

LEASED & TENANTED SPOTLIGHT 2024





THE LICENSEE INDEX



- 1,500 licensees interviewed
- 16 pub companies
- Feedback across 68 criteria
- Oct/Nov 2023

WHY THEY DO WHAT THEY DO

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  55% "To run a **profitable business**"

 12% "To be the **centre of the community**"



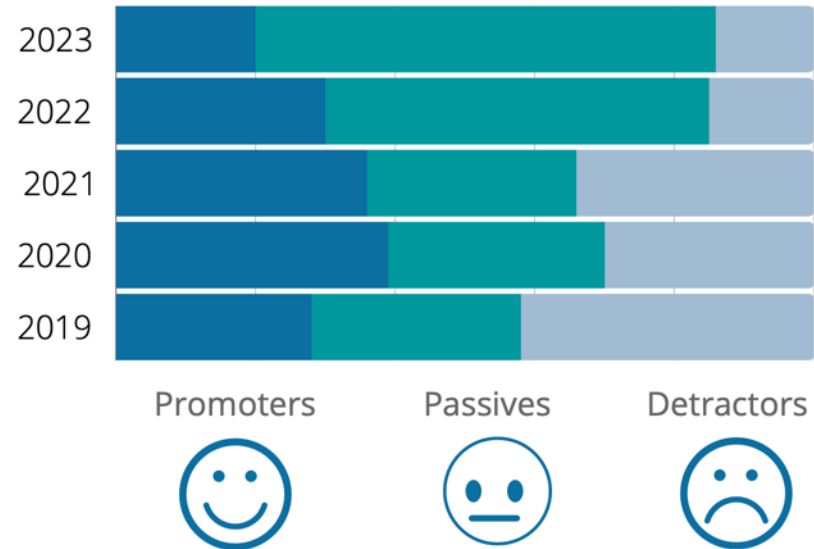
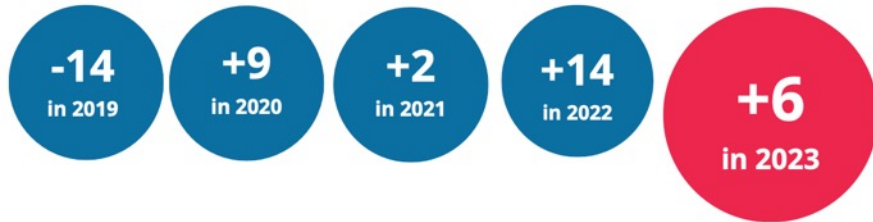
OVERALL, HOW SATISFIED ARE LICENSEES WITH THEIR CURRENT PUB CO?



WOULD THEY RECOMMEND THEIR CURRENT PUB CO?

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NET PROMOTER SCORES

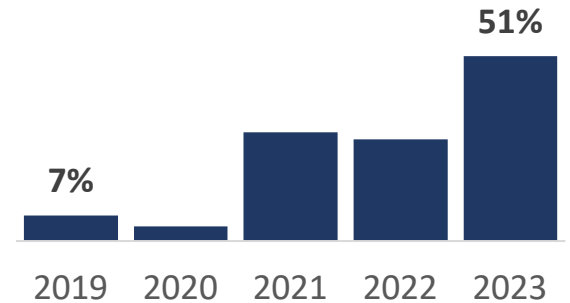


Fewer detractors...but also fewer promoters



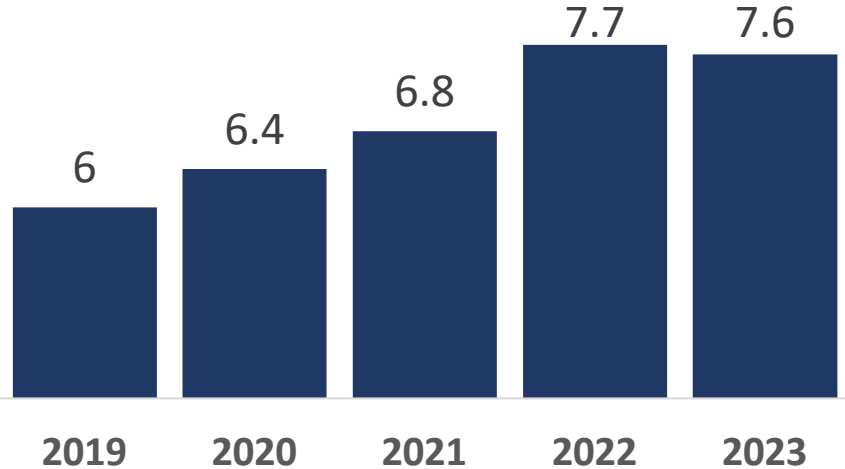
PUBLICANS BIGGEST CONCERNS...

