

# Reopening & Rebuilding Of The Leisure & Hospitality Sector

## WELCOME



David Reynolds - First Choice Purchasing



Nicholas Brown - Bulmers Ireland



Sofie Rooney - Chimac



Brian Bowler - The Montenotte Hotel



## What Do We Do

- Ireland's largest purchasing group and supply chain solution provider with buying power of over €120m annually.
- Professional procurement company exclusively dedicated to partnering with our 900 members nationwide to maximize their procurement process.
- Principle areas of focus are Nursing Homes, Hotels & Restaurants.
- Our core objective is to ensure that we have the most competitive market price for all goods and services. This combined with optimum quality and service levels through our supply partners.



**We negotiate the best prices for our clients**



**We source quality goods and services**



**We ensure savings are continuous**



**We create in excess of 12% savings per annum**





**First Choice**  
Purchasing



**Reopening & Rebuilding Of The Leisure &  
Hospitality Sector - FCP Webinar**  
**Thursday May 20<sup>th</sup> 2021.**

**BULMERS<sup>®</sup>**



**I R E L A N D**





**First Choice**  
Purchasing

# Agenda

- First Choice Purchasing a new partnership.
- Bulmers Ireland our business.
- On Trade UK learnings
- Irish On Trade what our customers are saying
- Brexit Challenges to Bulmers Ireland.



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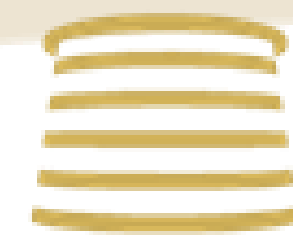
First Choice Purchasing a new partnership.



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 IRELAND 

# BULMERS®



## IRELAND



Bulmers Ireland Our Business



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# C & C Group at a glance



## Belfast, Northern Ireland

- Office site
- Pub loan book



## Glasgow, Scotland

- Wellpark brewery (2.5mhl capacity)
- Office site
- Pub loan book
- Three year contract brewing agreement with ABInBev



## Clonmel and Dublin, Ireland

- Clonmel cidery (5.0mhl capacity)
- Clonmel and Dublin offices
- 5 Lamps Brewery

## Recent Acquisition

*Matthew Clark* BIBENDUM



# C&C group Company Overview

## Isle of Ireland

### Wholesale distribution

**BULMERS**  
IRELAND

**TENNENT'S NI**  
LEADING PREMIUM DRINKS



**BULMERS**  
IRELAND  
Wholesale

*Finches*  
**SPLASH**

### Key owned brands

*Budweiser*

**BULMERS**  
IRISH CIDER  
*Original*

CERVEZAS  
**SanMiguel**  
SINCE 1890



**MAGNERS**  
TRUE CIDER SINCE 1935

**BIBENDUM**  
IRELAND

**TIPPERARY**  
PURE IRISH WATER

## Great Britain

### Brand led wholesaler

**BIBENDUM**

**TENNENT'S**  
ESTD 1556

*Matthew Clark*

### Key owned brands



**CHAPLIN  
& CORK'S**



**MAGNERS**  
TRUE CIDER SINCE 1935

**MENABREA**  
ITALIA

**admiral**  
TAVERNS

*Badaboom*

## North America

### Key owned brands



**WYDER'S**  
CIDER

**MAGNERS**  
TRUE CIDER SINCE 1935

## International

### Key owned brands

**MAGNERS**  
TRUE CIDER SINCE 1935



C&C Group is a manufacturer, marketer and distributor of branded cider, beer, wine and soft drinks. The Group's Irish wholesaling subsidiary, Bulmers Ireland, owns and manufactures Bulmers, Magners, Tennents, Tipperary Water and Finches soft drinks. Our Brand Portfolio (company owned and distributed) below. We are also the largest distributor of Wine and Spirits in Island of Ireland. Examples of products we have full distribution rights for are Worldwide brands like Budweiser, Corona, Joseph Drouhin, Santa Rita, Accolade wines, Fentimans etc

**BULMERS**  
IRELAND

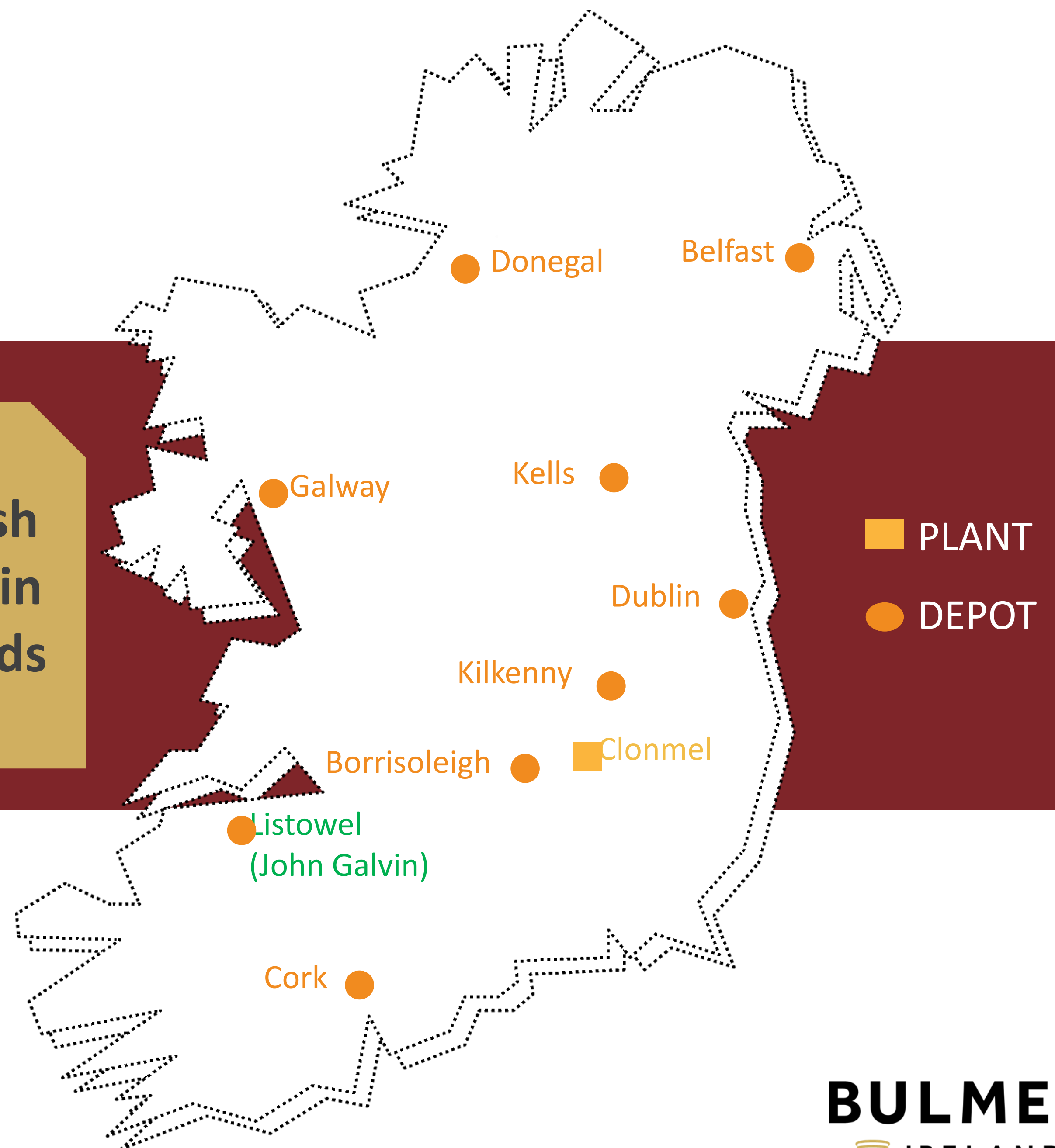
PROXIMITY  
TO CUSTOMER

Employ  
over 700  
people in  
Ireland

Dublin  
Head  
Office

100% Irish  
Produce in  
Key Brands

Widest depot network in  
Ireland, putting us in reach  
of more customers.



