

## Key Takeout's

1

### Consumers are feeling cautiously optimistic



Connection is key! 86% of people are looking forward to socialising with friends and families\* Dial up these moments on social media in advance of return.



Consumer spending expected to rise by 9% in 2021\* Ensure your product range includes super premium brands to encourage trade up.



60% intend to holiday in Ireland in 2021 once it's safe to do so\*



51% also keen to continue to spend with local businesses going

\*Research Sources: **forward\***  
Empathy Research, IBEC,  
Core Research, Deloitte

2

### Consumers are really missing the in pub experience.



The atmosphere and buzz of the pub can not be replicated at home



Draught is still iconic and is really missed - Make sure your glassware is clean & your beer is pouring optimally.



If you have any questions talk to your local Heineken Ireland Sales rep about Quality. Also check out our [Glassware care video on Pub Hub](#) - our online platform where you will find lots of useful information.

Research Source: MCCP

3

### Reassurance on atmosphere and safety is important when pubs re-open.



People are used to the new normal and expect safety measures to be in place



People are focused on what they can do - not what they can't - inspire them with innovative ways to enjoy the pub e.g. new occasions Brunch or Late Lunch



Create a welcoming atmosphere. Ensure staff are on hand to welcome back your customers.

Research Source: MCCP

4

### Tips for re-opening



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



If you offer food communicate your food offerings. This is a way for you to stand out. Consider themed nights to make it interesting. Think Taco Tuesdays/Steak Sundays etc.



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

Research Source: MCCP

5

### Tips for re-opening



Communicate & reassure your customers that your pub is a safe place to return to. Show this to your customers through your social media channels.



For any social media tips please ask your local Heineken Ireland sales rep. Also check out [Pub Hub](#) in the coming weeks for more useful social media tips.



Maintain the pub atmosphere. The social element is the USP of Irish pubs. 84% of consumers say they want the appropriate balance of adherence to HSE guidelines, while maintaining the pub atmosphere. Stay true to what your customers love about your pub, become the welcoming place they can come to escape Covid.

Research Source: MCCP