



MEMO: The Return of the Great British Taphouse

Three Brilliant Basics

The time is finally here to re-open our pubs and welcome back to our local communities. While there are many new things to consider and challenges, we now must overcome, it is essential to focus on what your customers are visiting you for; a Brewery Tap experience. Although you may be concerned about not offering something new and exciting, we must remember that people are looking to return to the familiar and grasp the opportunity to socialise with friends and family.

Atmosphere & Communication

With unusual times, think about how you are going to communicate the latest changes with your new and loyal customers. Train your staff to be information ready, so they feel confident to work in a new way and make customers feel at ease. Simple statements online will set the tone, 'We're still the good old Red Lion Inn, but for obvious reasons, some things are a little different. While we are finding our feet, we are only accepting bookings for tables in the pub for dining'.

Think about how you are going to communicate how you want people to act such as where they sign in, one way systems and toilets. Give them prompts as they arrive on an A-board and then again on nudge boards throughout the pub.

Simple Steps,

1. Smiley staff produce smiley customers
2. If there's background music – make sure it is enhancing not distracting
3. Be sure to highlight and celebrate the pub opening in a compliant and safe manner, so this encourages people to visit rather than scares them away.
4. Thank people for supporting your local business, people will feel good helping you, and it will encourage others to do so.

Gloss, Glow, Polish and Twinkle

Our Taps have been dormant now for a long time; now is the time to get a little picky. Look in every nook and cranny to ensure they are sparkling, feel fresh and welcoming. No one wants to see the whopping spiders web in the corner. Check rungs on chairs, windows in the corners and ensure the toilets are fresh and glowing.

One significant change over the last four months is people's standards on hygiene will have improved, and while they might not realize it – people are absorbing the world differently. Think about communicating your hygiene standards on Facebook and within the pub 'This toilet I cleaned at 1 pm on Saturday 4th July, next check is 2 pm' or merely a statement on Facebook to update people on your new processes and precautions.

1. Oak, glass, brass, copper, terracotta, pewter, leather, chrome, parquet, slate...all of it lovely
2. Think uplifting, is it real? Do we have no fake & plastic spoilers?
3. Be mindful of how you portray the new additions and posters in your pub, put signs in frames. Take care in how you present new guidelines and legislation, ensure it's visible and well presented. A slap-dash approach on how you showcase further information will reflect how seriously you're taking the government advice.

Beer & Glassware

Throughout lockdown we have had pubs doing take away menus, new styles of food and flexing with the modern world, ladies can drink wine and gin from home. But the one thing people struggle to re-create is the great British pint. This moment will be many beer drinkers hallelujah. So, we need to take all the necessary steps to ensure our quality is on point:

1. Turn your coolers on
2. Clean your lines
3. Check the cellars and do tests from cask and hand pull.
4. Renovate your glassware
5. Clean your glasswasher

You may be running a smaller range than usual, prepare your staff by educating them as to why this is happening. The brewery is brewing the core beers to ensure quality over small batch production, you might not have such a wide range, but we are guaranteeing our quality. If people are unsure about tasting a different style, remind them of our No Quibble Guarantee we launched back in February. If you don't enjoy it, we will still honour our change.

Above all, the main thing is the main thing.

Ultimately, do not forget that no matter what, people are visiting you for comfort and socializing. Things will not be perfect, and everyone is open and accepting of the new pub experience. Work hard to deliver the core basics of a brilliant, welcoming, and safe pub. We have time to grow in the future and we are here to support you every step of the way.