**BULMERS®**



**IRELAND**

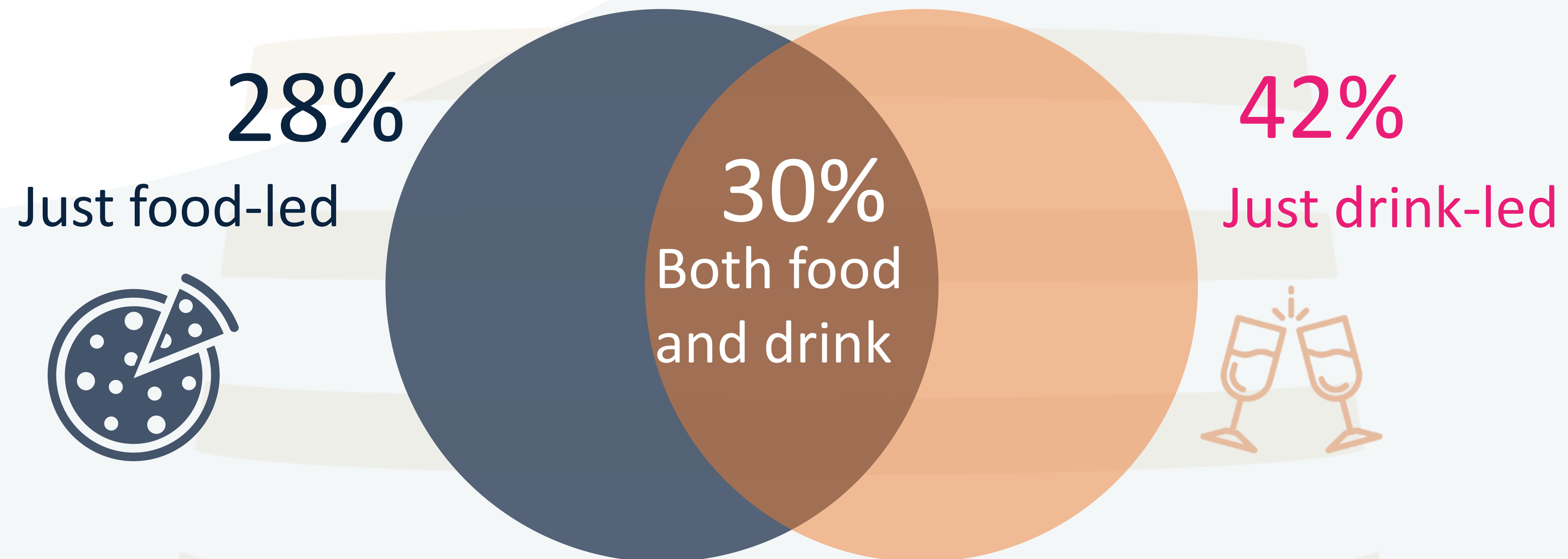


Hospitality UK learnings



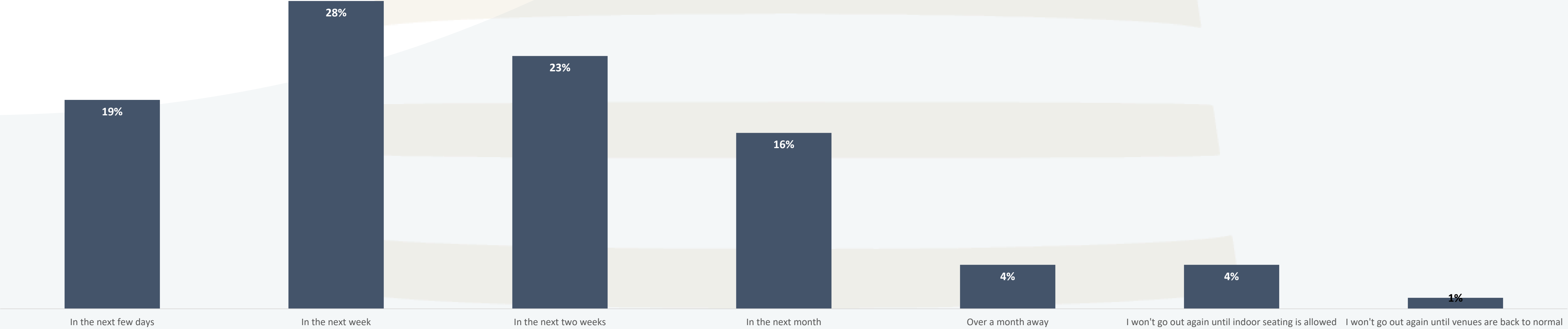
Drink-led occasions have been the most popular among consumers since reopening, accounting for more than 2 in 5 visits to the on-premise

For what occasions have you visited pubs, bars, restaurants or other similar venues since the 12th April?



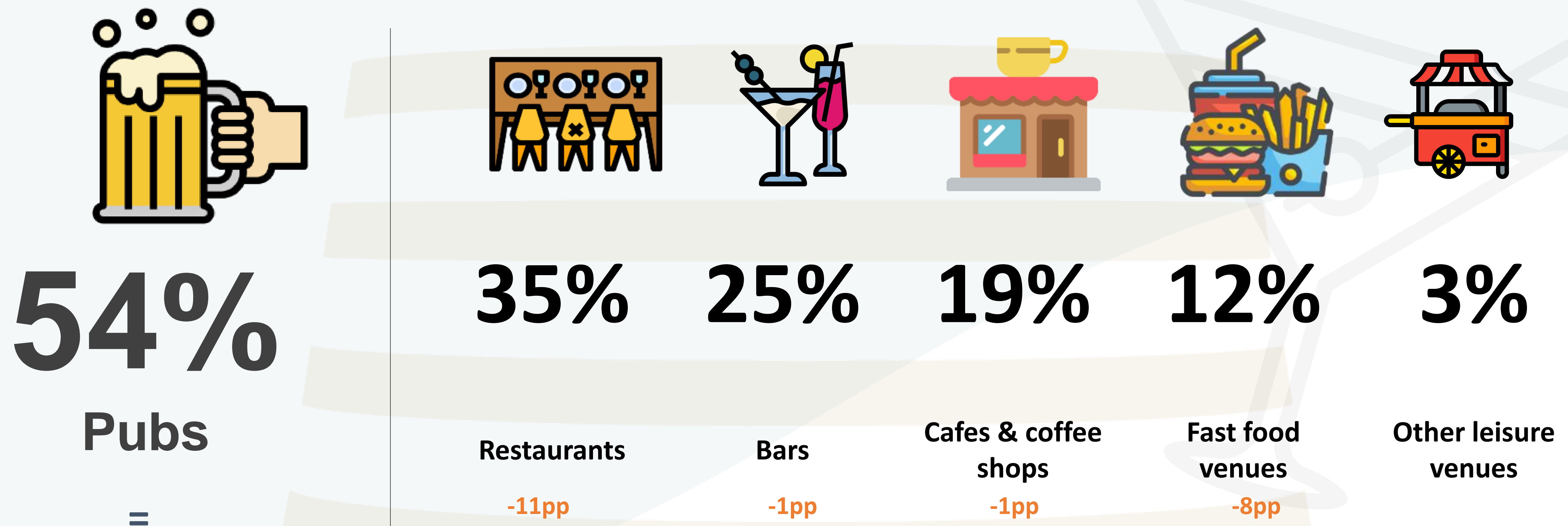
# Consumers plan to maintain visits, with nearly half of those who had visited the on premise in the first week planning to return in the second

When are you planning on going out again to pubs, bars, restaurants or other similar venues?



# Pubs remain the go-to venues for consumers returning to the on-trade, while food-led channels show to be less appealing

Which of the following types of venues have you visited since the 12th April? *Indexed vs. July 2020:*





