Independent Site Information Pack

Report contains data from 01 April 2015 to 31 March 2016

"842765"

Stags Head Hotel
Whittingham Lane
Goosnargh
PR3 2AU

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 April 2015 to 31 March 2016

<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>
<tbody>
<tr>
<td>Service Call</td>
<td>Standard</td>
<td>Friday 17 July 2015</td>
<td>New Flowmeter required; for new product, Three Hop Lager - CAM, Dominic Phillipson, advised that a new flowmeter will be required for this product. (Calibration request; 4: Cask Ale (Bar))</td>
<td>Base Visit Cost (x1) Repaired flowmeter (unblock) (x1) Lines(s) verified (x2) Lines(s) calibrated (x2) Replaced missing or broken tamper evident seals (x1) Refit existing flowmeter (x1) Minor consumables (x1) Checked standard tamper evidence (x1) Battery checked (x1)</td>
</tr>
<tr>
<td>Installation</td>
<td>Install</td>
<td>Friday 04 December 2015</td>
<td>Installation</td>
<td>Base Visit Cost (x1) Installed refurbished panel - Comtec (x1) Installed New Standard Flowmeter(s) (x3) Lines(s) calibrated (x11) Fitted install standard tamper evidence (x1) Maintenance Complete (x1) Checked standard tamper evidence (x1) Manual time correction (x56)</td>
</tr>
<tr>
<td>Installation</td>
<td>Re-Install</td>
<td>Friday 04 December 2015</td>
<td>Installation</td>
<td></td>
</tr>
<tr>
<td>Service Call</td>
<td>Standard</td>
<td>Thursday 10 March 2016</td>
<td>Flowmeter not recording dispense; 1: Bulmers Strongbow (Bar)</td>
<td>Base Visit Cost (x1) Repaired flowmeter (unblock) (x1) Lines(s) verified (x11) Lines(s) calibrated (x1) Refit existing flowmeter (x1) Battery checked (x1)</td>
</tr>
</tbody>
</table>

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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 April 2015 to 31 March 2016

Top selling by brand date from 01 April 2015 to 31 March 2016

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How to review brand line up

Analysis of all brands, date from 01 April 2015 to 31 March 2016

![Bar chart showing volume (pints) for different brands]

- Birra Moretti: 2,776
- Bulmers Strongbow: 1,394
- Caledonian Three Hop Lager 50l Keg: 122
- Cask Ale: 6,509
- Fosters: 8,528
- Guinness: 538
- Guinness Extra Cold: 789
- Heineken: 1,625
- John Smiths Extra Smooth: 5,904
- Kronenbourg 1664: 2,912
- Not In Use: 5
- Strongbow Dark Fruit: 469
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 April 2015 to 31 March 2016

# 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 April 2015 to 31 March 2016

![Beer Volume Dispensed Chart](chart.png)

![Category Contribution Chart](chart2.png)
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.

Trend of average trade by weekday, date from 01 April 2015 to 31 March 2016
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 April 2015 to 31 March 2016

<table>
<thead>
<tr>
<th>Trading Day</th>
<th>Volume (pints)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 18 December 2015</td>
<td>625</td>
</tr>
<tr>
<td>Saturday 15 August 2015</td>
<td>578</td>
</tr>
<tr>
<td>Saturday 30 May 2015</td>
<td>509</td>
</tr>
<tr>
<td>Friday 26 February 2016</td>
<td>480</td>
</tr>
<tr>
<td>Saturday 12 March 2016</td>
<td>459</td>
</tr>
<tr>
<td>Thursday 31 December 2015</td>
<td>456</td>
</tr>
<tr>
<td>Thursday 24 December 2015</td>
<td>385</td>
</tr>
<tr>
<td>Friday 25 March 2016</td>
<td>358</td>
</tr>
<tr>
<td>Friday 29 January 2016</td>
<td>304</td>
</tr>
<tr>
<td>Friday 05 February 2016</td>
<td>294</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 April 2015 to 31 March 2016
Monday

Analysis of average volumes per day/shift, date from 01 April 2015 to 31 March 2016

![Graphs showing average volumes per day/shift for different products.](image-url)
Analysis of average volumes per day/shift, date from 01 April 2015 to 31 March 2016

Tuesday

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**Wednesday**

Analysis of average volumes per day/shift, date from 01 April 2015 to 31 March 2016
Analysis of average volumes per day/shift, date from 01 April 2015 to 31 March 2016

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Saturday

Analysis of average volumes per day/shift, date from 01 April 2015 to 31 March 2016
Analysis of average volumes per day/shift, date from 01 April 2015 to 31 March 2016

Sunday
Customer 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 April 2015 to 31 March 2016

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 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 April 2015 to 31 March 2016

**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 to deliver a great tasting pint and cuts down on issues such as fobbing.

Clean status of beer dispensed over period date from 01 April 2015 to 31 March 2016
For further information contact:

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