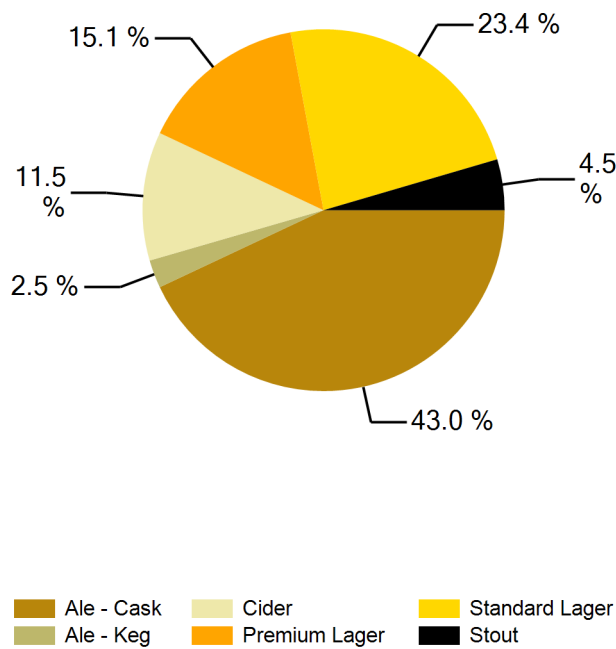
Often a smaller operator must seek to compete with national managed pub companies. In order to do this they must look to cut costs and raise margins and the measures taken can often lead to variable quality and service. We know this can damage their standing in the local market place and affect sales.

The analysis in this pack seeks to justify where the most effective and profitable offering is balanced against the need to be ever more stringent on costs. High quality and yields are key to a successful business and the information in this pack can help prioritise changes to achieve this.

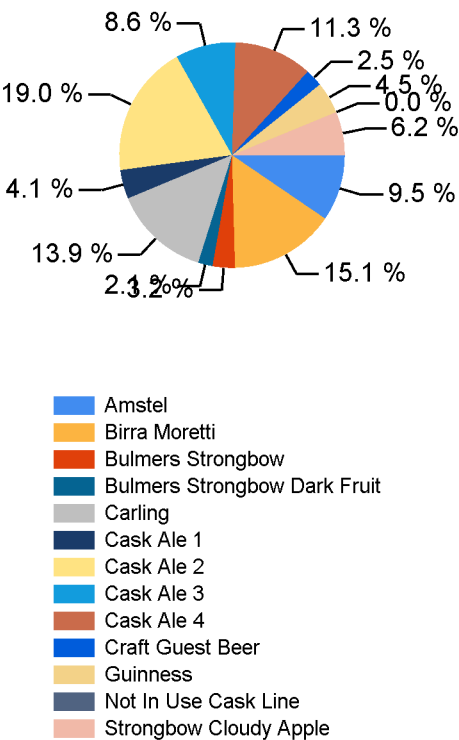
On the brand section we aim to help you review the historic draught product line up. Often the top selling brands in a pub can tell you a huge amount about the previous offering and clientele

Does this match your aspirations for the pub or do you need to change the line up?