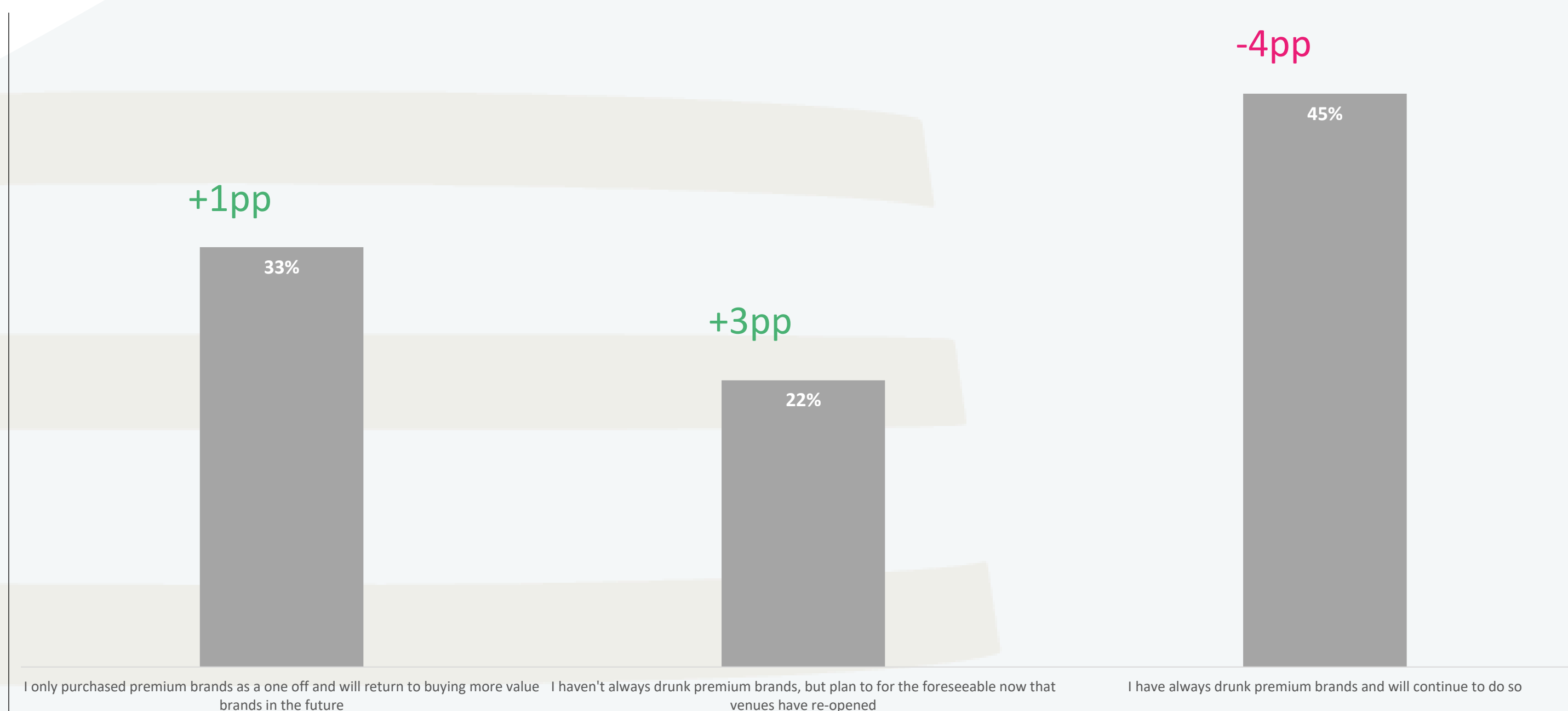
Treat mindset has been in evidence, as more consumers traded up on drinks choices compared to July

43%

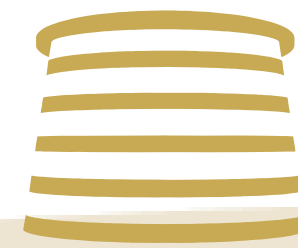
of consumers drank premium / expensive drinks brands when out since 12<sup>th</sup> April

+3pp vs. July 2020

You said that you have opted for premium/expensive brands. Which of the following applies to you?



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Irish Hospitality what our customers are saying.

Research carried out by CGA sample of 1448 hospitality outlets



There is a fairly even split when it comes to outlook over the next 12 months

**34%**

**Of Operators are optimistic about the  
state of the market over the next 12  
months**

vs

**40%**

**Who are pessimistic about the  
next 12 months**



Despite this outlook, the picture is fairly bleak for operators

Just

1 in 5

Operators predict that they will return to profit this calendar year



# 3 in 4

operators are planning to reopen as soon as  
permitted to,

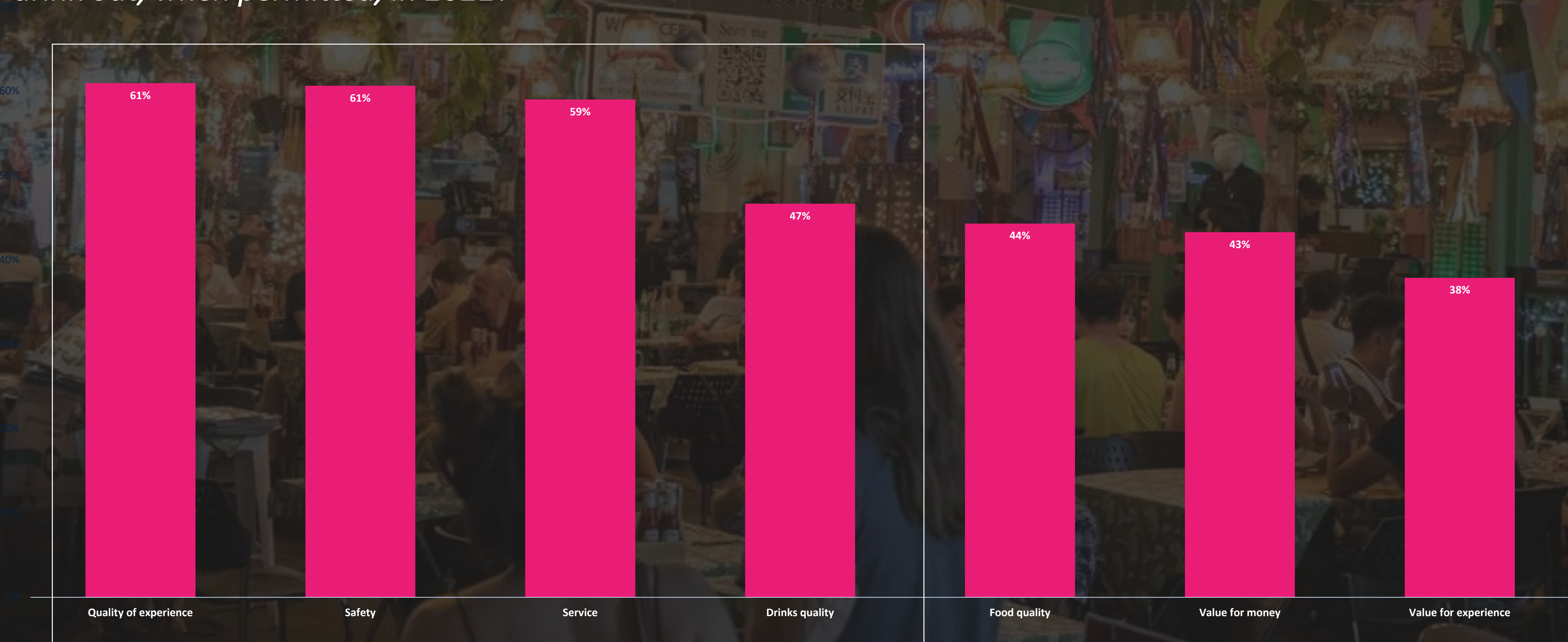
with a further **13%** planning on doing so within  
a couple of weeks of this





And with licensees contributing experience, safety and ranging as important footfall drivers, they must be considered when planning your on-trade strategy

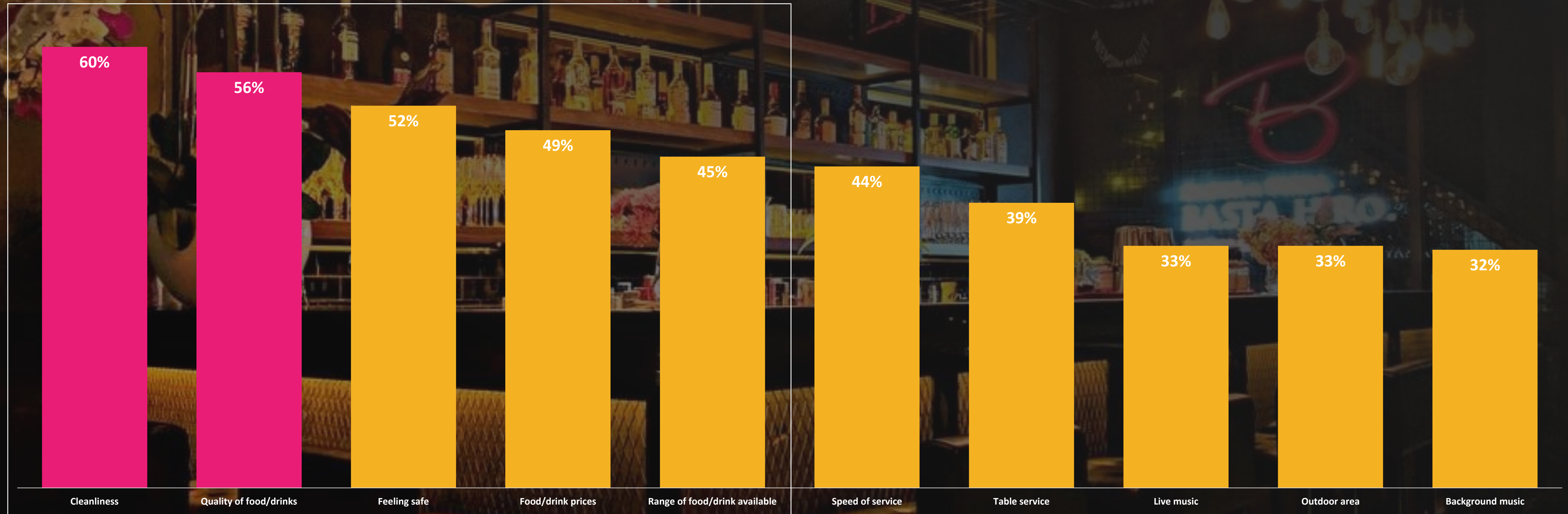
*Which of the following do you predict as key drivers for consumers when they choose where to eat and drink out, when permitted, in 2021?*





