



Hot tips

for maximising sales during

British Food Fortnight

- Retailers
- Pubs and restaurants
- Caterers and Food Service Organisations
- Public Procurement

www.lovebritishfood.co.uk



Hot Tips for retailers

Increase your stock of British food

- Look at your existing stock. Is any of it British? Atul Sodha runs Londis Peverills in Middlesex and had not realised how much local food and drink he already sold. Fresh fruit pies and fillings for 'Breakfast Baps' were all local but he had not previously promoted them as such.
- Just because you know that the food and drink you stock is British, don't assume that your customers do! Retailer Paul Delves in Ludlow has been supporting local produce for more than 25 years but didn't shout about it until taking part in British Food Fortnight.
- Expand the range of regional food that you stock. British Food Fortnight is a good time to launch new products. 84% of new lines of food and drink stocked for British Food Fortnight promotions are retained afterwards.
- Install a chill-counter so you can sell fresh, delicatessen-type food.
- Don't forget to look for new suppliers close to home: Helen Saunders launched 'fair deal' milk, cream and live yoghurts in her shop, Capers, buying direct from a local dairy farmer.

"Sales of the lines we featured during British Food Fortnight went up by hundreds of per cent."

Les Rutherford, Store Manager,
Budgens Keyworth,
Nottinghamshire

Highlight British food in-store

- Highlight British produce with POS material using the British Food Fortnight logo or a Union Jack.
- Rather than just use the term 'local', name the producers and farms. If you are unable to specify producers or farms by name then use generic phrases such as 'All the meat sold comes from within 30 miles of this shop.'
- Create a display of British food and drink in your shop window and/or on a table positioned in a prominent place so that customers can see the British products available when they walk in. A display is also a useful draw for the media as it creates a talking point and is easily photographed.
- Keep customers informed about new produce with a monthly newsletter.

Offer tastings to promote British food

- Run an in-store promotion or tasting. This could be a tasting of new or existing products in your shop. Ye Olde Pork Pie Shoppe in Melton Mowbray gives free pork pie samples in the shop throughout the Fortnight and even goes out onto the street offering samples.
- Cross-sell. If you organise a tasting for regional cheeses then match these with different chutneys or cheese biscuits.
- Invite producers into your shop. Retailers report that sales of products offered for tasting double when the producer is in-store.
- Position a board either in your window or outside the store telling customers which products are being tasted.

Use British Food Fortnight as a catalyst for building long-term opportunities

- Start small but think big! A greengrocer in West Yorkshire delivered fruit and veg to schools and gave pupils talks during British Food Fortnight. He has since won a three-year contract to supply fruit and veg to 30 schools in the area.
- Launch a healthy lunch box service for school children, regional food hampers for tourists, special occasion hampers for presents or seasonal packed lunches for office workers to grab on their way to work.
- And for the ambitious...develop your own range of food with local producer partners: ice cream with dairy farmers, crisps with potato farmers, pies, patés and ready-made meals with local meat, quiches with local eggs.

"I would recommend any retailer to get involved with British Food Fortnight. It creates so much awareness for the store."

Malcolm Bodell, Store Manager,
Londis, Bow

Hot Tips for pubs & restaurants

Put British food on your menu

- Contact your suppliers and ask whether the produce they currently supply you with is British. The Mare and Foal pub in Crediton did this and discovered that the butcher they use guarantees that all the meat it supplies comes from the West Country.
- Use British Food Fortnight as an opportunity to experiment with new dishes on your menu: chefs that do so end up keeping the dish on there for the rest of the winter.
- Set yourself a target of at least five locally sourced dishes on your menu.
- Make simple dishes special by sourcing British: Soup of the Day and Bangers & Mash are always popular and are easy to localise.
- Challenge chefs to come up with 'Chef's Specials' that highlight local produce. For example, a 'Steak & Ale-of-the-Day Pie' draws attention to the range of ales on sale in the bar and a dish that uses a local cheese will stimulate interest in your cheese board.
- Be open to working with new suppliers. Your customers may be able to suggest local producers whose produce they would like to see on your menu.

Highlight British food on your menu

- Adapt your existing menu or create a special board focusing on British or local produce.
- Daily menus give you the most flexibility to change dishes according to season and produce available. If changing your menu daily is not possible, use generic phrases that give customers enough information about what they are ordering but still give you flexibility: for example, 'Chef's Special', 'xyz served with Seasonal Vegetables' or 'Seasonal Fruit Crumble'.
- Name producers and farms rather than simply use the term 'local' on your menu. If it is difficult to specify producers by name then use generic phrases such as 'All the meat served comes from within 30 miles of this pub/restaurant'.
- List your suppliers, their contact details and even the number of food miles separately in order to keep the wording on the menu simple and clear.