Top selling by category date from 01 May 2021 to 30 September 2021

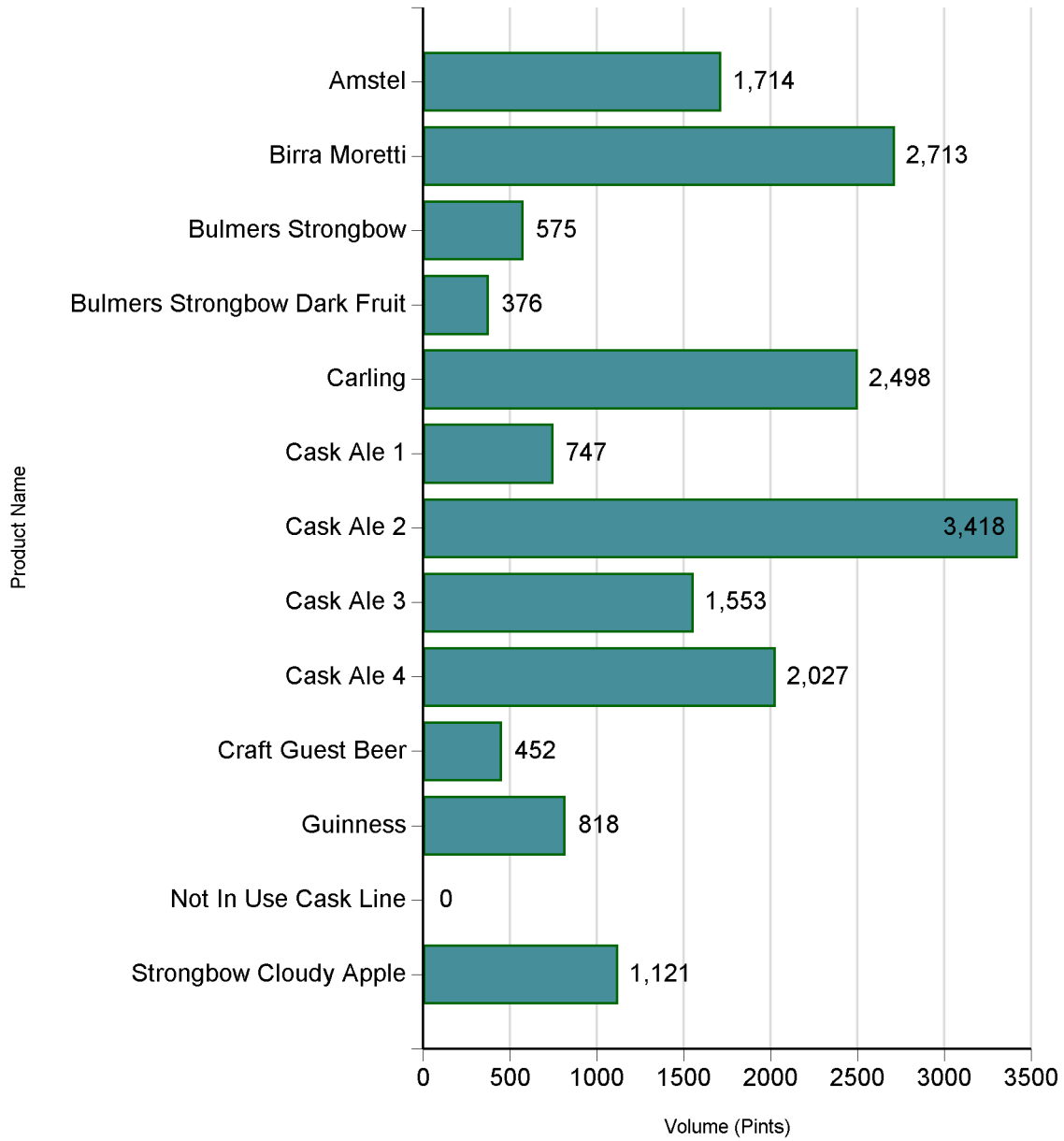


Top selling by brand date from 01 May 2021 to 30 September 2021



How to review brand line up

Analysis of all brands, date from 01 May 2021 to 30 September 2021



Trading information

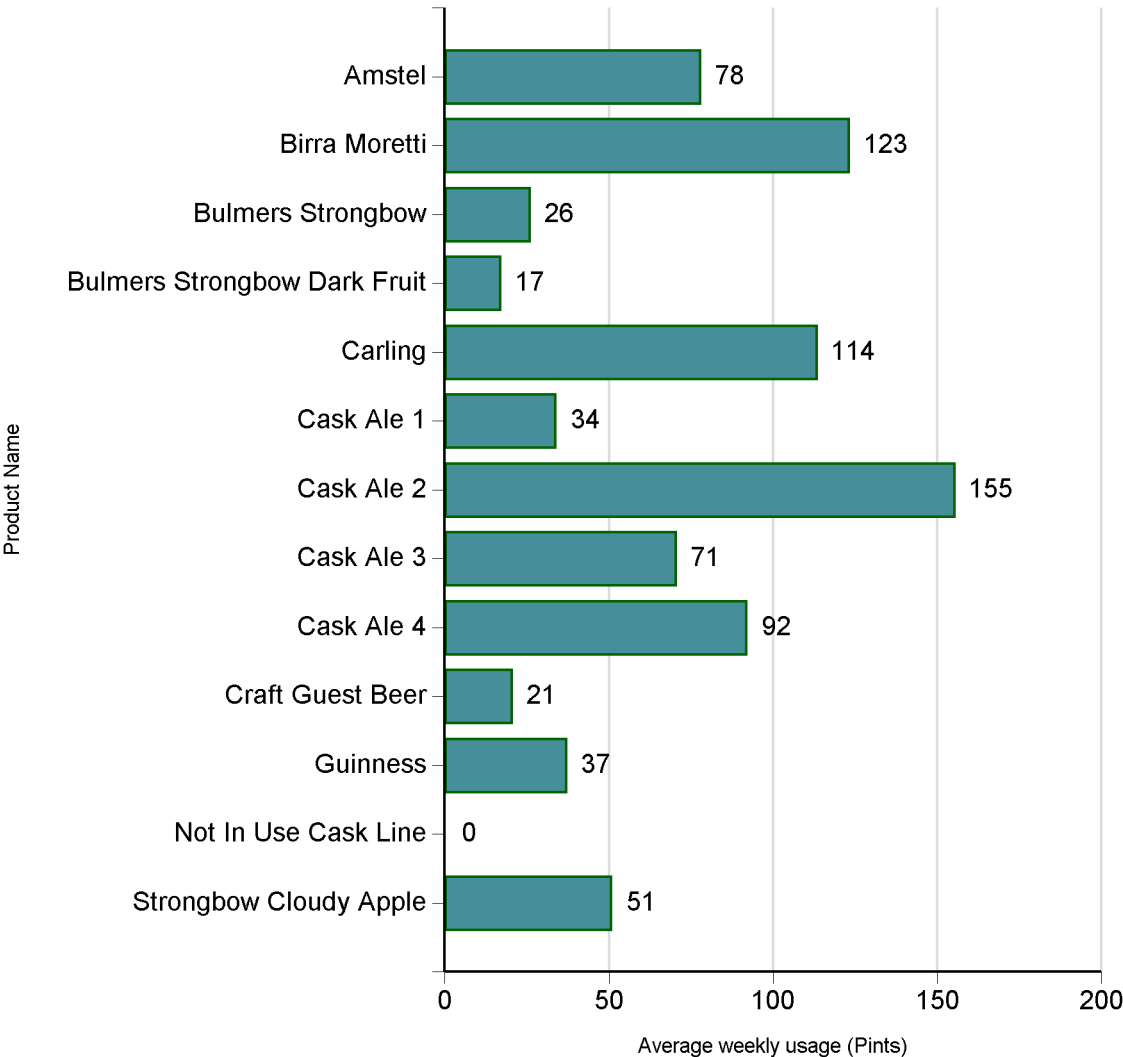


Here we look at trading patterns over the time period selected

Ordering is a key thing to get right; no one wants to be understocked, it penalises the business financially by being unable to sell and can create a bad customer experience. However, in many ways it can be worse if you have oversupply and stock you cannot sell going past its sell by date.

the information below will give you some idea of the types of throughput in the pub - and a sensible starter for understanding what to order in your first weeks of trading.

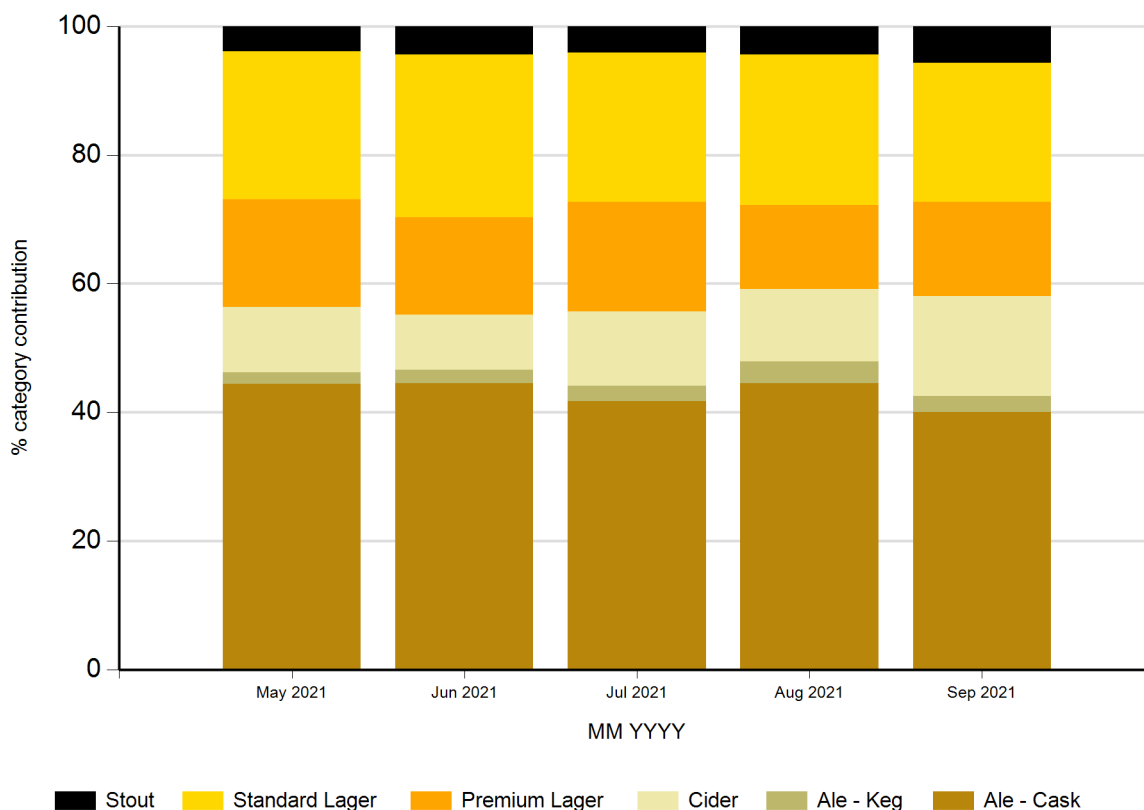
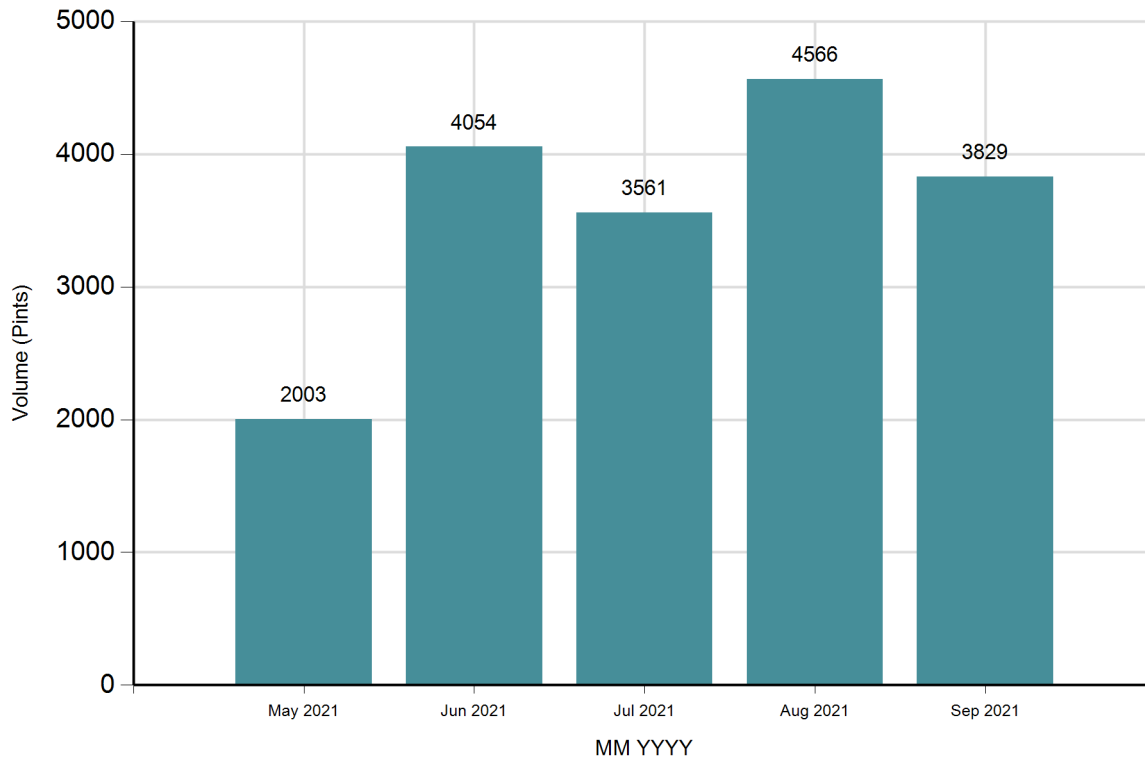
Trend analysis of average weekly usage, date from 01 May 2021 to 30 September 2021
Weeks = 22



It's good to plan ahead, it's also good to know which way the pub has been heading as you're now at the helm; the below should indicate any monthly peaks and troughs and, importantly, show you any trending of trade over Christmas, Easter or the summer months.