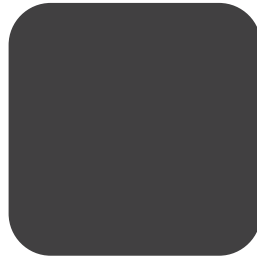
**And when we ask consumers what a good experience looks like, hygiene and Safety along with a quality offering is key**

**Which of the following factors would contribute towards a good experience in a pub, bar or restaurant?**





# 5 things to consider when planning your hospitality strategy



## A return to the Local

Initially, visits will be focused in local outlets but consumers will return to the City Centre as consumer confidence increases

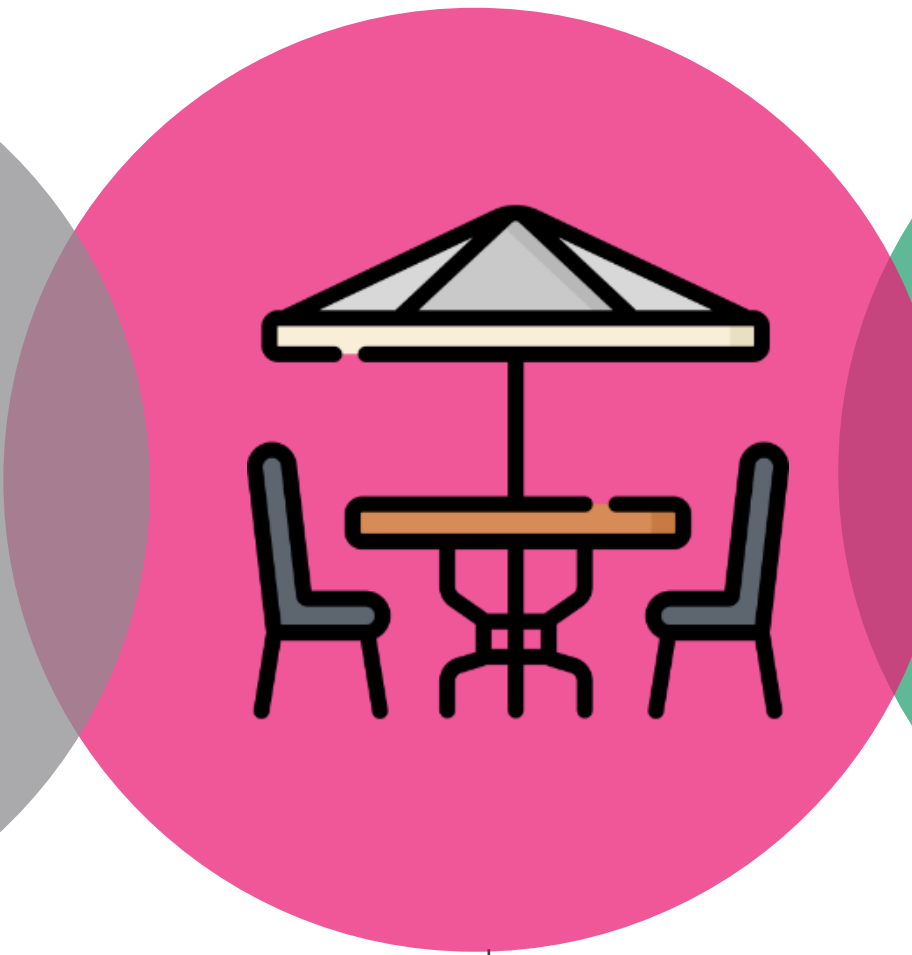
## Path to purchase

With orders more likely to be taken at the table and consumers preferring a non-traditional menu, consideration must be made in how brands remain visible through on table POS and create menu solutions to ensure the power of the menu in influencing decisions is not lost



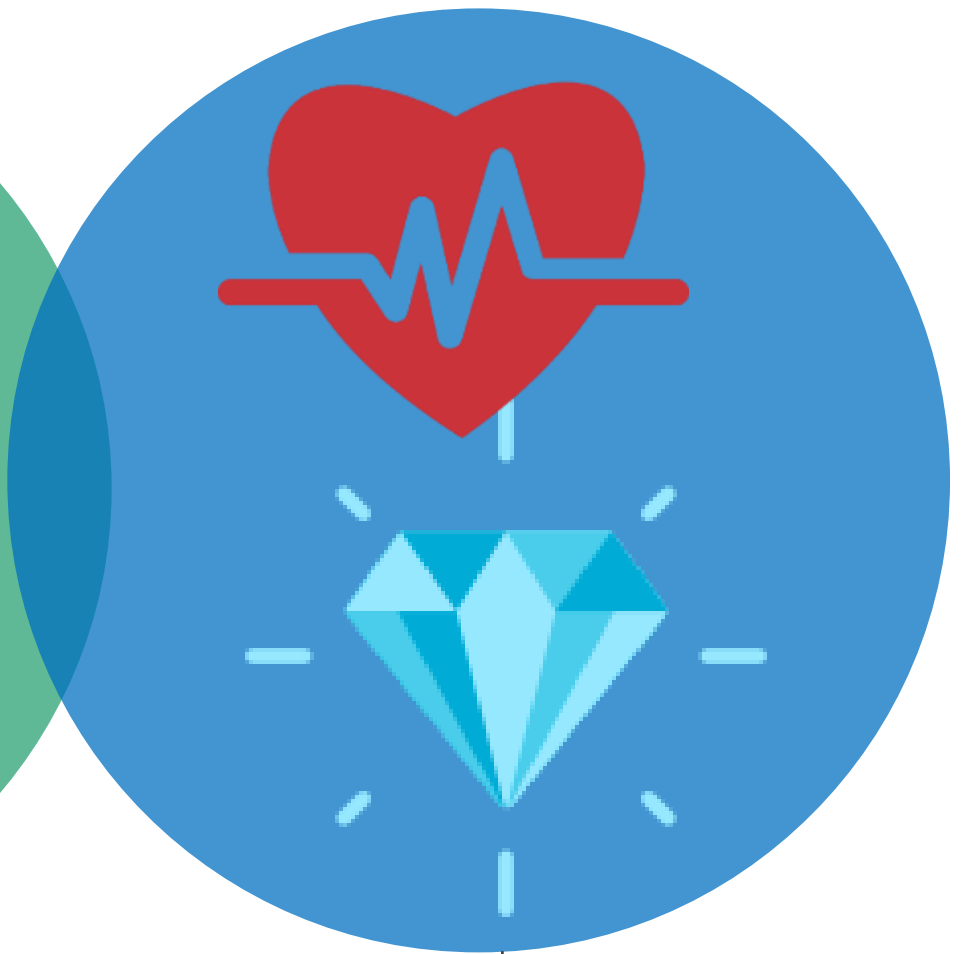
## Hygiene and safety

Hygiene and safety will be key to consumer decisions and vital when determining a good on-trade experience.



## Outdoor Spaces

With consumers more confident in visiting venues with outdoor spaces, visits here are likely to increase in the initial reopening



## Right Range, Right Outlet

Consumers are likely to return to the trade with a treat mentality. Targeting the trade-up occasions will be vital in ensuring your brands benefit.

In a Post-Covid world, consumers are more aware of health which is likely to be reflected in their purchasing decisions



