

ALMR Press Release

Thursday 16th April **Release: Immediate**

Pub customers deserve more bang for their buck

ALMR Chief Executive, Nick Bish, today welcomed new research showing that - even in the current economic climate – 41% of consumers plan to continue going out to the pub.

Responding to research published by Mintel, he said:

“In the middle of economic gloom, these figures show that the pub remains the last bastion for many consumers. Yes, they are going out less, but when they do, they are rediscovering that the great British pub offers them a great value night out. We should be talking up the positives of what the pub has to offer – a convivial social space, free at the point of entry.”

The Mintel research shows that 59% of consumers plan to cut back spending on going out to the pub, but only 26% plan to cut back on buying alcohol to drink at home. Two-thirds plan to cut down on restaurant meals, but over half will continue to eat out in pubs and bars on a regular basis. The research body links this to a drop in consumer confidence. It urged the industry to ‘overcome this fear and make consumers feel safe about spending again’.

Nick Bish went on:

“The real story behind these figures is not about increasing spending, but about increasing spending power. Thanks to swingeing duty increases and the pricing policies of the major pubcos, the price of beer in pubs is over-inflated and has eroded that buying power.

The challenge to the industry – and indeed government - is not to make consumers feel safe about spending again, but to give them more bang for their buck. It works for pub food, it can work for pub drink too. We hope the Chancellor takes note next week.”

<<ENDS>>

Notes to Editors

- ALMR is the only national trade body solely dedicated to representing the interests of pub and bar operators, and to providing them with business support and advice. It has almost 100 member companies, operating around 10,000 outlets.
- The research produced by Mintel shows 6 out of 10 people shunning the pub in favour of drinking cheap supermarket booze at home as fears of recession grow. It is available at www.mintel.com/media-relations
- For more information, please contact: Kate Nicholls: 07938 796 238 or Nick Bish 07831 778993