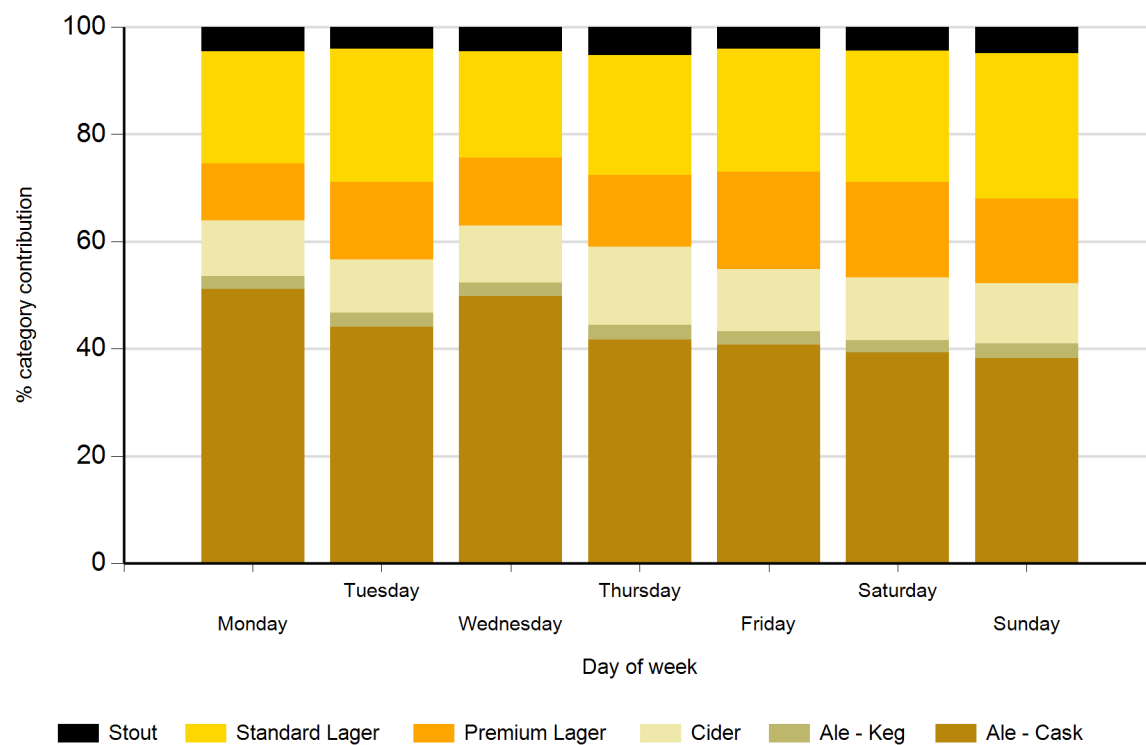
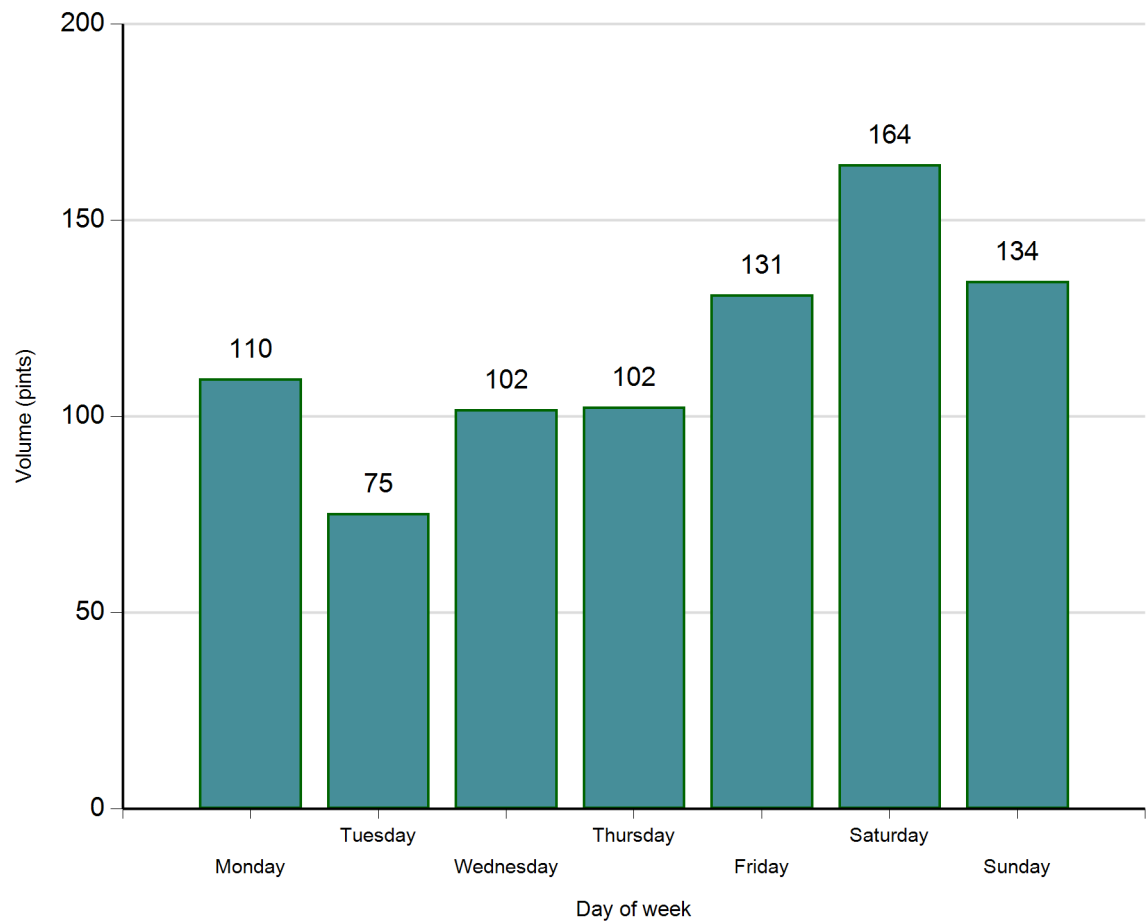
Are there successful local events that you should be aware of?

Overall beer volume dispensed, date from 01 May 2021 to 30 September 2021



Trend of average trade by weekday, date from 01 May 2021 to 30 September 2021

It's usually set days where most pubs see high trade; the below may help highlight any unexpected busy days and allow you to think about how you can increase trade evenly across the week by introducing regular events, activities and promotions.



Sometimes, the busiest trading days are not those that you'd expect; the below table may highlight these, sporting events or local activities that help make your pub a success.



Top ten trading days in period selected, date from 01 May 2021 to 30 September 2021

