

# pub & bar Feature Briefs

Sep 2020 Issue

Feature submission deadline: 17/08/20

## Premier League

- ▶ Tell us about how pubs should plan on screening Premier League football games this season.
- ▶ Please provide a case study where you have worked with a pub or bar in helping them lift trade through showing live sport.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## Cider

- ▶ To what extent can cider help drive footfall in the modern on-trade? Particularly looking at summer into autumn trading.
- ▶ Please provide a case study where you have worked with a pub or bar in helping them lift summer trade through cider.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## Hygiene

- ▶ Given recent events, how would you suggest operators reassure guest through hygiene considerations?
- ▶ Please provide a case study where you have worked with a pub or bar in helping them with their hygiene/cleaning needs.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## Outdoor Trading

- ▶ As more guests choose to eat and drink in outdoor spaces, how should operators accommodate them? We'll be looking at food, beverages, equipment, furniture and any other relevant products.
- ▶ Please provide a case study where you have worked with a pub or bar in helping them with their hygiene/cleaning needs.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

Email your comment, research, trends analysis, images and thoughts for inclusion to [rosanna@h2opublishing.co.uk](mailto:rosanna@h2opublishing.co.uk)

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Oct 2020 Issue

Feature submission deadline: 24/08/20

## Tech Fit Out

- ▶ In today's trading environment, how should operators be utilizing technology in modern on-trade? Looking at apps, EPOS and table bookings.
- ▶ Please provide a case study where you have worked with a pub or bar on its EPOS, an app, or any other tech-based operation.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## Breads, Bases & Buns

- ▶ What are the latest trends when it comes to breads, bases and buns?
- ▶ Please provide a case study where you have worked with a pub or bar on these products.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## Takeaway, Delivery & Grocery

- ▶ To what extent are pubs and bars reliant on takeaways and deliveries? Please also consider pubs operating as grocery stores.
- ▶ Please provide a case study where you have worked with a pub or bar on this style of operation.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## Americana

- ▶ With burgers, condiments and sauces in mind, how should pubs and bars make the most of the Americana trend?
- ▶ Please provide a case study where you have worked with a pub or bar in this area.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

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# pub & bar **Feature Briefs**

**Nov 2020 Issue**

**Feature submission deadline: 25/09/20**

## **Festive Season**

- ▶ December is usually the busiest time of year for pubs and bars – how should they prepare for what 2020 may hold?
- ▶ Please provide a case study where you have worked with a pub or bar during the festive season.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## **Cask**

- ▶ To what extent has the on-trade seen a resurgence in cask? How should operators capitalise on this?
- ▶ Please provide a case study where you have worked with a pub or bar in perfecting its cask and keg ale offer.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## **Tableware & Glassware**

- ▶ What are the latest consumer trends when it comes to tableware and glassware? Have these shifted since covid?
- ▶ Please provide a case study where you have worked with a pub or bar on its offer.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

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**Dec 2020 Issue**

**Feature submission deadline: 26/10/20**

## **Bar Snacks and Quick Pub Grub**

- ▶ What are the latest consumer trends when it comes to bar snacks and pub grub?
- ▶ Please provide a case study where you have worked with a pub or bar on this offer.
- ▶ Please provide relevant lifestyle high resolution images, along with interesting facts, stats or infographics on the topic.

## **Class of 2020 – Products in Review**

- ▶ If you would like to advertise your product in this year's Products in Review, please email [andy@pubandbar.com](mailto:andy@pubandbar.com)

## **Looking ahead to 2021**

- ▶ We will also be taking a look at what 2021 may hold for operators. Please feel free to send us your own predictions!

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