Use British Food Fortnight as a catalyst for building long-term opportunities

- Use British Food Fortnight to increase Christmas bookings: pubs and restaurants offering special menus during the event report an increase in bookings as the Fortnight is an opportunity to give customers confidence in the quality of food they can expect.
- Link up with your local shop. Run a special British Food Fortnight menu that features the produce available in the shop. Produce reciprocal 'x% off' vouchers.
- Launch a retail service to complement your menu sales: ready-made meals for take-aways or freezer storage.

"British Food Fortnight is a key business-building opportunity for pubs."

Alan Todd, Catering
Development Manager,
Punch Taverns

Tell people what you are doing

- Use British Food Fortnight as an opportunity to tell people that you support local producers, even if you do so anyway. For example, the restaurant ABode Exeter ran a special two course British Food Fortnight lunchtime menu, even though the restaurant's policy has always been to source locally.
- Organise an event to which you can invite journalists and that will make you stand out from other pubs and restaurants wanting media coverage. For example, you could offer a cooking demonstration of the dishes on your menu. Send local journalists an invitation to one of your events (good times for media to attend are 10am – 12.30pm and 2pm – 4.30pm).
- Invest in quality photographs of your dishes to maximise press coverage. Newspapers and magazines are more likely to feature your restaurant and menu if you are able to supply them with quality photographs. Hello! magazine (circulation: 2.2 million) ran a 3-page feature on the Island Restaurant & Bar in London that would not have come about without fabulous photographs.

For further information: advice on sourcing, supplier contacts, sales promotion case studies, press release templates, sample regionalised menus and w

Hot Tips for caterers & food service companies

Source British food

- Contact your existing suppliers to see whether the produce they currently supply you with is British.
- Contact the large producer organisations for a list of British meat, dairy and vegetable suppliers that can cater for large food service sourcing requirements.
- Send current and new suppliers a copy of the menu you would like them to supply British food for and invite them to pitch for the business.
- Don't be put off by prices that initially may seem higher. Buying large volumes can make the whole process affordable.
- If you are catering in the public sector, consider forming a partnership with other public organisations to aggregate demand and make savings through bulk purchase.
- Larger suppliers can still provide local produce: be specific when talking to them about what you want and don't shy away from specifying local products as part of your requirements.
- Involve your client in the sourcing process. If they are concerned about increased costs explain that healthy eating is a hot topic at the moment and their employees/customers will expect them to respond to this. ARAMARK promoted its menu at Nationwide's Headquarters as a means of improving internal communication as it encouraged employees to eat together in the staff restaurant rather than snack at their desks. Good food is a corporate benefit!

Accommodating smaller suppliers is possible

- Talk to your suppliers to overcome difficulties that may arise if you are a large caterer trying to work with small suppliers. For example, the Youth Hostel Association (YHA) has a purchasing model that enables six Peak District farms to supply meat to one butcher who in turn supplies seven youth hostels in the area.
- Make sure that the relevant internal structures are in place. Nottingham City Hospital started to source milk from a local dairy. The relationship with the dairy itself worked very well but ensuring that the milk was distributed to the different hospital sites required some internal adjustments.
- If fragmented supply is a problem, encourage producers to form a co-operative that better meets your needs.
- Set up a customer group involving the catering team, suppliers and your clients so that expectations are managed on both sides and problems can be easily resolved.

Promote the Britishness of your menu

- Communicate menus in advance, for example on employee intranets.
- Run a competition or prize draw to highlight the new menu. ARAMARK ran an 'Around Britain in a Fortnight' menu and gave every customer who ate in their restaurants during the event a gamecard featuring 'just for fun' questions about British food that could be entered into a prize draw.
- Display POS material using the British Food Fortnight logo or Union Jack in restaurants.
- Ensure the whole catering team knows about the new products and suppliers and encourage them to communicate this to customers while serving food.
- Include a 'Chef's Special' on the menu to give you flexibility in your ordering process.
- Use phrases such as 'seasonal veg' on the menu that enable you to take a variety of stock from different suppliers.

"Catering establishments taking part in British Food Fortnight have proved that buying British can be affordable and add real value to profits."

Catering Manager
magazine

Hot Tips for Public Procurement

Source British Food

- Buy in-season products that are often available at competitive prices in order to achieve value for money, buy British and act within EC rules. (Public sector procurers are not allowed under the European Treaty to restrict purchases to specific countries.)
- Use British Food Fortnight as an opportunity to find new suppliers, source more sustainably and receive publicity for doing so.
- For those catering in the public sector, a new, simplified food and drink buying standard, The Plan for Public Procurement comes into place in 2017. The plan sets what standards the public sector and suppliers are encouraged to follow when buying food and catering services. It proposes a new but voluntary approach, involving use of a balanced scorecard and an e-marketplace, to improve food procurement in the public sector. For more information visit www.lovebritishfood.co.uk

"British Food Fortnight is an ideal catalyst for finding new suppliers and sourcing more sustainably. Hospitals, schools and staff restaurants putting British on the menu during the event have proved it is possible to source locally."