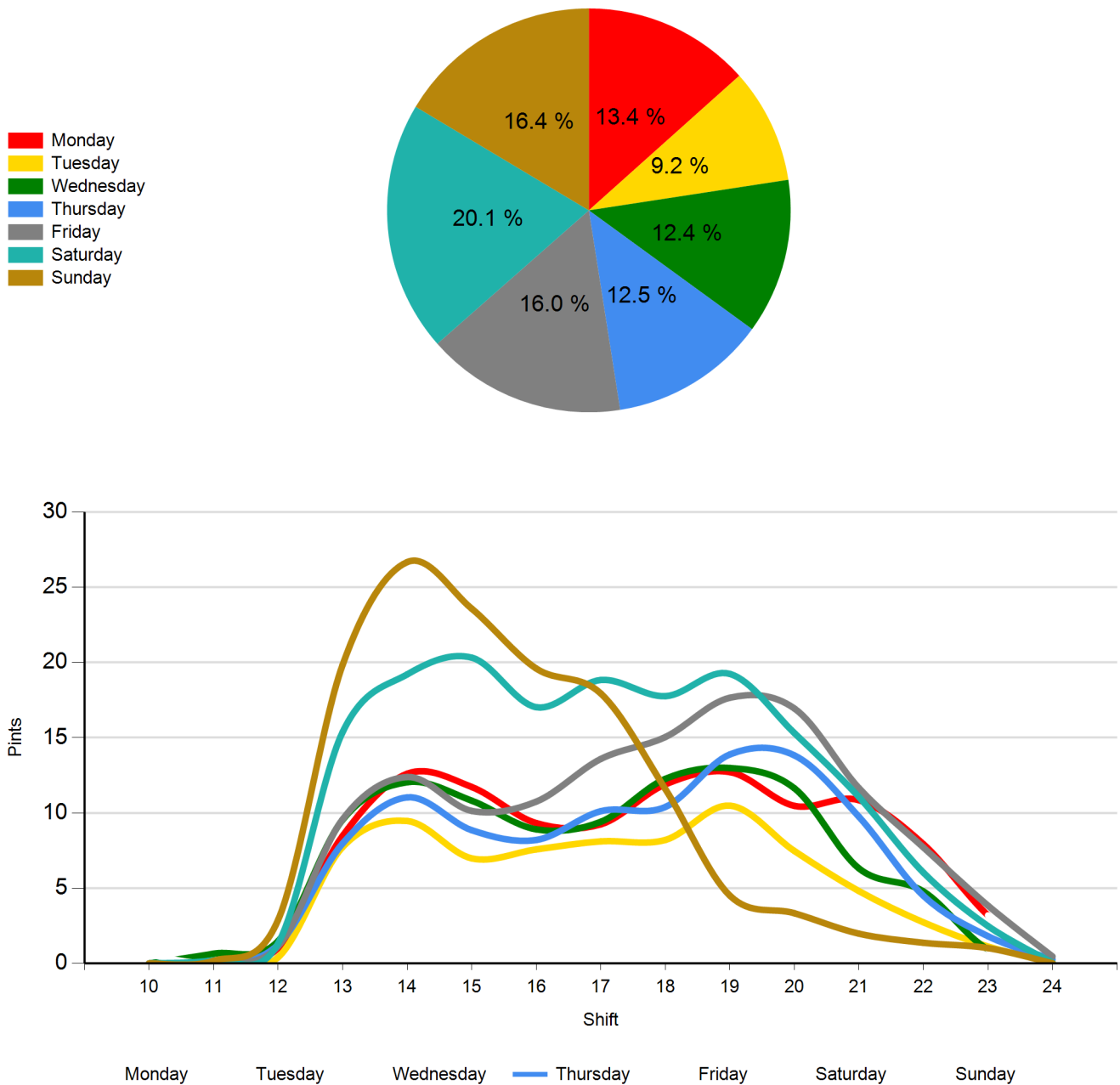
| Trading Day | Volume (pints) |
|----------------------------|----------------|
| Sunday 25 July 2021 | 395 |
| Sunday 30 May 2021 | 298 |
| Saturday 18 September 2021 | 297 |
| Sunday 29 August 2021 | 284 |
| Saturday 28 August 2021 | 279 |
| Saturday 29 May 2021 | 275 |
| Saturday 24 July 2021 | 261 |
| Saturday 14 August 2021 | 259 |
| Friday 24 September 2021 | 254 |
| Friday 27 August 2021 | 239 |

Shift patterns

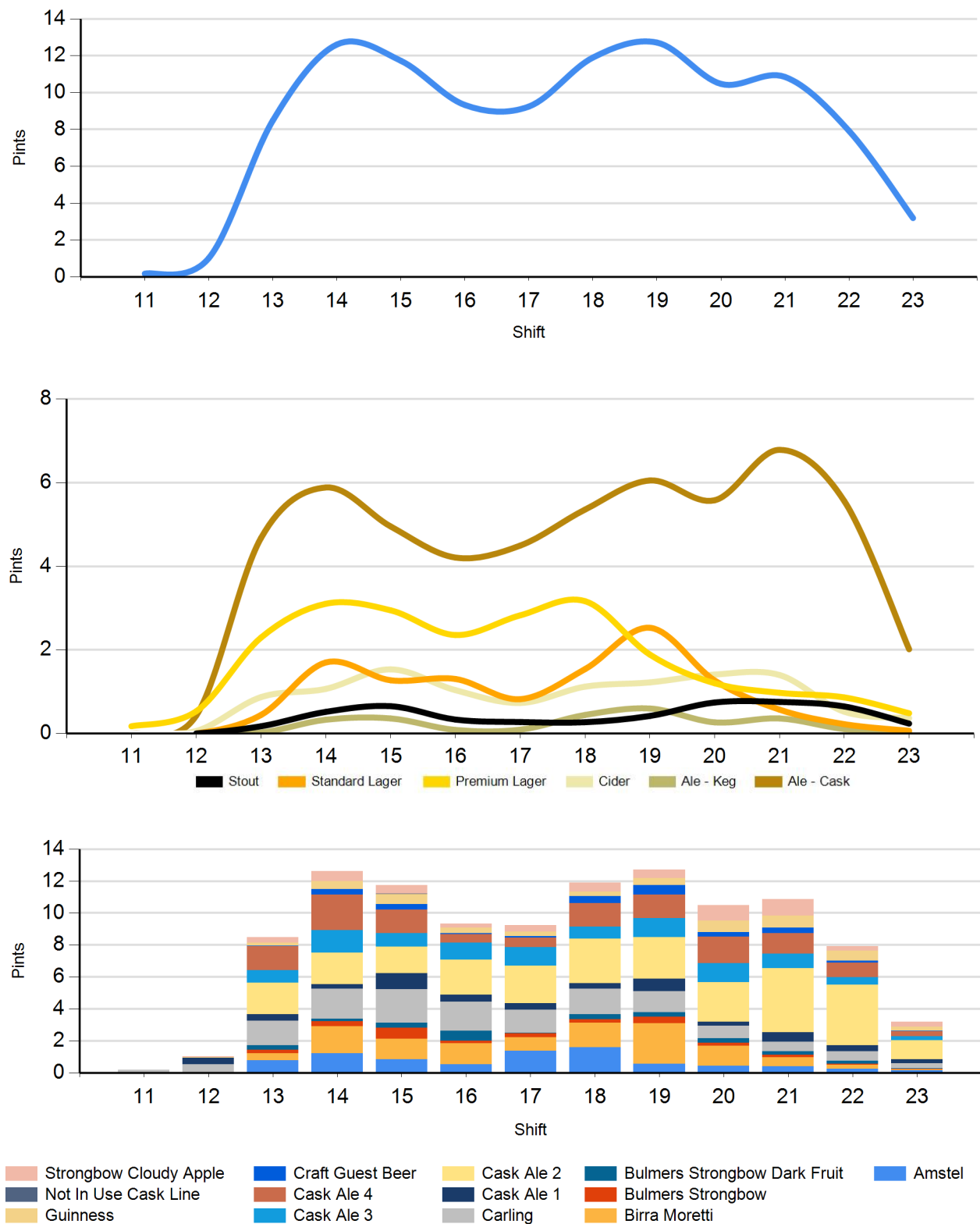


Shift patterns can be key; is the account on a circuit?
Does pub see peaks at certain times? Does the staffing
need to be looked at? Do you need to increase trade
and footfall at certain times via new promotions?

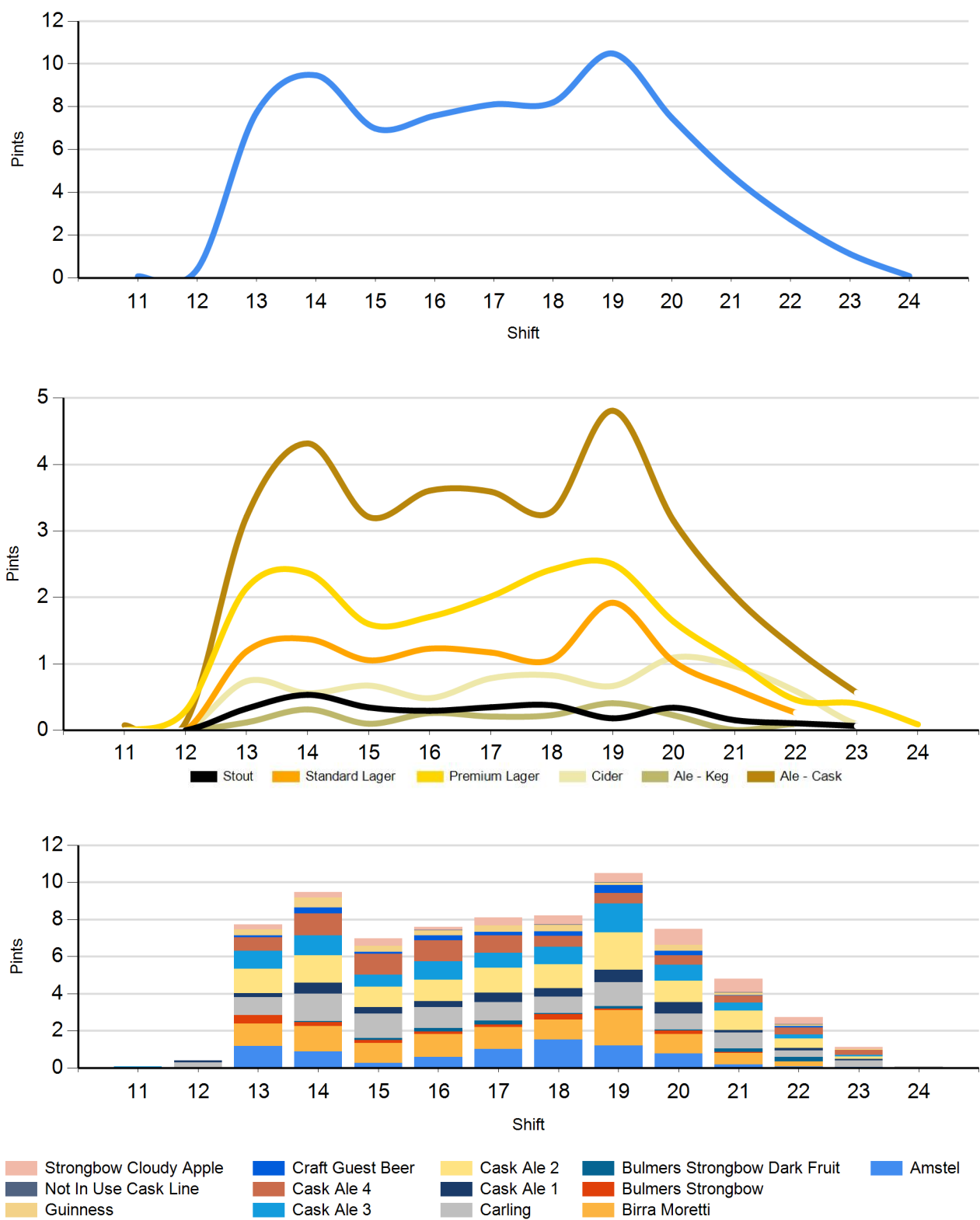
Average sales per day/shift, date from 01 May 2021 to 30 September 2021