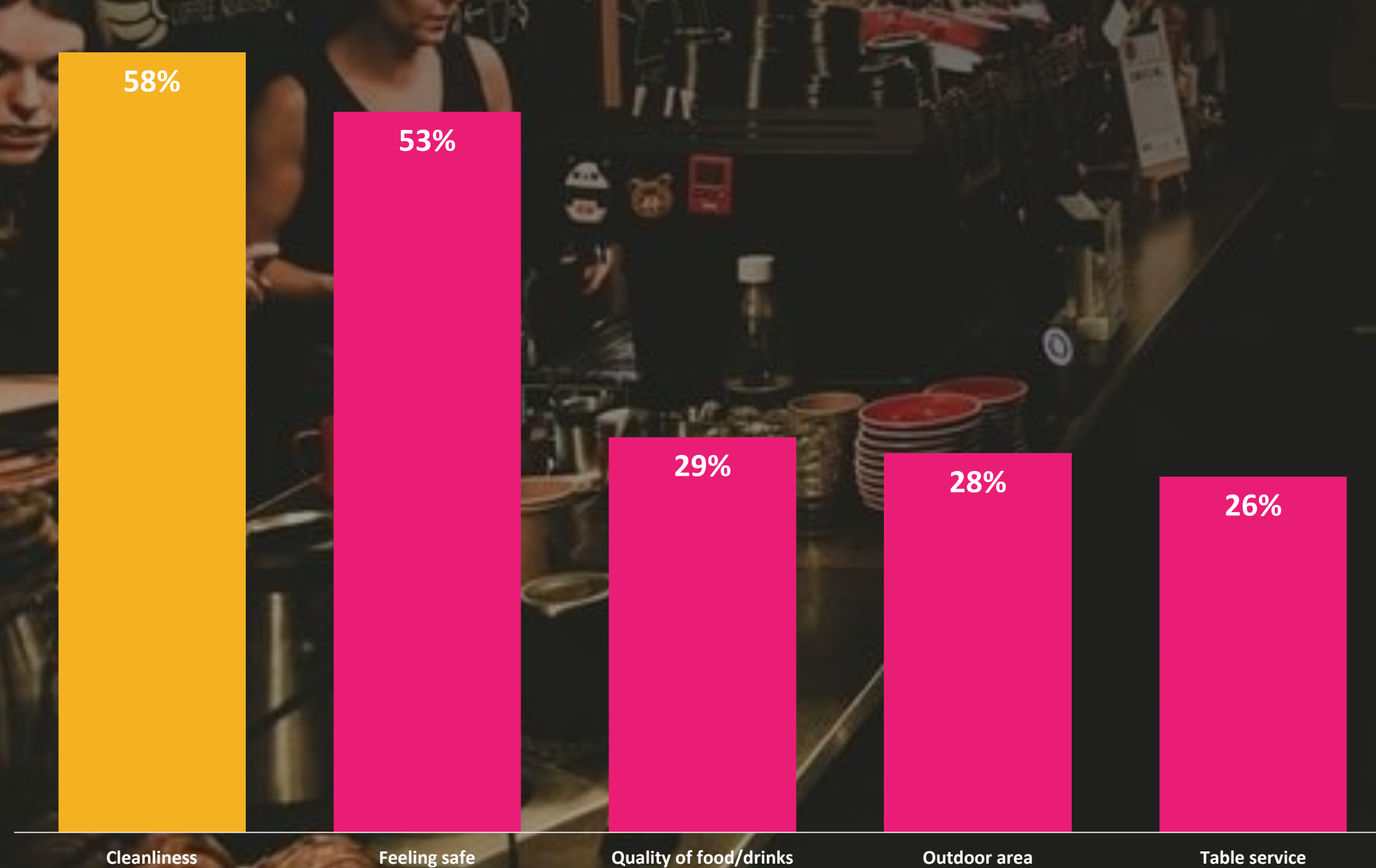
# HYGIENE & SAFETY



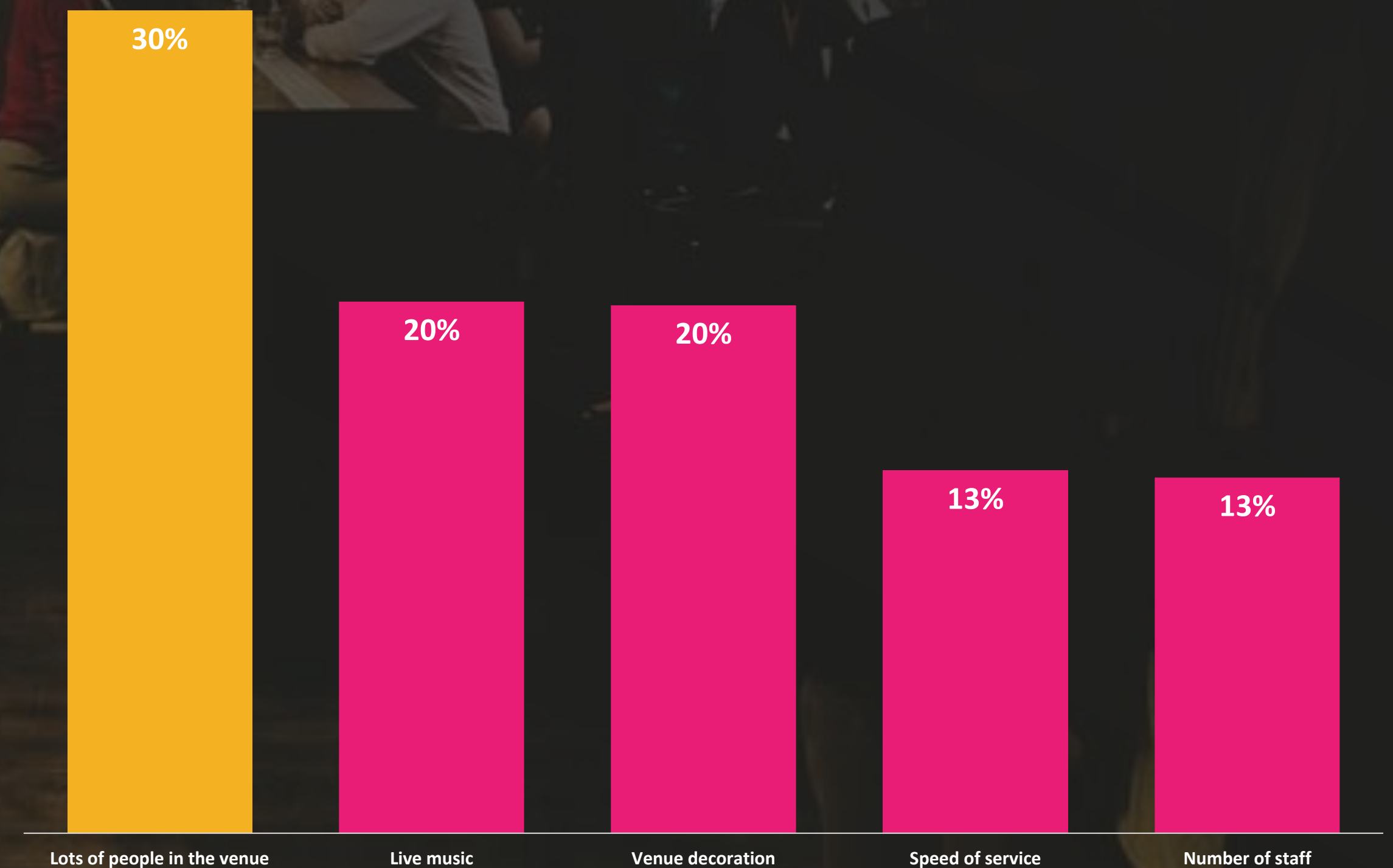
**We can clearly see this change in consumer mindsets with cleanliness and safety top of consumers agenda, as consumers prioritise this ahead of busy venues and music**

**Which of the following factors would contribute towards a good experience in a pub, bar or restaurant?**

**Increased in importance since COVID-19**



**Decreased in importance since COVID-19**





# A RETURN TO THE LOCAL

ESPRESSO  
COUNTRY  
RWANDA  
ORIGIN / FARM  
RUGALI  
PROCESS  
NATURAL  
FILTER NO 1  
COUNTRY  
PANAMA  
ORIGIN / FARM  
HOLA GECAN  
PROCESS  
NATURAL  
FILTER NO 2  
COUNTRY  
BOLIVIA  
ORIGIN / FARM



**1 in 3**

Consumers plan on visiting  
local venues 'more often'  
than they did  
pre-COVID-19

**86%**

Plan on visiting either 'more  
often' or 'the same amount'



A photograph of a modern coffee shop interior. The ceiling is made of dark wood with exposed beams. Several large, white, dome-shaped pendant lights hang from the ceiling. On the left, there are shelves with various plants, including some with pink flowers. In the background, there is a counter with a menu board. The menu board lists coffee options: 'ESPRESSO' (Country: Rwanda, Origin: Farm, Rugali), 'NATURAL FILTER No 1' (Country: Panama, Origin: Farm, Una Geza), and 'NATURAL FILTER No 2' (Country: Bolivia, Origin: Farm). People are visible in the foreground and background, some standing and some sitting at tables.

# THE APPEAL OF OUTDOORS



**With consumers confident in visiting venues with outdoor areas, outlets have a unique short/medium opportunity to drive relevance in this trading environment**

59%

Of consumers would feel confident visiting venues with outdoor areas



Outdoor areas, combined with good weather, offer strong opportunity  
for outlets that have that luxury

On average, GB Community Pubs with  
outdoor areas saw a difference of

+22.4%

In average weekly takings vs  
Community Pubs without outdoor areas  
(Spring 2019)



PHENOMENAL DATA. EXPERT INSIGHT.