Mark Holmes, ADAS, who helped Sheffield Teaching Hospitals source locally as part of the White Rose Red Meat Initiative



Use the resources available to help you

- Visit www.lovebritishfood.co.uk and go to 'Food and drink', 'Buying British' and then 'Public procurement' for a guide to the information available to help you.

Follow others' example

- Many NHS Trusts, school catering services and major Government departments source British food and run special menus for British Food Fortnight. The Cabinet Office, Treasury, Portcullis House, Department for Transport, Department for Work & Pensions, HM Revenue & Customs and the Department for Culture, Media & Sport have all taken part in the past.
- See the case studies on www.lovebritishfood.co.uk to read about how Nottingham City Hospital, Oxfordshire County Council and others have sourced British.

Promote what you are doing

The public and the media are particularly interested in how much British food the Government sources!

- Promote your participation in the national food promotion by displaying POS material using the British Food Fortnight logo or Union Jack on menus and in restaurants.
- Tell the organisers of British Food Fortnight what you are doing. To have your shop, restaurant or pub listed on the website and included in information supplied to the media go to www.lovebritishfood.co.uk

ies, advice on promoting your business in the media including regional media contacts and what's in season when charts see www.lovebritishfood.co.uk

Hot tips for working with schools

In addition to the commercial reasons for taking part in British Food Fortnight, we invite you to use the national celebration as an opportunity to be proactive in educating young people about British food.

In the build up to the Fortnight, over 30,000 schools in the UK are being given information on incorporating cookery and food-related topics into their curriculum teaching and they are being advised to seek help from local retailers and chefs to achieve this. So, chances are, there is a school waiting to hear from YOU!

The best people to make the young aware of the diverse and delicious food that Britain has to offer are those who sell and cook it.

Many retailers and caterers organise activities for schools every year during British Food Fortnight. Here are tips for working with schools based on their experiences.

How Retailers can work with schools

- **Host a class visit in your shop:** the theme of this year's British Food Fortnight school activities is teaching children how to shop beyond the sweet shelves. Give children a tour of your shop explaining where food comes from. Send them home with a shopping list of healthy lunch box recommendations to give to their parents.
- **Give a talk in your local school:** food can be incorporated into most curriculum subjects. For example, for Primary school children: take in boxes of food and ask children to name the fruit or vegetable, different types of cheese etc. and guess the number of food miles; for Secondary school children: give them advice on making their snacks more healthy and interesting; tell them the history of food production and retail in your area; or discuss the economics of running a food shop.
- **Help set up a fresh food tuck shop in your local school:** you supply the food; the school runs the shop!
- **Run a competition for children:** competitions are always a success. Butchers: design a burger recipe that will be sold in your shop. Greengrocers: create point-of-sale signs showing the food miles of different produce. General stores: 'Did you know' Q&A where children have to go round the shop to find the answers. Give cinema tickets or DVD vouchers to the winner.
- **Donate ingredients for school cookery lessons:** all schools are invited to teach children how to cook during British Food Fortnight. Donating ingredients will provide a valuable service to your community and will win customer loyalty from parents.
- **Think about children when planning your sales promotions:** child-friendly promotions will encourage parents to visit your store. Some shops have invited a cow to their cheese tastings and staff in urban shops have dressed up in cow costumes!



How Caterers can work with schools

- **Give a cooking demonstration or lesson in your local school:** seek ideas from the many examples of how chefs have worked with schools on www.britishfoodfortnight.co.uk. Download 'Advice for Cooks & Chefs: Things to consider when working in schools' for tips on facilities, dishes to teach, planning and giving the session.
- **Offer your kitchen facilities to your local school as a venue for a cooking lesson:** many pubs, restaurants and hotels host successful school visits so don't be afraid of inviting children into your kitchen! If you are worried about letting children loose in your kitchen, host a cooking demonstration rather than a lesson.
- **Ask your regular suppliers to donate ingredients for the cooking session:** this is a good way for your suppliers to share in the publicity you will receive.
- **Make your pub or restaurant a venue where children can learn about food:** set them a 'British Food: True or False Quiz' or give them factsheets about some of the traditional dishes on your menu.
- **Think about children when planning your menu promotions:** child-friendly promotions will encourage parents to eat in your pub or restaurant. Offer children smaller portions of the dishes on the menu rather than having a separate children's menu. Offer a 'Try It!' plate for children to experiment with new tastes and flavours. Think beyond the chicken nugget!

Final Tips!

- If you don't have any connections with your local school, approach your children's school or the school where your friends' children go.
- Go to www.visitmyfarm.org and link up with a farmer your school can visit or who can visit you.
- Remember to tell your local media what you are doing – working with children is a dead-cert for obtaining publicity.

For further information on working with schools, inspiring examples of retailers and chefs already doing so, plus recipe cards for children see www.lovebritishfood.co.uk