



The New Pub Food Profit Development Programme for Non-Managed Pub Operators Including Accredited Level 3 Award from an OFQUAL Regulated Awarding Organisation.

Who is this for?

This brand-new training programme is designed for **Non-Managed Pub Operators, Owners, Leaseholders, Tenants, Landlords**, and those considering entering the pub business for the first time.

Why do non-managed pub operators need this support?

1. **Pub food is growing as part of the total UK pub sales mix** and is forecast to continue growing.
2. **Managed house brands are increasing their share of the pub food eating out market.**
3. **Many non-managed pubs are now struggling to compete** with managed house brands.
4. **Circa 40% of pub income in the UK is now from food sales**, with managed-house operators reporting +60% of total pub income is now driven by customers whose main reason for visiting is to eat.

Who's behind this?

Antony Aram; Independent Pub Food Development Trainer / Adviser (former Catering Director for Hungry Horse, Catering, Strategy Manager for Whitbread, Food Strategy Manager Ei Group, and Food Operations Manager for Tom Cobleigh). Also **Marcus Kilvington; Food profitability and Marketing Specialist, The Safer Food Group;** specialist Food Industry eLearning providers, and **QUALIFI;** Awarding Organisation Regulated by OFQUAL.

Level 3 Course Programme

Part 1 – Build a compelling food proposition that customers want and will pay more for.

Part 2 – Control food costs and optimise menu prices to maximise gross profit margin.

Part 3 – Deliver quality food presentation to a standard that will exceed expectation.

Part 4 – Design a profitable menu that appeals to your specific customer audience.

Part 5 – Set appropriate pub standards that will exceed customer expectations.

Part 6 – Develop highly productive employees who will deliver your goals.

Part 7 – Effectively market your pub and drive more sales.

Part 8 – Complete a comprehensive personal Action Plan to maximise opportunities and profit.

What makes this different?

The Food Profit Formula has been designed by UK industry recognised pub food specialists and business advisers around a fool-proof framework of the most effective trading improvements. It is the culmination of 31 years of unique industry insights and is definitively supported by market data and proven business cases.

What's the benefit?

Pub food and associated drink sales will be fully optimised to maximise profitability

Pricing

1 Licence **£297 + vat** per pub, multiple licences by negotiation

FAQs

I don't have a kitchen so this course is of no use to me?

You don't need a full kitchen to do food, you can do a simple food offer in a small food safe area near the bar, using just a microwave. This course will help guide you to set up an appropriate food offer for your pub.

I don't have any money to buy any catering equipment?

A simple food offer can be set up with minimal capital outlay. Rental is also an option.

I don't have time to do this online course?

This course only needs you to spend 20 minutes a day. At any time you can hold your learning or do additional learning to suit you.

I have tried food before in my pub and it doesn't work?

We hear this a lot, failure is often down to incorrect planning. Our proven and tested process guides you through a step by step approach, including the production of a forecasted turnover and profit model for your particular pub.

What's the point, the managed house competition is too tough

Even more reason to do this course, life won't get any easier; we'll show you how to beat the competition by finding your unique place in your local market place

Nobody eats in my pub, it's a waste of time me doing this course

More and more pubs are now selling food. 9 out of 10 customers that visit a pub are visiting for food. We know of very few pubs that can't make more profit from food

I'm fed up with people telling me I should become a food led pub

One of the big mistakes many food consultants and publicans make is trying to turn a wet led pub into a food led pub. We strongly believe with wet led pubs it's all about adding on an appropriate food offer to compliment the good drink trade. This logic is integrated into the training program

I employ a chef to worry about all this food stuff

It's extremely dangerous to have the future of your business reliant upon one person. Additionally there is no reason why you and your chef cannot jointly benefit from this training program, by working together through the various chapters.

I am not good with computers and the internet

You don't need to be. Our user friendly, video based training is perfect for people who don't use a computer that often and can perhaps feel a little uncomfortable. You cannot mess things up with our system. It's easy and quick to use.

Good chefs these days are too expensive and too hard to find, so why bother trying to do food

We show you ways to set up a food offer, by building your knowledge and expertise, so you aren't reliant upon expensive chefs.

Extraction is impossible to put into my pub

Quite simply you don't need extraction to sell pub food. There are lots of ways to set up a food offer in a non-extraction kitchen.

I am surrounded by takeaways, all my pub customers go there

Great news! This means your customers are happy buying food out of home. Let us show you how to stop them using a takeaway and begin eating in your pub.

What I really need is someone to come and show me how to set up food in my pub

If you've got £5000.00 spare we will happily come and work with you on a one to one basis.

This unique video based training program helps replicate a one to one visit at a fraction of the cost.

For more information please go to: www.foodprofitformula.com or contact us:

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The Safer Food Group on 0800 612 6784.