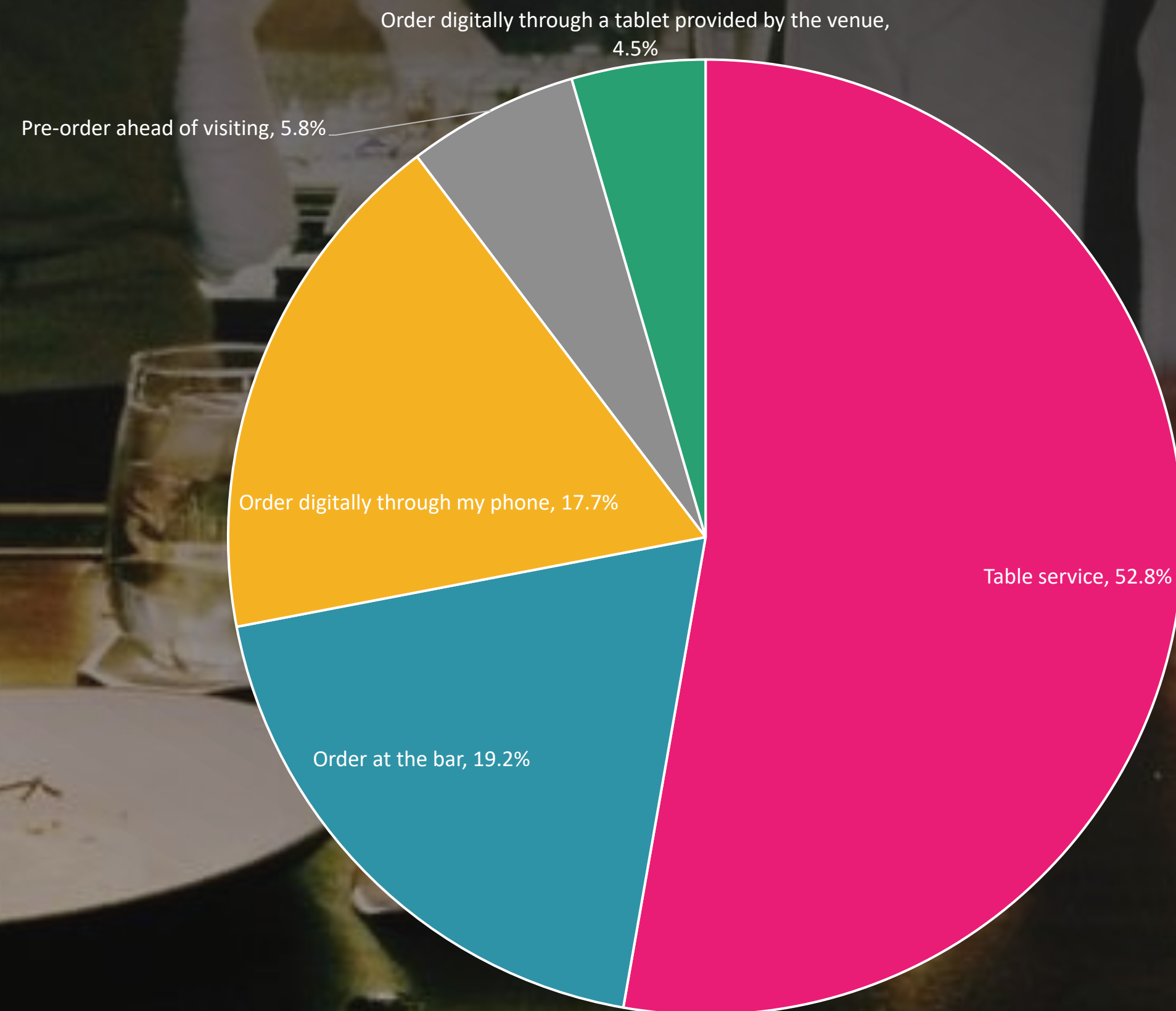


# PATH TO PURCHASE: MENUS & ORDERING



**Over half of all consumers would prefer to order food and drinks via table service, a key consideration for outlets when planning path to purchase influencing**

**Preferred method of ordering food and drinks if hospitality venues were currently open**





**Outlets must find a way to cater for both staff interaction and the safety conscious consumer who would prefer limited contact**

**59%**

Of consumers would prefer interaction with staff

**41%**

Of consumers would prefer to use technology to book/ order/ pay, etc





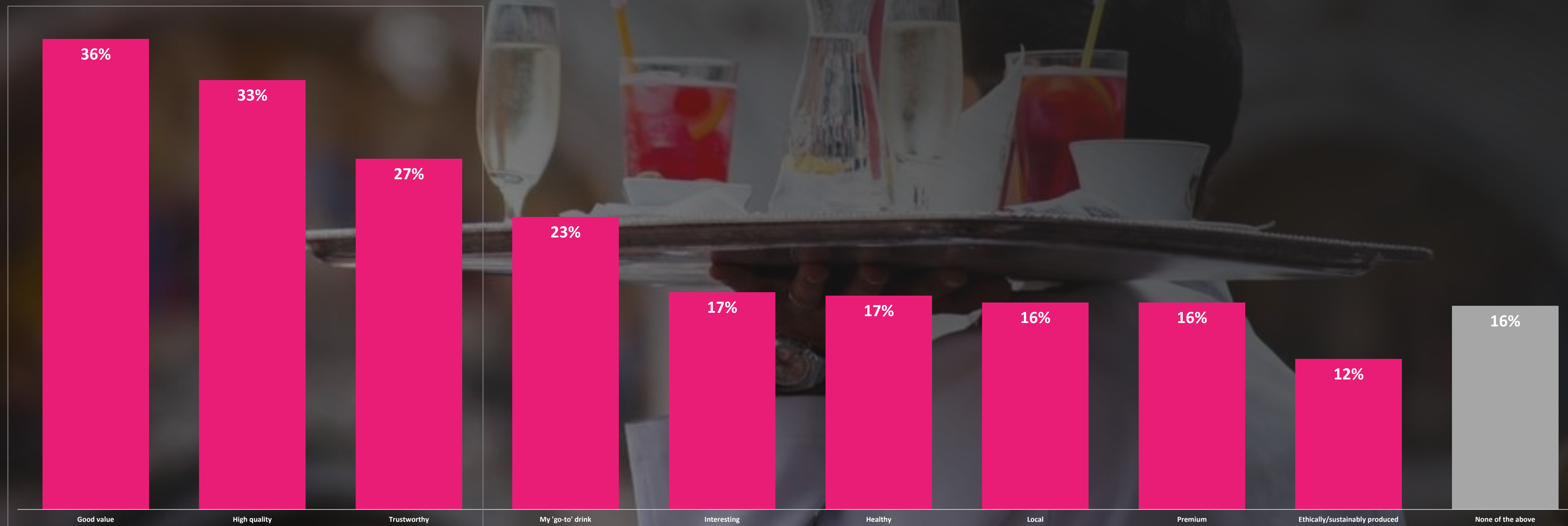
REAL DATA. EXPERT INSIGHT.

**RIGHT RANGE, RIGHT OUTLET**



## Polarisation of choice has become more engrained in consumers purchasing habits and outlets need to ensure they offer the right range to accommodate consumer preference

Compared to before COVID-19, when drinking out, it's more important to me now that my drink is...