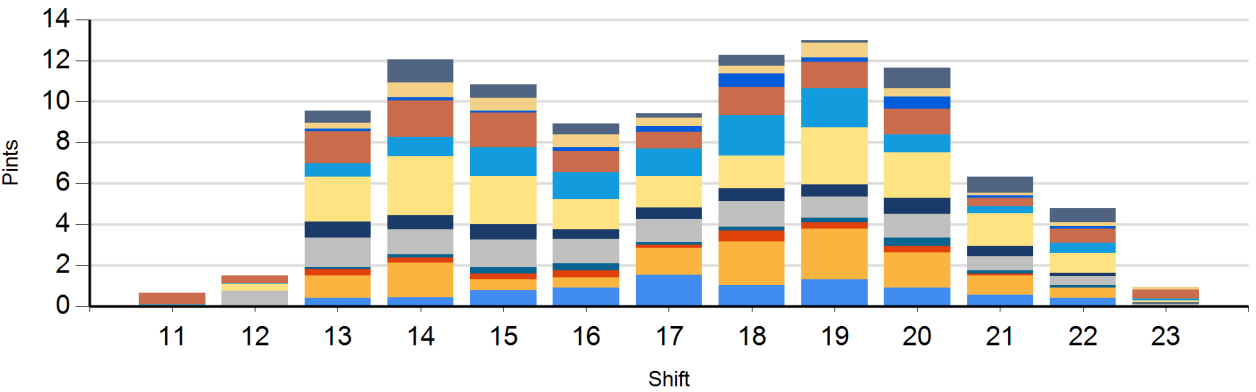
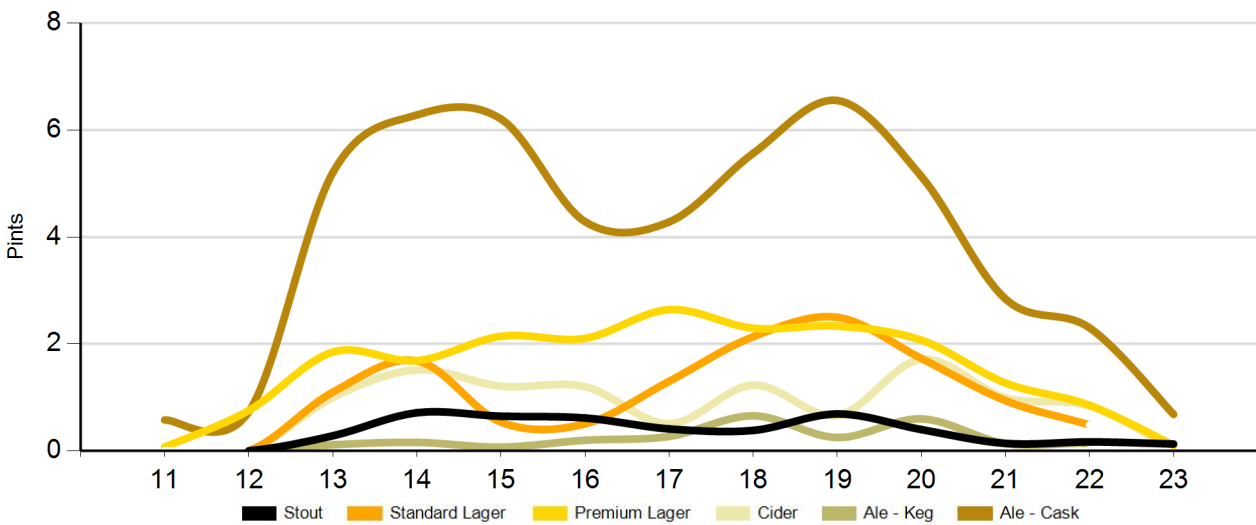
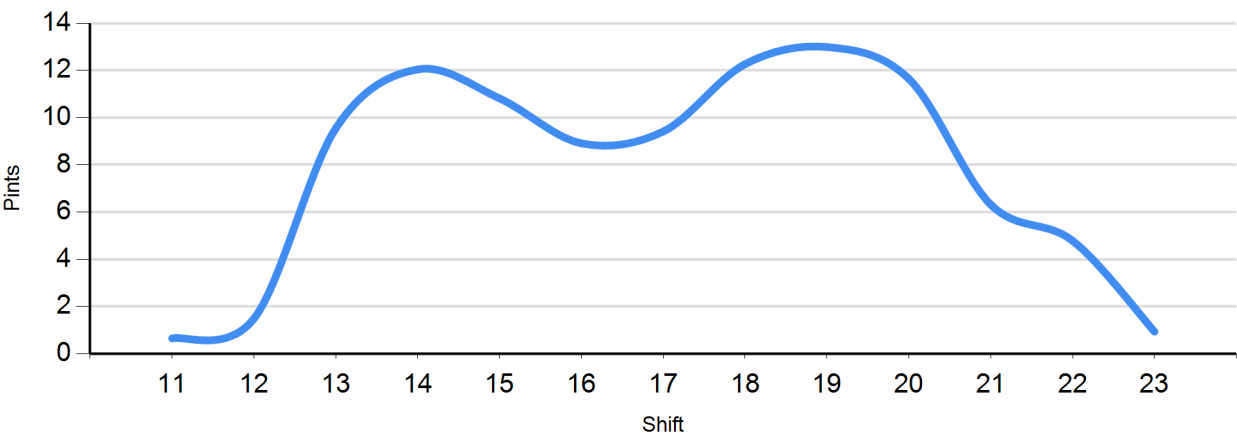
Monday Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021