- 1. Cost inflation 60% ↑
- 2. Tax burden on pubs 57% ↑
- 3. Recruitment & retaining talent 51% ↑
- 4. Competition from other outlets 45%
- 4. Employment costs 45%



PEOPLE, RECRUITMENT & TRAINING

PubCo support with **‘Training me and my staff’** has also grown in importance over the last 5 years



WHAT'S *MOST* IMPORTANT FOR PUB COMPANIES TO GET RIGHT?

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THE EVOLVING ROLE OF BDMS

90%

feel BDMS add value to their business

34%

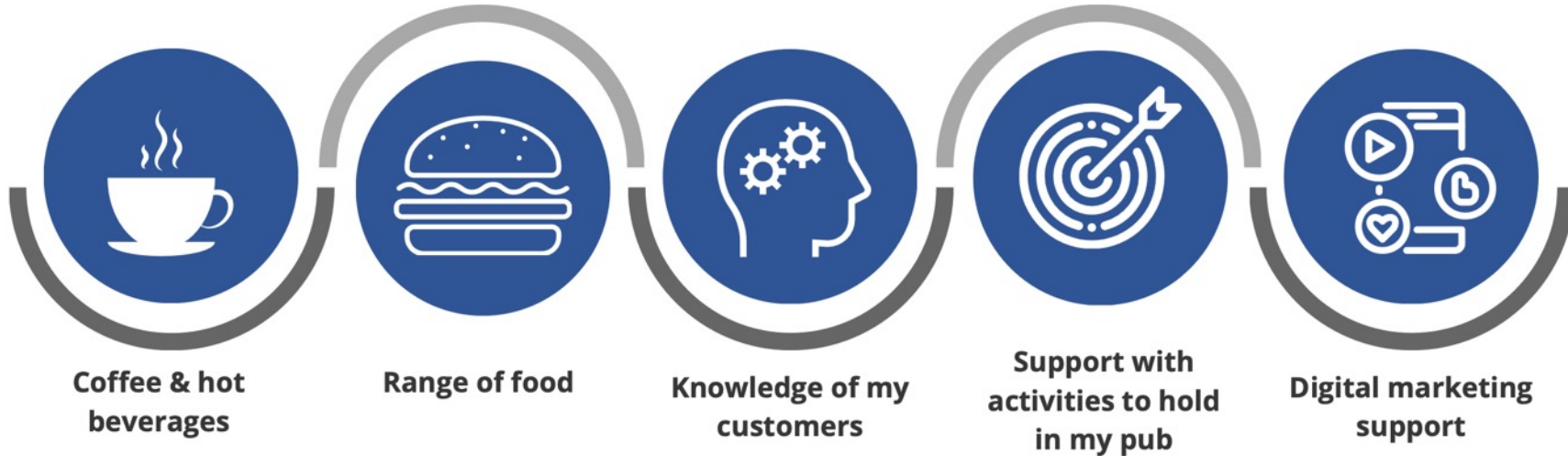
get a face2face visit >quarterly (30% less)

