Independent Site Information Pack

Report contains data from 01 March 2018 to 28 February 2019

"626849"

Plough & Furrow
Plough Road
Smallfield
RH6 9JN

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 March 2018 to 28 February 2019

<table>
<thead>
<tr>
<th>Call Type</th>
<th>Call Category</th>
<th>Visited On</th>
<th>Call Out Reason</th>
<th>Work Completed</th>
</tr>
</thead>
</table>
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 March 2018 to 28 February 2019

Top selling by brand date from 01 March 2018 to 28 February 2019
How to review brand line up

Analysis of all brands, date from 01 March 2018 to 28 February 2019

- Bulmers Strongbow: 1,316
- Carling: 7,436
- Cask Ale: 3,529
- Coors Fine Light Draught: 722
- Estrella Damm Lager: 328
- Fosters: 3,054
- Guinness: 2,596
- Stella Artois: 9,792

Volume (Pints)
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 March 2018 to 28 February 2019
# Weeks = 52
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 March 2018 to 28 February 2019
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.

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**Trend of average trade by weekday, date from 01 March 2018 to 28 February 2019**

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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.

<table>
<thead>
<tr>
<th>Trading Day</th>
<th>Volume (pints)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 26 August 2018</td>
<td>437</td>
</tr>
<tr>
<td>Friday 20 July 2018</td>
<td>300</td>
</tr>
<tr>
<td>Wednesday 02 January 2019</td>
<td>264</td>
</tr>
<tr>
<td>Saturday 07 July 2018</td>
<td>260</td>
</tr>
<tr>
<td>Saturday 29 September 2018</td>
<td>249</td>
</tr>
<tr>
<td>Tuesday 03 July 2018</td>
<td>234</td>
</tr>
<tr>
<td>Saturday 08 December 2018</td>
<td>233</td>
</tr>
<tr>
<td>Friday 22 February 2019</td>
<td>227</td>
</tr>
<tr>
<td>Friday 03 August 2018</td>
<td>223</td>
</tr>
<tr>
<td>Friday 09 November 2018</td>
<td>212</td>
</tr>
</tbody>
</table>
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 March 2018 to 28 February 2019
Monday  
Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019
Tuesday Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019
Wednesday

Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019
Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019

Thursday
Friday

Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019

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Saturday

Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019
Analysis of average volumes per day/shift, date from 01 March 2018 to 28 February 2019
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 March 2018 to 28 February 2019
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
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 up to 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 March 2018 to 28 February 2019
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 foaming.

Clean status of beer dispensed over period date from 01 March 2018 to 28 February 2019
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Graph 1: Pints dispensed by month from March 2018 to February 2019.
- Red: Overdue Clean Dispense
- Yellow: Due Clean Dispense
- Green: Clean Dispense

Graph 2: Pints dispensed by category from March 2018 to February 2019.
- Red: Overdue Clean Dispense
- Yellow: Due Clean Dispense
- Green: Clean Dispense

Categories include Ale - Cask, Cider, Premium Lager, Standard Lager, and Stout.