Tuesday Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021

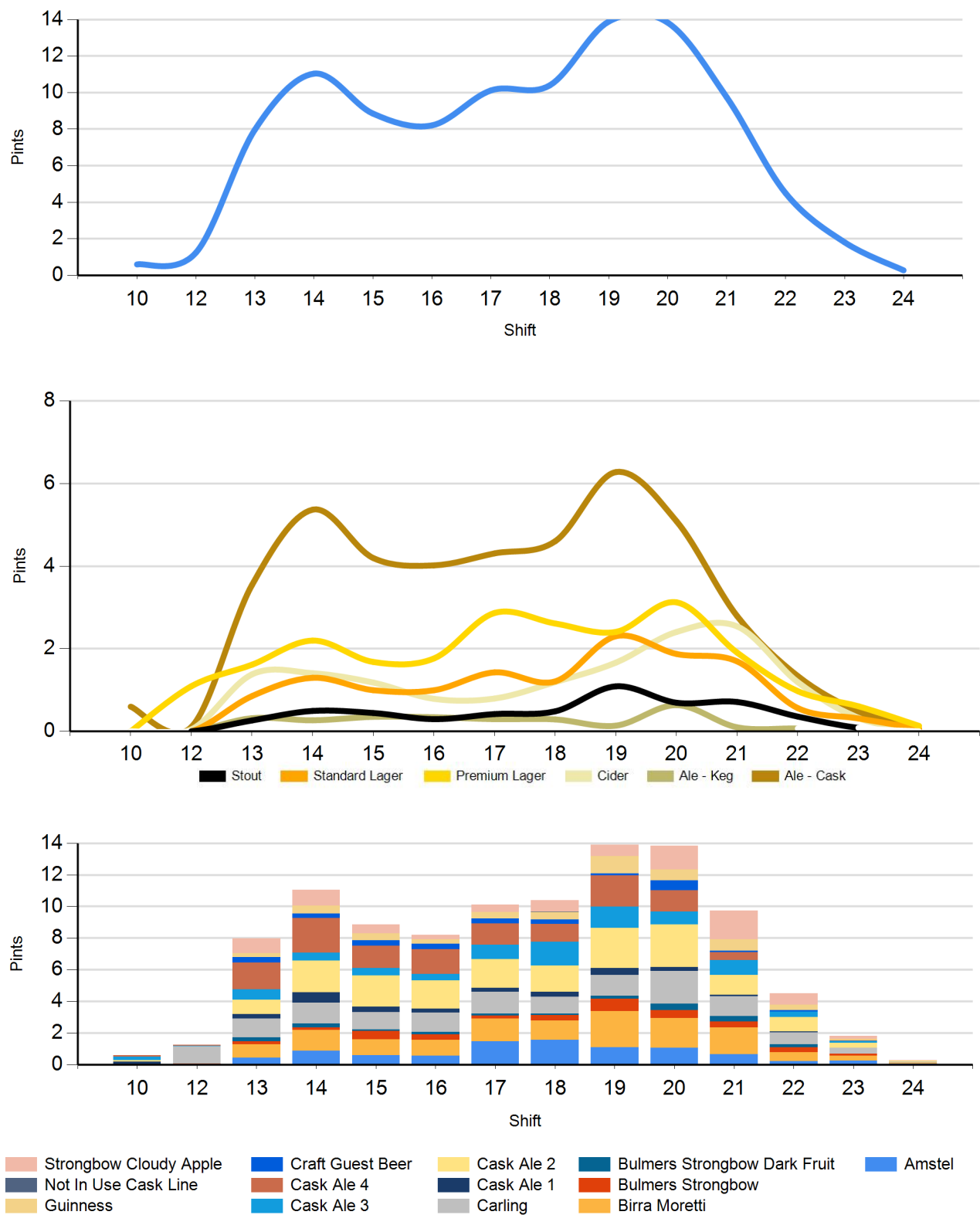


Wednesday Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021



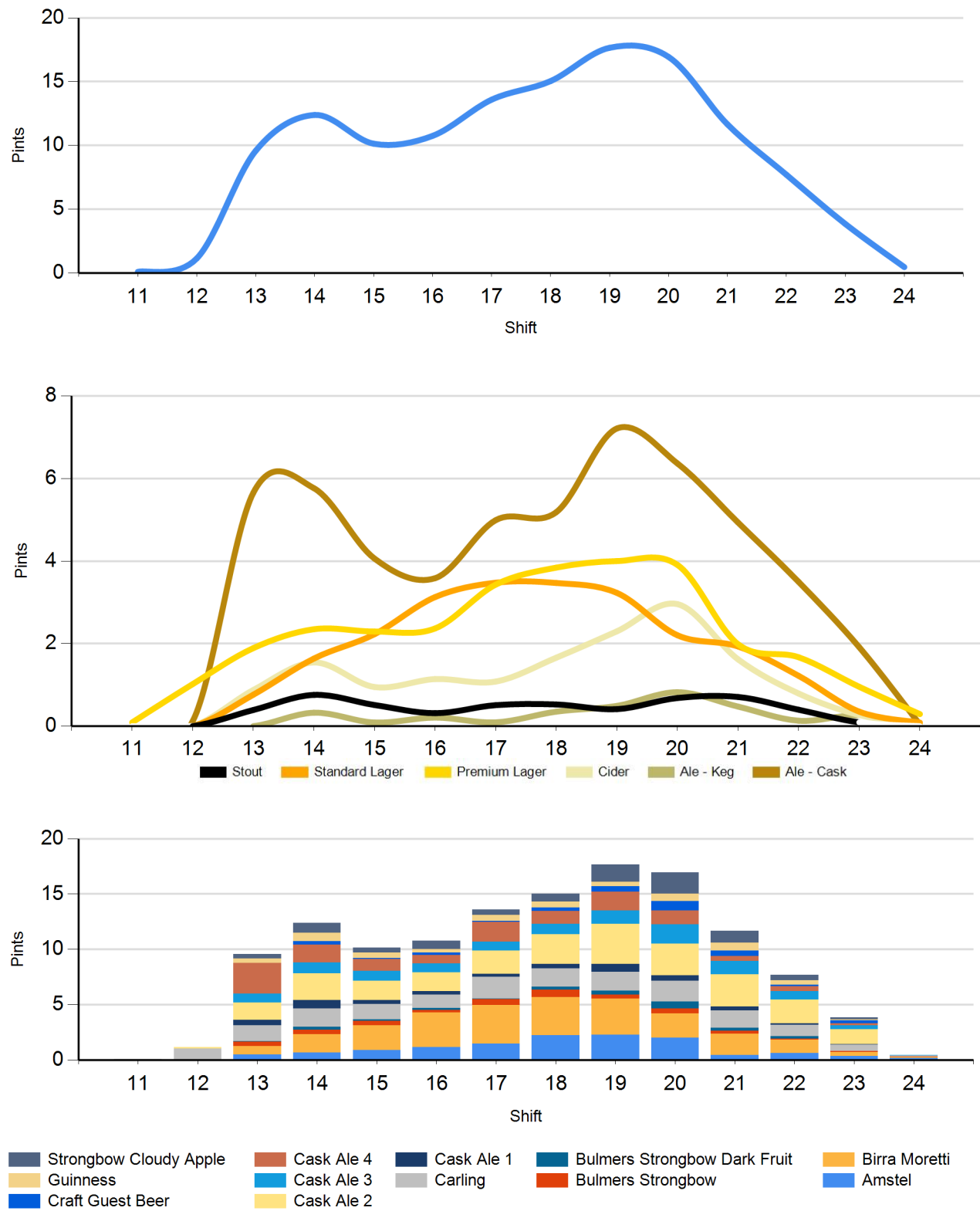
Thursday

Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021



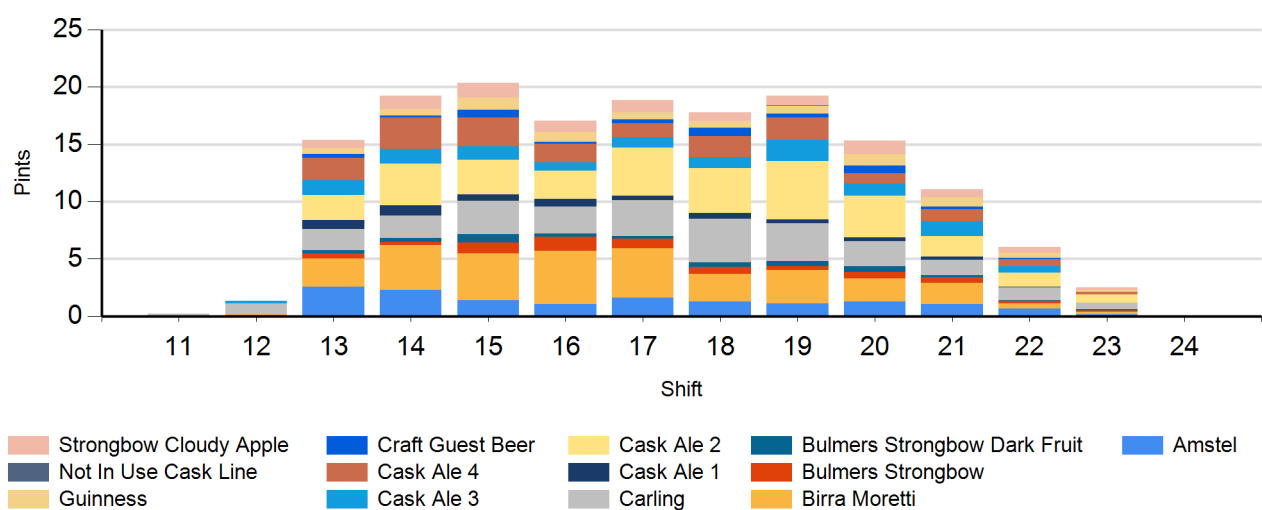
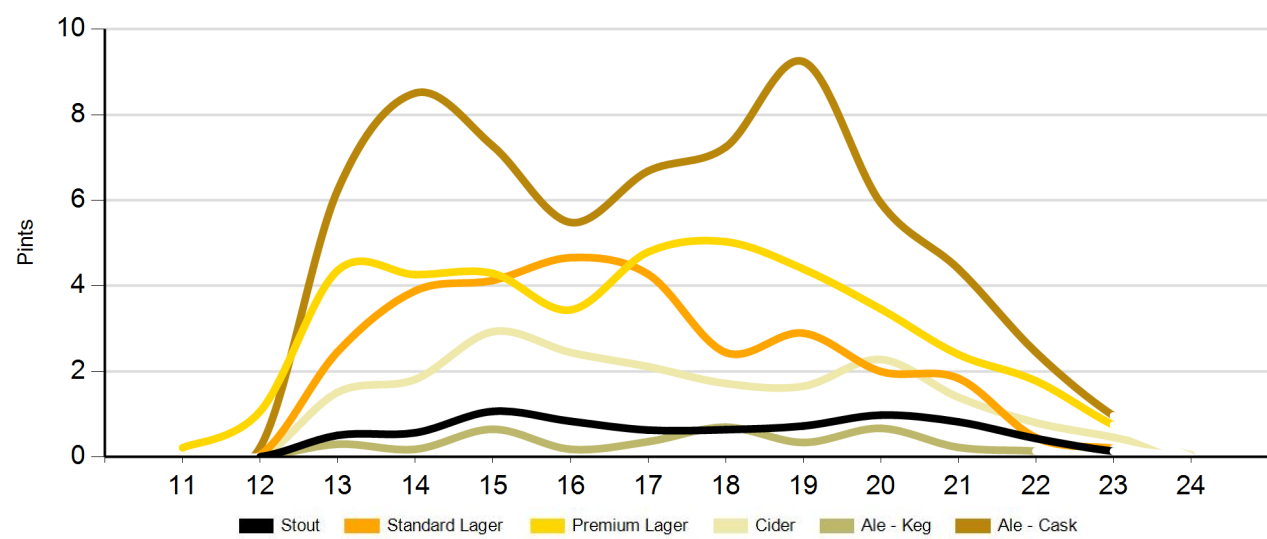
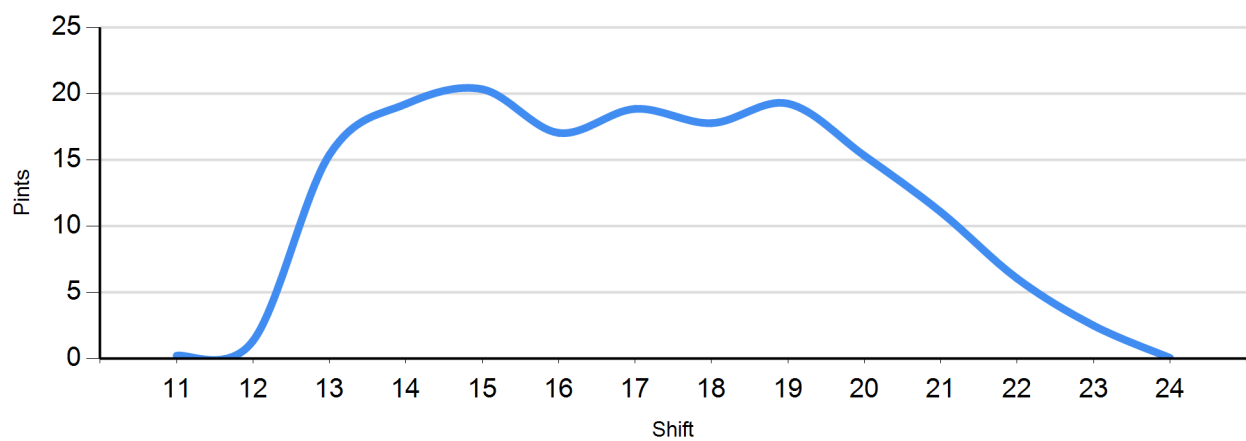
Friday

Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021



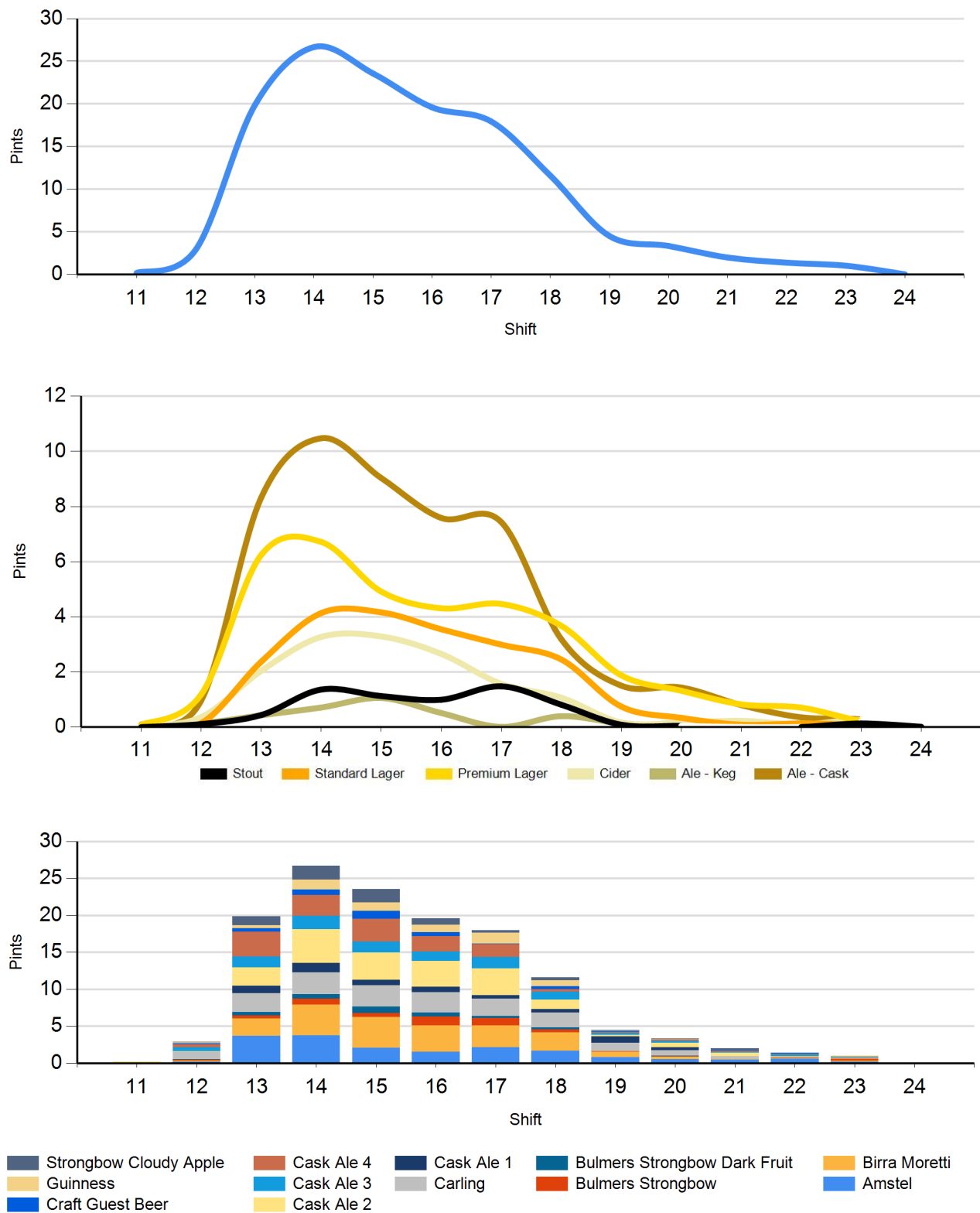
Saturday

Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021



Sunday

Analysis of average volumes per day/shift, date from 01 May 2021 to 30 September 2021





Consumer experience



Product temperatures - Only available on iDraught

Cask Ales

To experience all the aromas and tastes that the brewer wants you to, cask ale must be dispensed at the correct temperature. If the beer is too warm, then unpleasant and unplanned aromas will be given off; too cold and the clean, fresh, vibrant tastes will be lost. The recommended dispense temperature of the majority of brewers is between 11 - 13°C. Cask Marque audits to a required range of 10-14°C allowing a little leeway. Some cask ales are meant to be dispensed at lower temperatures, particularly summer beers. These have been specially brewed in order that no chill haze occurs at temperatures where other cask ales might be affected.

Chilled cask 7 -11°C

Standard lagers and keg products

Standard lagers and keg should be dispensed around:

Lager and cider 5 - 9°C

Keg ale and mild 6 -12°C

Stout 5 - 9°C

Extra Cold Products

The trend these days is towards colder products and many pubs and bars will be using glycol cooling systems and flash coolers in order to dispense 'extra cold' products. These are normally dispensed between **1 - 5°C** depending on the equipment. These temperatures are only a guide. It is expected that all brand specifications will fit within these ranges but if in doubt, consult the individual brewer's specification. They will vary with throughput.