c50%

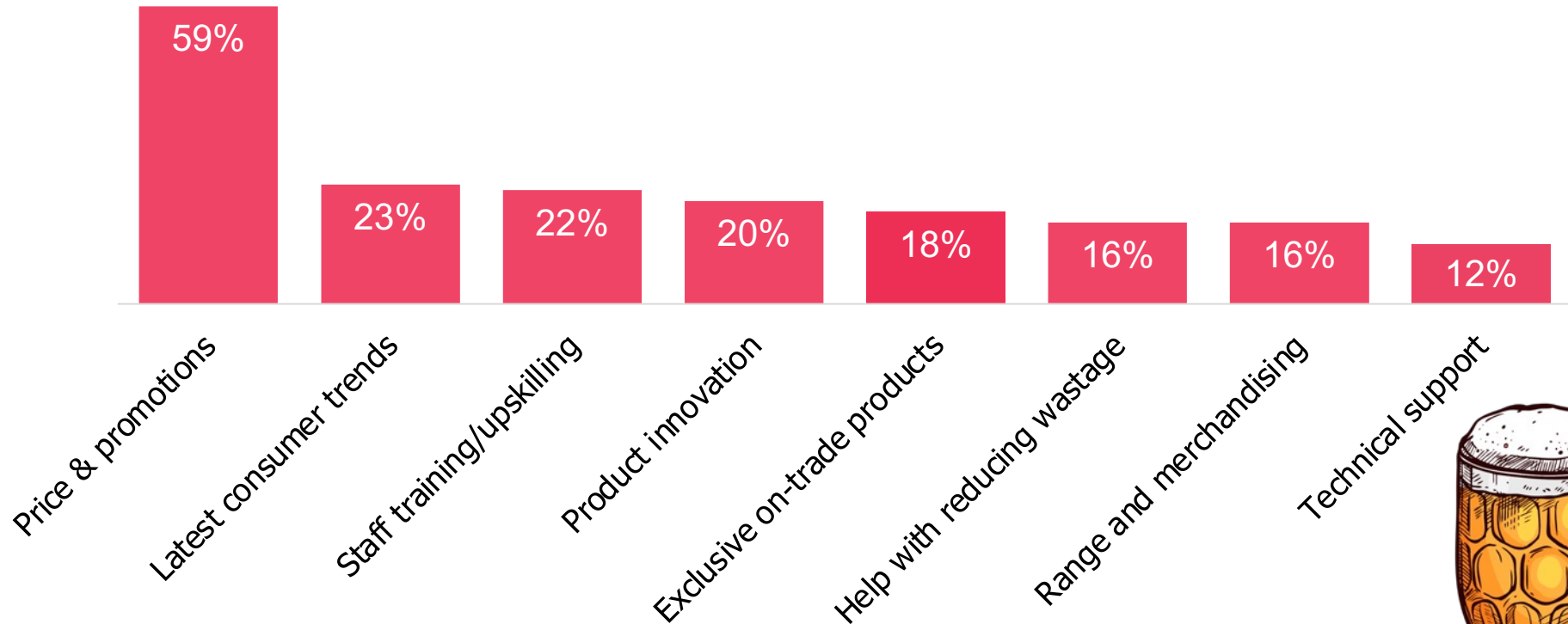
not satisfied with visit frequency



WHAT'S RISEN MOST IN IMPORTANCE SINCE 2021 IN TERMS OF SUPPORT REQUIRED...

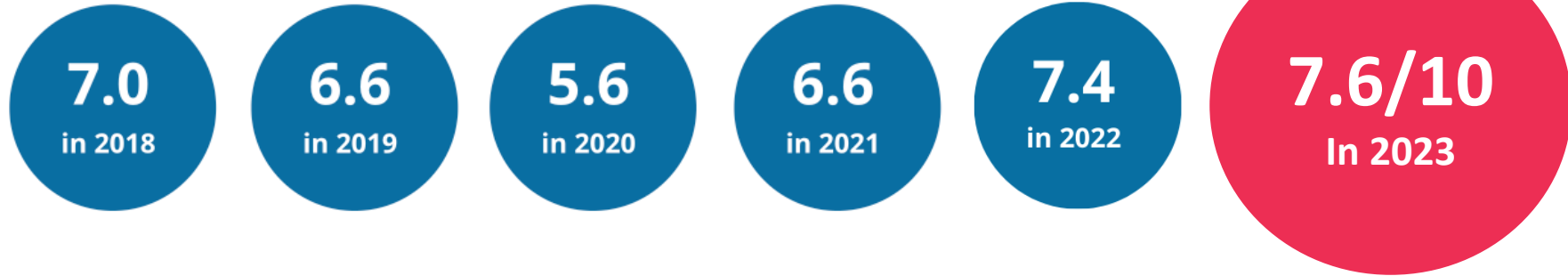


WHAT MORE SUPPORT DO PUBLICANS WANT FROM BRANDS AND SUPPLIERS TO DELIVER GROWTH?



