Consumer Countries/Markets

UK on-trade trading at "almost 60%" of pre-Covid levels, better than other international markets

Since the on-trade opened up again in England two weeks ago, sales are down by almost 40% compared to the same week in 2019.

This is according to the latest Coffer Peach Business Tracker data, which reveals that in the week commencing July 6th over half (55%) of group operated sites had reopened after lockdown was lifted on July 4th, up from the 36% that were trading on the first weekend that the government mandated restrictions were lifted.

Full-week sales were also better than they were over the first Saturday and Sunday with like-for-likes down 44.5% on the pre-pandemic norms, according to the tracker, produced by CGA in association with The Coffer Group and RSM.

Bars that reopened were 42.9% down on a like-for-like basis, with group-owned restaurants down 40.0%, while pubs saw sales plummet 39.3% on the same week in 2019.

Far greater numbers of pubs opened their doors than restaurants or bars with 70% of managed pubs and pub restaurants trading, while just 17% of restaurants and 42% of bars were open for business.

Trading at "almost 60% of pre-Covid norms" was a better performance than many other markets internationally, such as the US, experienced on reopening, claimed CGA.

"The sector still has a long way to go, but this sets the benchmark against which the speed of recovery will be judged," said director Karl Chessell.

"Operators told us that most would be taking a phased approach to reopening and we have seen this in the figures. The 70% of managed pubs in the first full week compares to just 42% over the first weekend, and although restaurants have been taking an even more cautious approach we know more will be open next week," he added.

Source: MarketIQ/Vinex

Global Trends - Wine Industry Key Elements

Reimagining marketing in the next normal

COVID-19 is changing consumer behavior in at least six important ways. Here’s how marketing leaders can adapt.

1. Shopping: Catching up to the great digital migration to expand digital borders
2. E-services: New ‘service platforms’ to help consumers take care of business
3. Home: Finding a spot in the new ‘command central’ for all activities
4. Community: Localizing the experiences
5. Trust: Creating a space for health and affordability
6. Purpose: Holding brands to higher standards

Click here to read more

Nuusbrokkies / News Snippets

Equality in the SA wine industry takes leap forward
Equality in the South African wine industry has taken a leap forward with 94 students from disadvantaged backgrounds having passed their exams to become qualified sommeliers.

The development follows a government sponsored programme launched in January 2018 to create opportunity and build inclusivity in the wine and hospitality trade. Coming at a time when there is little to celebrate in the SA wine industry, the development is good news for a beleaguered hospitality industry struggling with the impact of Covid-19, said Neil Tabraham of the Sommeliers Academy, which developed all the training material.

Click here to read more

A SWOT analysis of going ‘wild’
Using indigenous yeast from a winemaker’s perspective.

No matter what your winemaking style, the wine region you are from, the grape variety you are working with, how many trophies you have won or what football team you barrack for – one thing stays reliably constant in winemaking: the sugars (carbohydrates) in grapes are turned into alcohol and carbon dioxide by tiny legends called yeast. This is the glory of fermentation.

Click here to read more

Unsubscribe | Subscribe