Overall % in temperature specification date from 01 May 2021 to 30 September 2021

Here we look at quality issues which may have affected customers' experience over the time period selected.

Customers will walk away - 34% of consumers will go to a **different outlet** if quality is poor
Customers will order something else - 49% of consumers will **not order** the same drink if quality is poor
Customers will pay for the best - 53% of consumers will **pay more** for a good quality product

■ Quantity Temp In Spec
■ Quantity Temp In Amber
■ Quantity Temp Out Of Spec

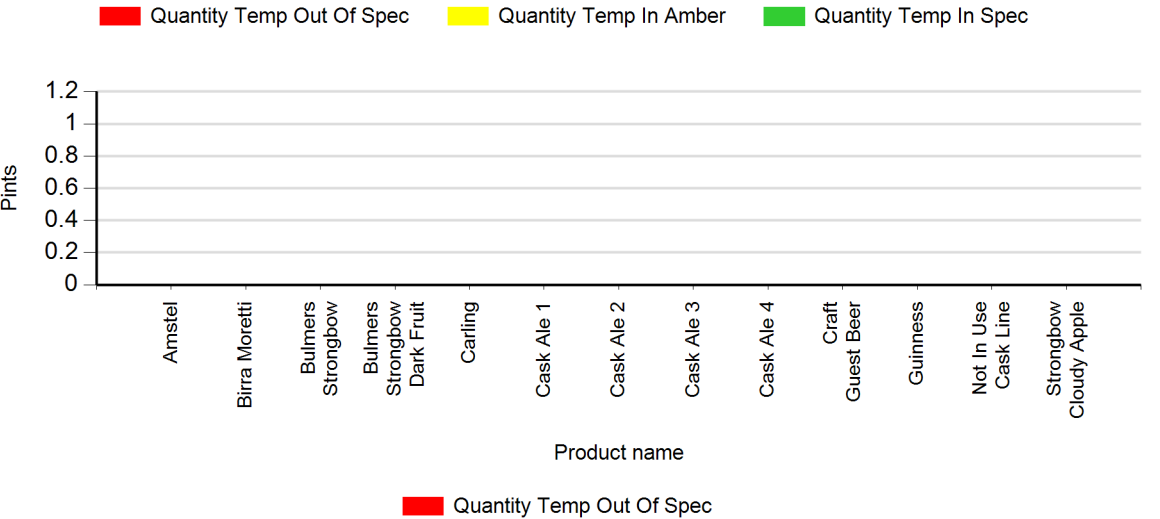
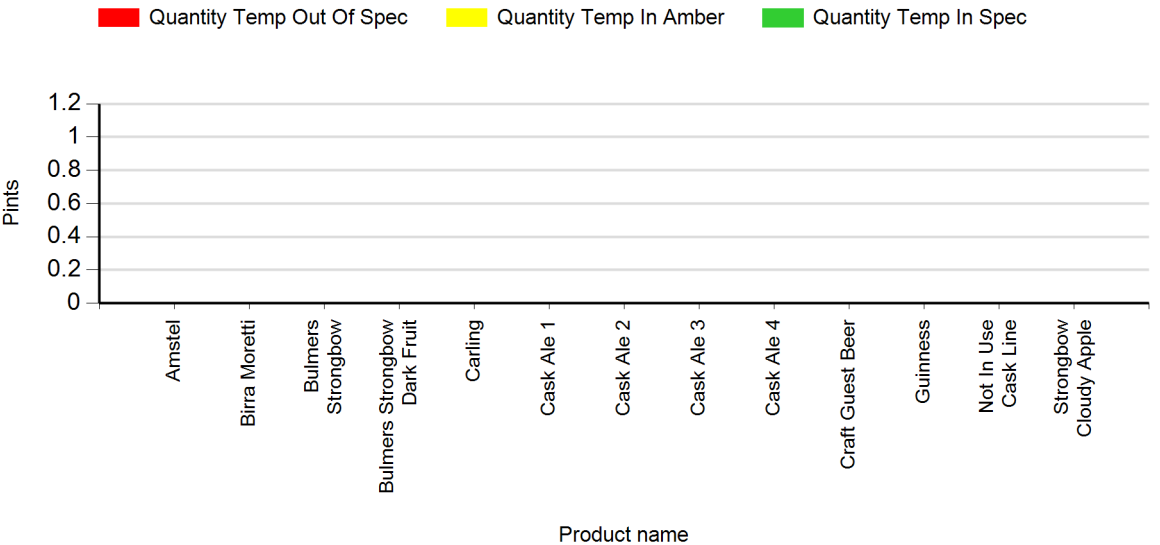
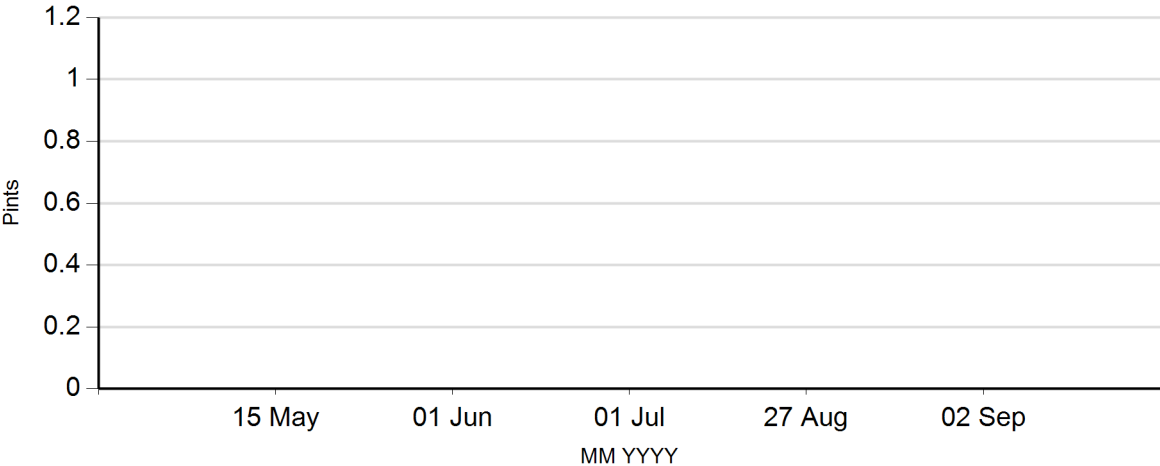
A Vianet Group plc product

Research has shown that when you have this knowledge on the handling of serving beer, Sales can increase by 3% (British beer & Pub Association) and yields improve by upto 7% (Cask Marque)

Here we look at beer too warm over the period (based on brand owners specification) - If you have any current issues here it may well be worth looking at the site dispense equipment. Remember to login to iDraught for the picture now. Are your coolers working as they should? Are flash or secondary coolers operating? Do you require Tech Services to visit?

If the issues are not current, do they suggest the issue may be repeated; e.g. is the product always warm in summer suggesting, cooling systems cannot cope.

Overall % in temperature specification date from 01 May 2021 to 30 September 2021

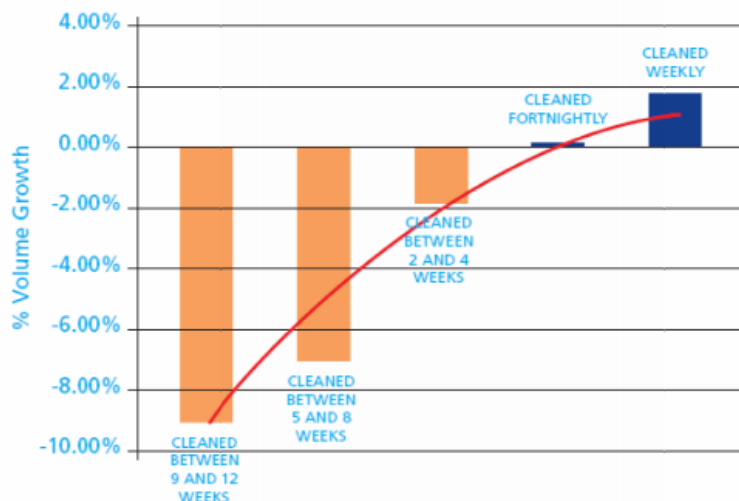


****please note, Temperature Reporting ignores small volume pours <0.3 UK pint - as such, the numbers will be lower than volume totals****

Line Cleaning



Beer lines should be cleaned on a regular basis. For pasteurised keg beers this is generally recommended to be done weekly. However for un-pasteurised cask beers again weekly line cleaning is essential but ideally you should flush through the beer line with clean water every time you change a cask.



A weekly cleaning regime has been shown to grow sales by 2%

Line cleaning is important! It helps you to deliver a great tasting pint and cuts down on issues such as fobbing.

Clean status of beer dispensed over period date from 01 May 2021 to 30 September 2021