THE FUTURE LOOKS BRIGHT

LEVEL OF OPTIMISM FOR NEXT 12 MONTHS:





PUB ROADMAP

The on trade outlook from UK
pub customers and operators

KAM

BII
BRITISH INSTITUTE OF INNKEEPING

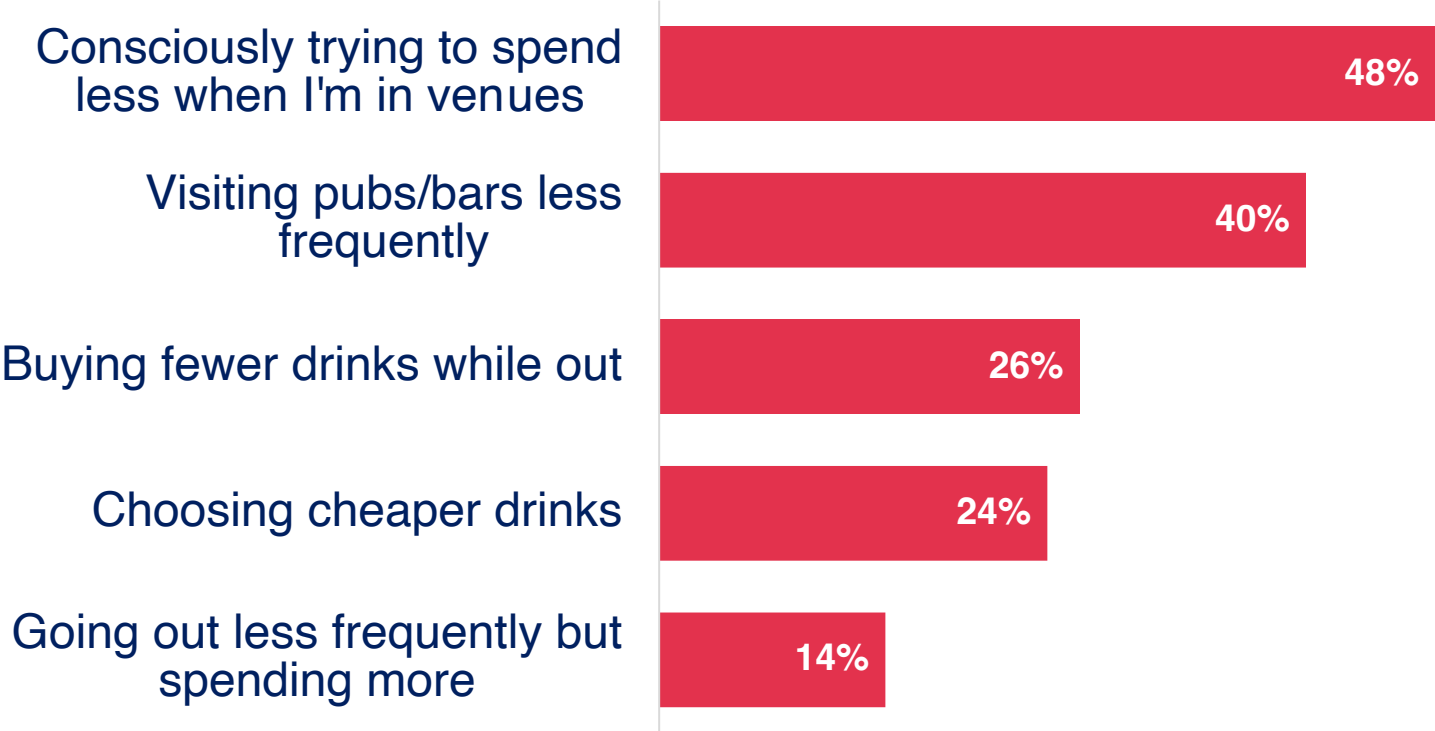
brakes
a Sysco company

hdi
MORE THAN DATA

BRIXTON
BREWERY

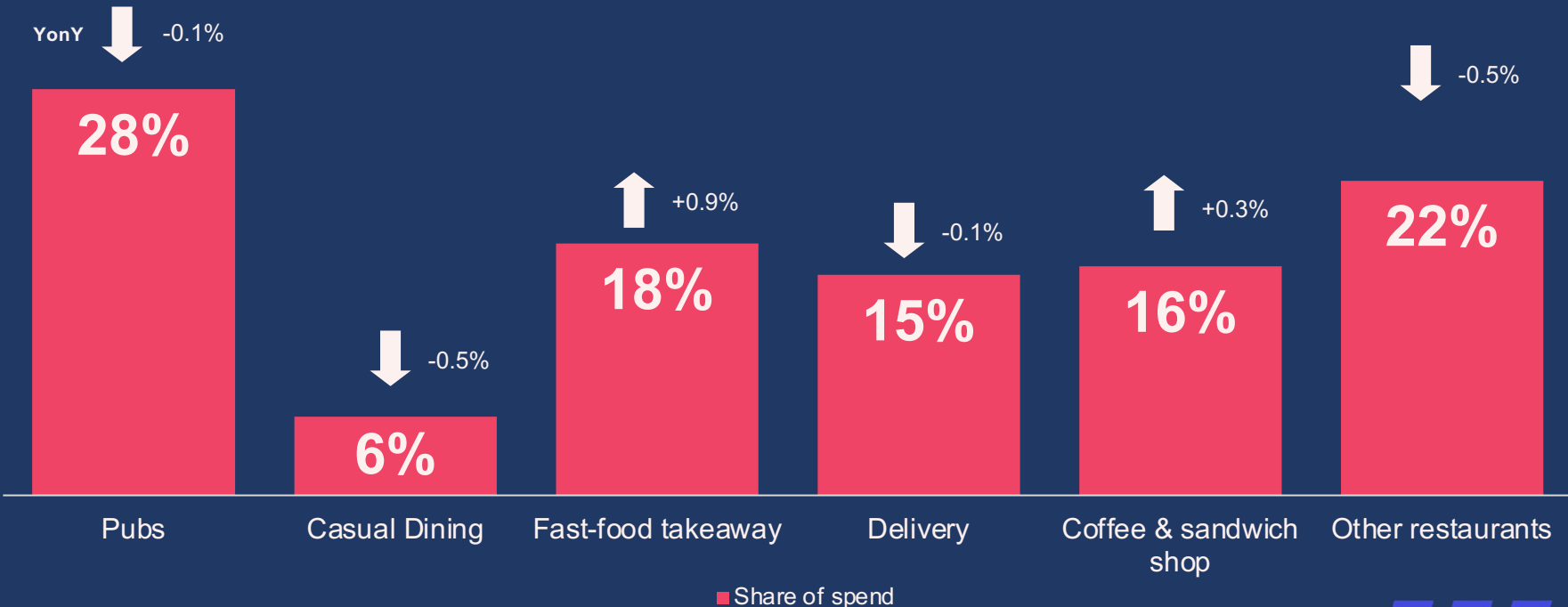


THE CUSTOMER REMAINS CAUTIOUS...

