

Key Takeouts

UK Reopening Insights with HEINEKEN – VFI webinar 3rd June

1

A good start (safe and fun) will encourage people to return again



Safety has been a key driver of satisfaction in the UK and the reason people have been happy to return.



✓ If those who come back have a good first experience they will spread the word and encourage those who are 'waiting to see' to return too.



Communicate measures that have been taken and ensure first visits encourage further trips into the trade

2

Let them know you are open & keep booking simple



✓ Communicate on your website & social media channels that you are open for business & update daily with any changes.



Make booking easy, hassle-free and transparent

3

Right range to help choice



✓ People have traded up buying more premium drinks when they were home and this happened during on trade re-opening in the UK

✓ **Premium beers such as Moretti likely to be in higher demand - a good menu of spirits also important**



Initial re-opening likely to be drink lead with food occasions increasing once indoor opens



Quality is also going to be important – people looking forward to their first pint of draught.



✓ Check [Pub Hub](#) for useful info on glassware care & the perfect pour training content

4

Outdoor experience will pave the way for indoor reopening



✓ Showcasing warm, safe & comfortable outdoor space encourage people back.



✓ Use your social channels to help your customers see what is on offer before they come in e.g. how your outdoor space looks.



✓ Check out [Pub Hub](#) to hear how other publicans are optimising their outdoor space.