## Rationalising menu



# 58%

**of operators suggest that rationalising drink menus will be fundamental or important to their business on reopening**



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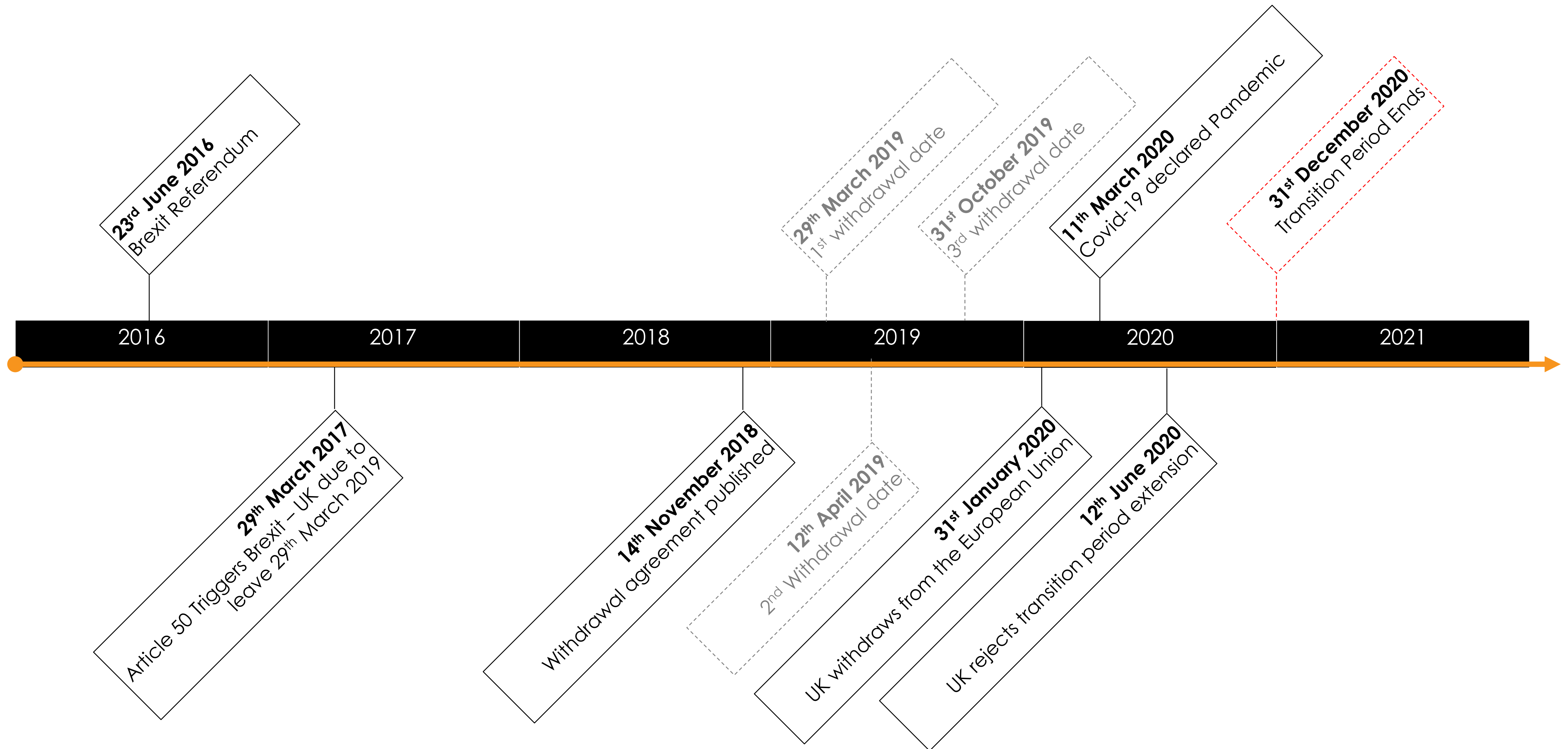
## IRELAND



- Brexit Challenges to Bulmers Ireland.



# Timeline of events







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THANK YOU

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**IRELAND**

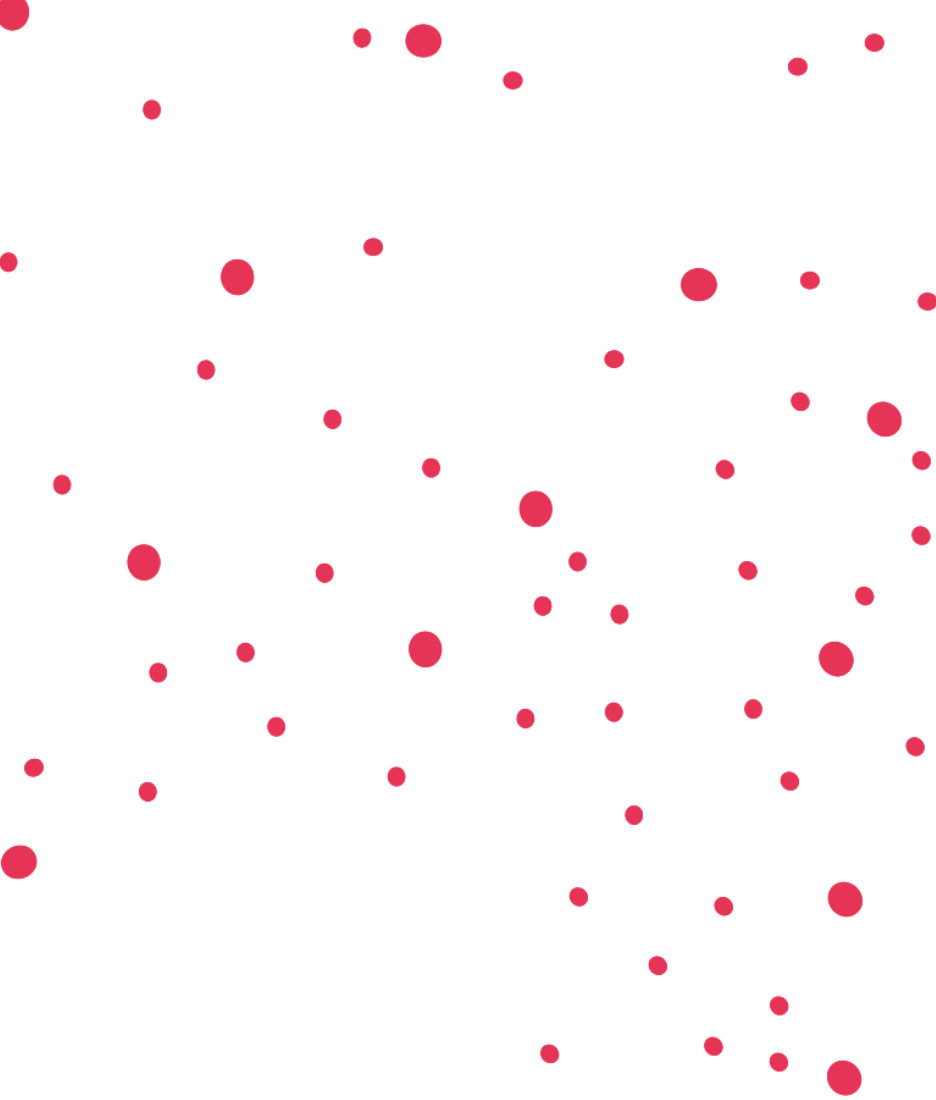




**A BIT  
ABOUT US..**









# FAST CASUAL CITY CENTRE DINING



Established 2019

Located in the heart of Dublin -  
a small space with a reliance  
on table turnover

Fresh food at an accessible  
price point

Value and quality at the heart  
of what we do

Strong link with Dublin night  
life



# THE LAST 12 MONTHS

DUBLIN CITY CENTRE DECIMATED

LITTLE LOCAL TRADE & FOOTFALL

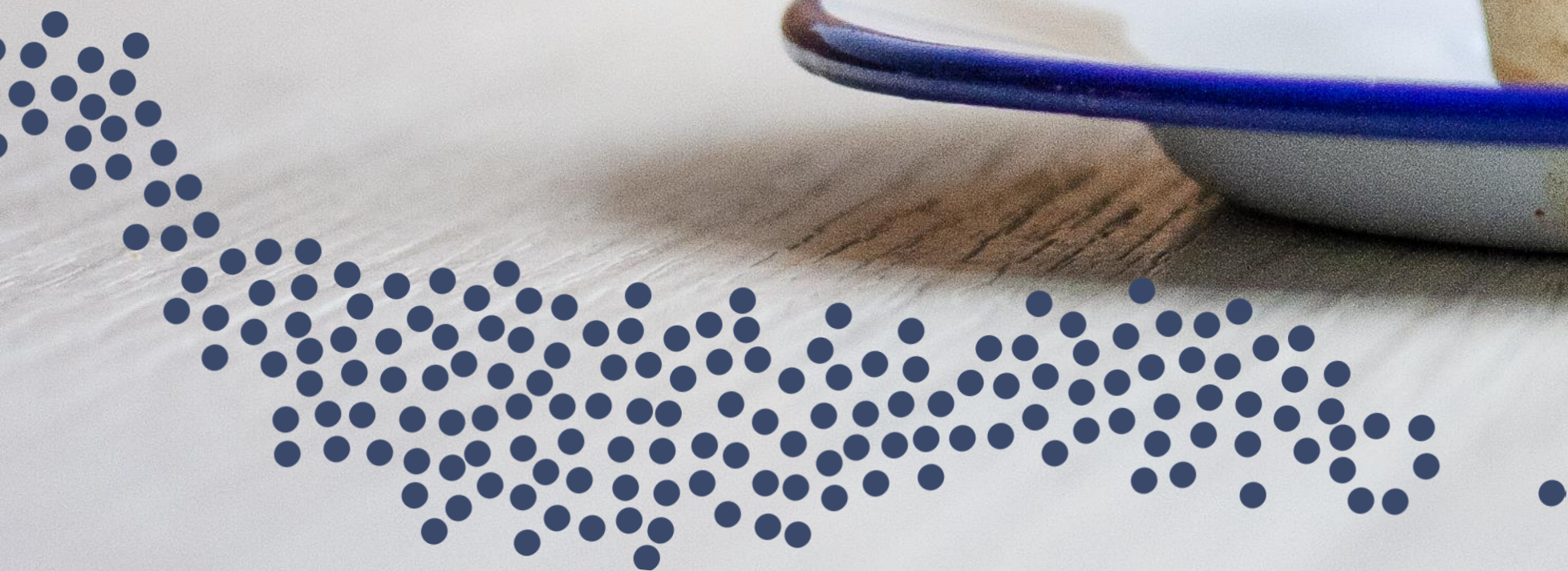
REDUCED OPENING HOURS DUE TO LACK OF TRADE AND STAFF

RELIANCE ON THIRD PARTY DELIVERY PARTNERS WITH HIGH COMMISSIONS

DIFFICULTIES TURNING TABLES WHEN OPEN



# OUR REOPENING PLAN





# OBJECTIVES

Reopen fully for lunch and 7 day dining on a phased basis

Redevelop a business that is not solely reliant on third party delivery services

Differentiate in an ever competitive market

Reconnect with existing customers and reach new audiences

Develop an image which conveys safety, welcomeness and thoughtfulness







# OUR PLAN



# 1. MAKE IT EASY!

CLEAR & CONCISE COMMUNICATION

OMNI CHANNEL APPROACH ACROSS ENTIRE DIGITAL FOOTPRINT

FOCUS ON KEY INFO CUSTOMERS NEED & WANT – DATES, TIMES, HOURS, BOOKING INFO FOR REOPENING

SMOOTH THE CUSTOMER'S JOURNEY FROM START TO END - MAKE IT EASY FOR THEM WITH FAQ'S



Google My Business







THAT SAID...

