

Jazz lunches

Bells Inn, Wadebridge, Cornwall
Website: www.shipinnwadebridge.com
Twitter: @shipinnngonvena
Idea: Monthly jazz Sunday lunches.

How it works: Starting at 12.15pm, the group played two 15-minute sets with a short break in between. The pub ran its usual Sunday lunch menu, increasing the price of roast dishes by 50p each to cover the cost of the musicians.

Marketing: The lunches were promoted mainly through word of mouth but also through the pub's social media sites and in-house posters. Both musicians also had a local following which helped spread the word.

Prepared: The pub had to find the right musicians to suit the type of music it wanted; the set list was formed around the local American Songbook. The musicians performed in the pub's

Upper Deck dining space, an area with great acoustics and a high vaulted ceiling, so that the music could be heard throughout its two dining levels.

Pay-off: Helps to establish the pub as an alternative music venue to others in the local area; the pub has now also established a monthly folk club.

Key benefits: Uplift in Sunday lunch trade; offers a point of difference.

Advice: Lessee of the Punch Taverns site, Rupert Wilson, says: "Evaluate what other venues are doing. Decide if there is a genre of music that is not catered for locally but which suits what you are trying to achieve and also your customers. Create a classic playlist that is well enough known to appeal to your customers. They will spread the word and create support for the event."
Best outcome: A 60% increase in Sunday lunch covers

Offers a point of difference and increases trade

Asian Thai Nights

Bells Inn, North Bovey, Devon

Idea: In an effort to boost the pub on a mid-week off-season evening, freehold owner Richard Mann introduced authentic Thai cuisine prepared by Dorset-based Thai pop-up business Asian Catering.

How it works: Asian Thai Catering take over the pub kitchen, the service offered on a first-come, first-served basis on Tuesday evenings during the usually quiet months of November through to March.

Marketing: Via the pub website, in-house social media and word of mouth.

Prepared: Authentic Thai dishes are ordered

directly for the event and extra staff are brought in to maximise the service.

Pay-off: The popular Thai evening menu offers a valuable variety for customers and a welcome opportunity for the pub's regulars to take a break. This menu was a rather quiet evening has been turned into a strong feature on the pub's calendar, and provides an opportunity to run special



Tripled takings on otherwise quiet Tuesday nights

offers on more slow-moving product lines.

Key benefits: Great atmosphere and different menu help generate word-of-mouth publicity and boost footfall and loyalty, including repeat custom at other special events.

Advice: Consider your price-point carefully and deliver consistently good value.

Best outcome: The Thai menu has tripled food and drink takings on otherwise quiet Tuesday nights since its 2013 introduction.

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New products

PubFood's selection of the latest product launches

AAK opts for hot dogs

AAK Foodservice has announced the launch of its new Uncle John's Hot Dogs.

The hot dogs, Bockwurst sausages smoked in a Beechwood smoker, are available in varying lengths from 14.5cm to 29cm and come in four pack sizes, 10 x 50g, 7 x 72g, 7 x 90g and 9 x 140g.

Rachel Neale, foodservice marketing manager at AAK Foodservice, said: "Hot dogs have nudged scampi and chips off the top 20 menu items and to help caterers tap into this, we've added Uncle John's Signature Hot Dogs range to our portfolio."

AAK Foodservice has created a promotional list of 10 nationality-themed hot dog serving suggestions, including "The Brit": on a plate in a brioche bun with fried black pudding and bacon bits accompanied with beans, hash browns, brown sauce and ketchup and "The Big Texas BBQ": on a slate with smoky bacon strips, chicken strips and barbecue sauce.



with herbs and are baked instead of fried.

They will be available in original, sesame and "everything" flavours and retail in foodservice-only in 60g bags.

Polo goes solo

Nestlé has announced it will be releasing its well-known Polo mints in branded individual wrappers.

The single mints are designed to be offered as complimentary treats, either after meals or as a welcome to guests.

They will be available in clear mint and fruit flavours.

Anu Christie-David, sweet food category manager at Nestlé, said: "Complimentary mints are the last thing a customer tastes before they leave an establishment. They are a big opportunity to create a positive lasting impression on peoples' experiences and brands are a great way of reassuring consumers of taste and quality."

Individually wrapped Polos are available from the end of February and will retail in cases of 6 x 660g bags.

Macaron moments

Brioche Pasquier has launched a new range of French macarons to UK foodservice.

The new macarons are produced in France and are available in vanilla, pistachio, coffee, raspberry, lemon and chocolate varieties.

They have a shelf life of roughly 18 months when frozen and are designed to defrost in just under an hour at room temperature or two hours in a refrigerator.

Pressels from Dresser

Pressels has released a collection of canapé recipes by Cathryn Dresser of *Great British Bake Off* fame to celebrate its launch into foodservice.

Dresser incorporated Pressels into recipes she developed including lemon curd and mascarpone Pressels and millionaire's Pressels; topped with caramel and grated dark chocolate.

Pressels are based on classic pretzels; pressed flat, flavoured