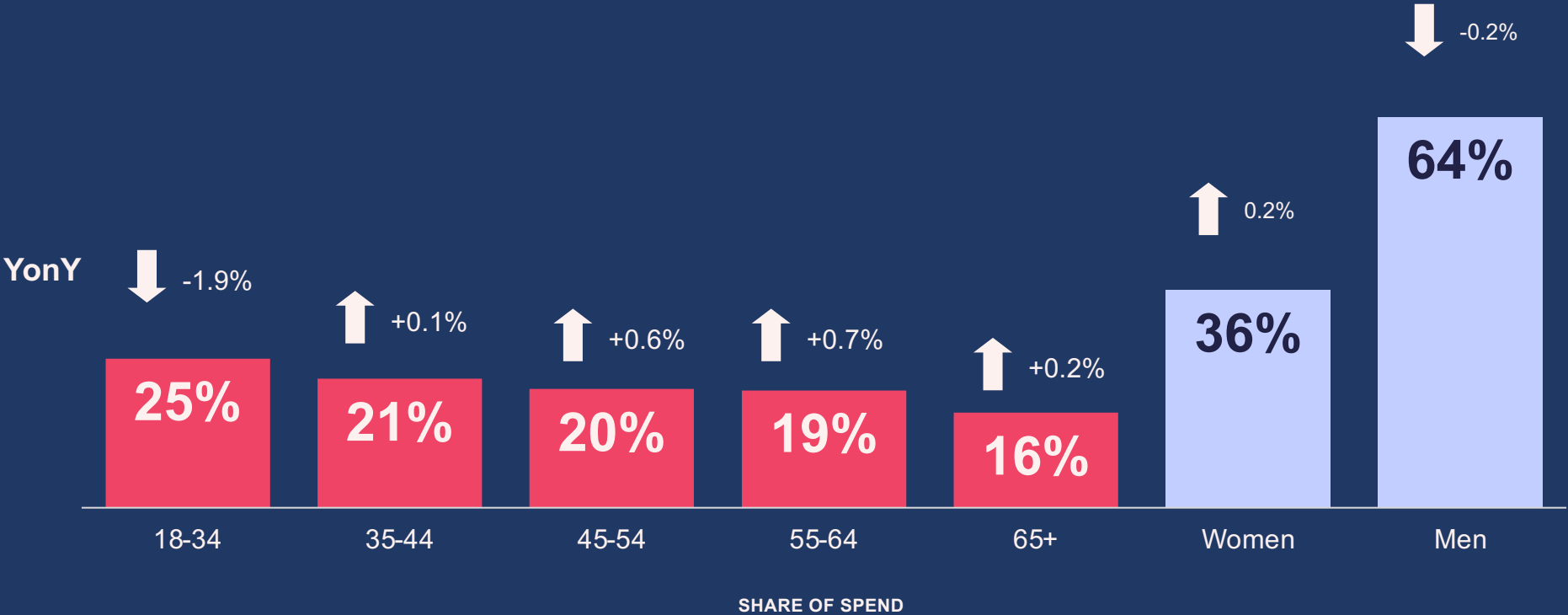


Source: KAM 2023

WHERE ARE CUSTOMERS TAKING THEIR HOSPITALITY SPEND?



WHO'S SPENDING IN PUBS?



HOW ARE OCCASIONS CHANGING?

Occasions
in growth



- Drinks with family/friends
- Habitual meet-up with friends
- Watching live sports
- Lunch
- Live music
- Celebrations
- Coffee

Occasions
in decline



- After work drinks
- Remote working
- Breakfast
- Business meetings
- Dinner



'ACTIVITY-BASED SOCIALISING IS ON THE RISE

31% of UK pub goers say they attended a pub event in the last 3 months, in 2023

43% of UK pub goers have watched live sports on TV in a pub in the last 3 months in 2023. This was 37% in 2022



DRINKING HABITS ARE CHANGING

Socialising is not as 'booze-centred'...particularly for GenZ

60%

Planning to moderate their alcohol intake over next 12m (v 50% ave)

1-in-10

have **LEFT a pub** in last 3 months due to lack of alcohol-free options



PREMIUMISATION IS STILL RELEVANT

82%

Of pub customers would rather have a smaller portion of better-quality food than a large portion of poorer quality

79%

Of pub customers would rather have less drinks of a better quality, i.e. 2 pints of quality beer for the same price of 3 pints of beer of a poor quality

30%

Of publicans actively encourage their staff to upsell/upgrade customers into more premium drinks/items on the food menu



IMPORTANCE OF SUSTAINABILITY

75% Of pub customers say that sustainability is important to them

71% Of publicans say that sustainability is important to their pub

31% Of pub customers believe that pubs are focussing on sustainability as a priority



THE BUSINESS BENEFITS OF SAVING THE PLANET!



36% say that how sustainable a pub is impacts their decision to visit it



46% are more likely to return to a pub if support sustainability in their operation



46% would pay **MORE** for food/drink if they are sustainably sourced



WHAT ESG GUIDANCE DO PUBLICANS WANT?

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1. Making my pub more energy efficient
2. More environmentally friendly sourcing
3. Sourcing more locally produced food/drink
4. Reducing food waste
5. Incentivising sustainable food choices
6. Utilising renewable energy sources
7. Training in sustainable practices
8. Supporting carbon offsetting projects



Register your interest to attend
L&T Spotlight 2025:



KAM

Zonal  **brakes**
a Sysco company

 **Cymru**
Wales

BRITVIC
soft drinks


MERMAID
ISLE OF WIGHT DISTILLERY


FROBISHERS

GRUMPY
EST. 2006
MULE
COFFEE


BUTCOMBE
BREWING Co.

LUCKY
SAINT

hit Hospitality
Industry
Training

 **venners**

 **JASCOTS**
WINE MERCHANTS

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