

PUBLICAN REOPENING LEARNINGS WEEK 4

In this video, we visit rural publican John O'Connell of The Valley Inn (Mullary Dunleer Co. Louth), who shares some of his key learnings after five weeks of trading.



1. After a few weeks of being reopened, how is it going for you?

It's going fantastic. A lot busier than I would have expected.

2. Do you have any learnings to share with your fellow publicans?

I used to buy a month's worth of stock at a time, now I purchase on a weekly basis.

3. Has anything surprised you?

There is a lot of work to be done when a customer comes to the door: contact tracing, seating them, and making sure they move on when their time slot is up — this all puts pressure on staff.

4. Are you seeing many new faces?

There are a few more new faces. When we were closed, we did takeaway and we also supplied lunches to people cocooning. We've actually gained a few new customers through that initiative, as well as Thank You cards and flowers!

5. Do you have any words of advice for publicans preparing to reopen?

Personally I think they should have been allowed reopen with the restaurants - that would have been better for everyone. All I can do is wish everyone the best of luck.

How can Heineken Ireland help you?

- Communicating your new guidelines to your customers is a key step, and Social Media is the ideal way of doing this. Check out our free Social Media training for Publicans [here](#).
- Talk to your Heineken rep about our digital assets and templates (e.g. drinks & food menus, health & safety messages) which may be of use to you.
- Our Heineken Enjoy One On Us campaign is the perfect way to welcome your customers back to your pub. Please talk to your Sales Rep for more info on how to sign up.