**BEWARE OF BORING WITH  
CONSTANT OPENING HOUR  
UPDATES...**



CHIMAC





## 2. REMIND THEM WHY



ALLOW USP'S SHAPE UNIQUE, COMPELLING MESSAGING

USE STRONG IMAGERY TO HIGHLIGHT WHAT WE DO BEST

CREATE ENGAGING ONLINE CONTENT THAT INVOLVES CUSTOMERS –  
ASK AS MANY QUESTIONS AS POSSIBLE TO CREATE CONVERSATIONS







# 3. REBUILD OUR COMMUNITY





# MAKE TOWN THE DESTINATION

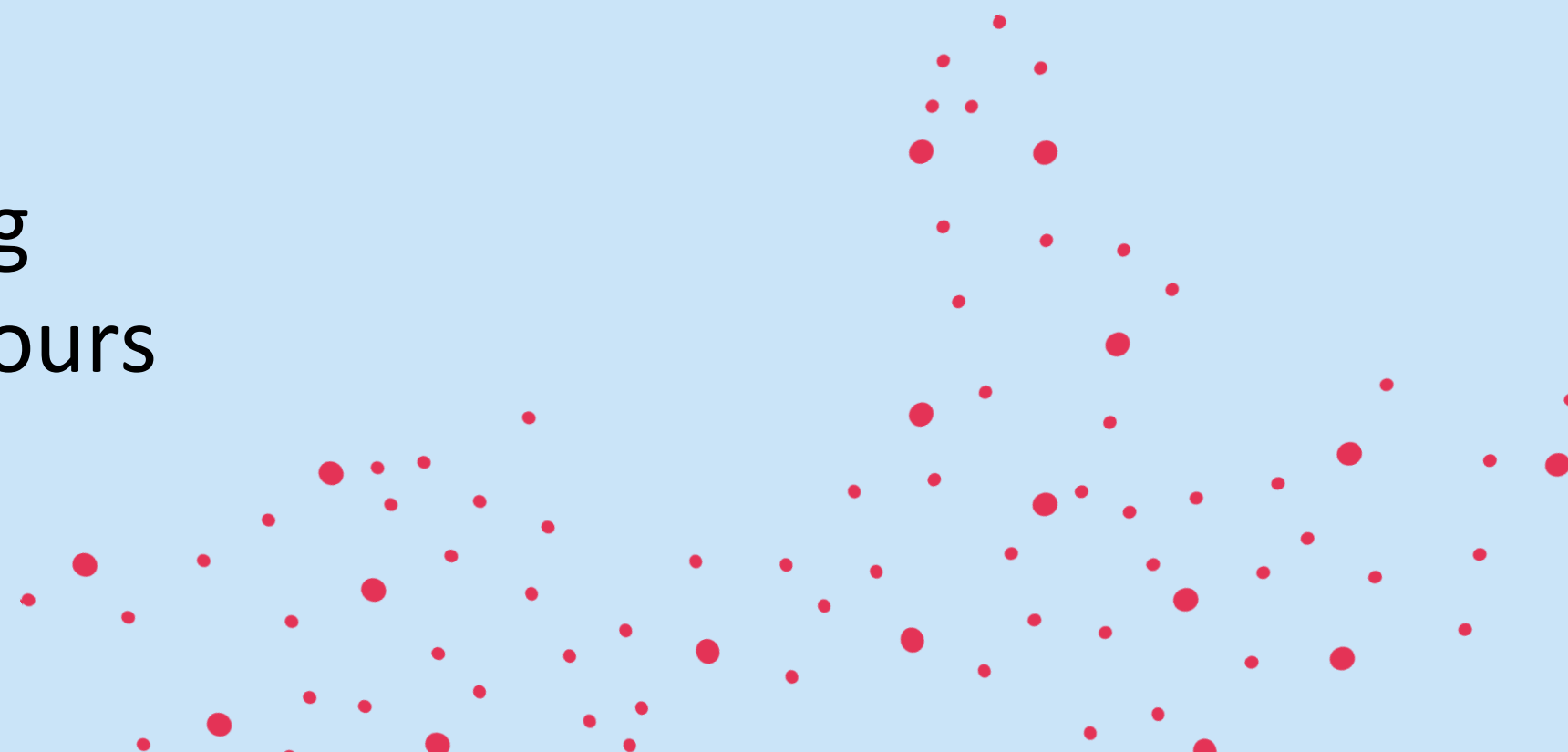
Reposition Dublin city centre as a vibrant destination

See local businesses as neighbours not rivals – a high tide raises all boats

Support other local businesses by creating sharable content about the area – by sharing their businesses they're very likely to share ours

Promote events happening

Reach out to local offices who once supported as we reopen for lunch





# 4. A SENSE OF OCCASION

DELIVER A WHERE & WHEN

TRANSITION FROM NIGHT-TIME DINING TO AN ALL DAY DESTINATION

BREAKFAST SANDWICH POP UP

‘DINE-IN ONLY’ LIMITED SPECIALS THAT WILL BE PROMOTED BUT NOT SOLD ONLINE





# 5. THE HUMAN ELEMENT

Bring hospitality back to the fore

Focus on our staff and the great job they do

Meet the team social media posts

- Encourage reviews and share positive feedback internally & externally
- The added bonus - strengthens our internal brand





# 7. STAY SMALL

Utilise the outpouring of support for small businesses

Identify as 'small' and independent - educate consumers about our story and how Chimac came to be and how they can support us

• Build relationships with other small businesses





# 8. STAY SAFE

50% OF CONSUMERS WANT TO SEE SOCIAL DISTANCING ACCOMMODATIONS (NIELSEN, 2021)

CLEARLY OUTLINE IMPLEMENTED PROCEDURES FROM START TO FINISH

THERE IS NO  
NEED TO AVOID  
THE CROWD  
WHEN THE  
CROWD WANTS  
TO AVOID YOU.



SOCIAL DISTANCING  
**WHOPPER**<sup>®</sup>  
THE WHOPPER WITH TRIPLE ONIONS THAT KEEPS OTHERS AWAY FROM YOU



TAKE AWAY

KING DR



WE'RE AWARE NOT EVERYONE WILL BE RUSHING TO DINE IN/OUTDOORS

**OUR AIM IS TO BUILD A BRAND  
THAT LIVES OUTSIDE THE  
RESTAURANT DOORS**



CHIMAC



# 7. TAKE IT HOME!

Create opportunities for customers to develop a relationship from afar

Online recipes to bolster ecommerce sales

Diversifying into selling desserts and sauces into independent retailers and cafes

Taking our brand from Chimac to consumers homes







**THANK YOU!**

**SOFIE@CHIMAC.IE**  
**WWW.CHIMAC.IE**





**First Choice Purchasing**  
Brian Bowler – General Manager  
The Montenotte Hotel



**First Choice**  
Purchasing



**MONTENOTTE**  
HOTEL

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# THE MONTENOTTE HOTEL



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## WHAT WE DID....

- Big focus on engagement through digital – continuously active and kept communicating to our customer base
- Continued focus on generating our own PR (without a PR agency during Lockdown 3)
- Digital Marketing Award's, CBA Best Cork Hotel Award, TripAdvisor Travellers Choice Award
- Artist in Residence Programme & Outdoor Sculpture Exhibition
- We undertook a brand development plan for the hotel with an outside agency
- We agreed our 4 key customer personas for the year ahead
- Reviewed our Vision, Mission & Core Values ensuring that they were aligned
- Refurbished our Health Club
- Refurbished our Kitchen
- Began the construction of a new Roof Top Bar & Terrace





## THE PIVOT

- Call & Collect Afternoon Tea
- Montenotte Vintage Van Café
- The hotel open for essential workers
- Weddings of 8



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## OUR NEW NORMAL

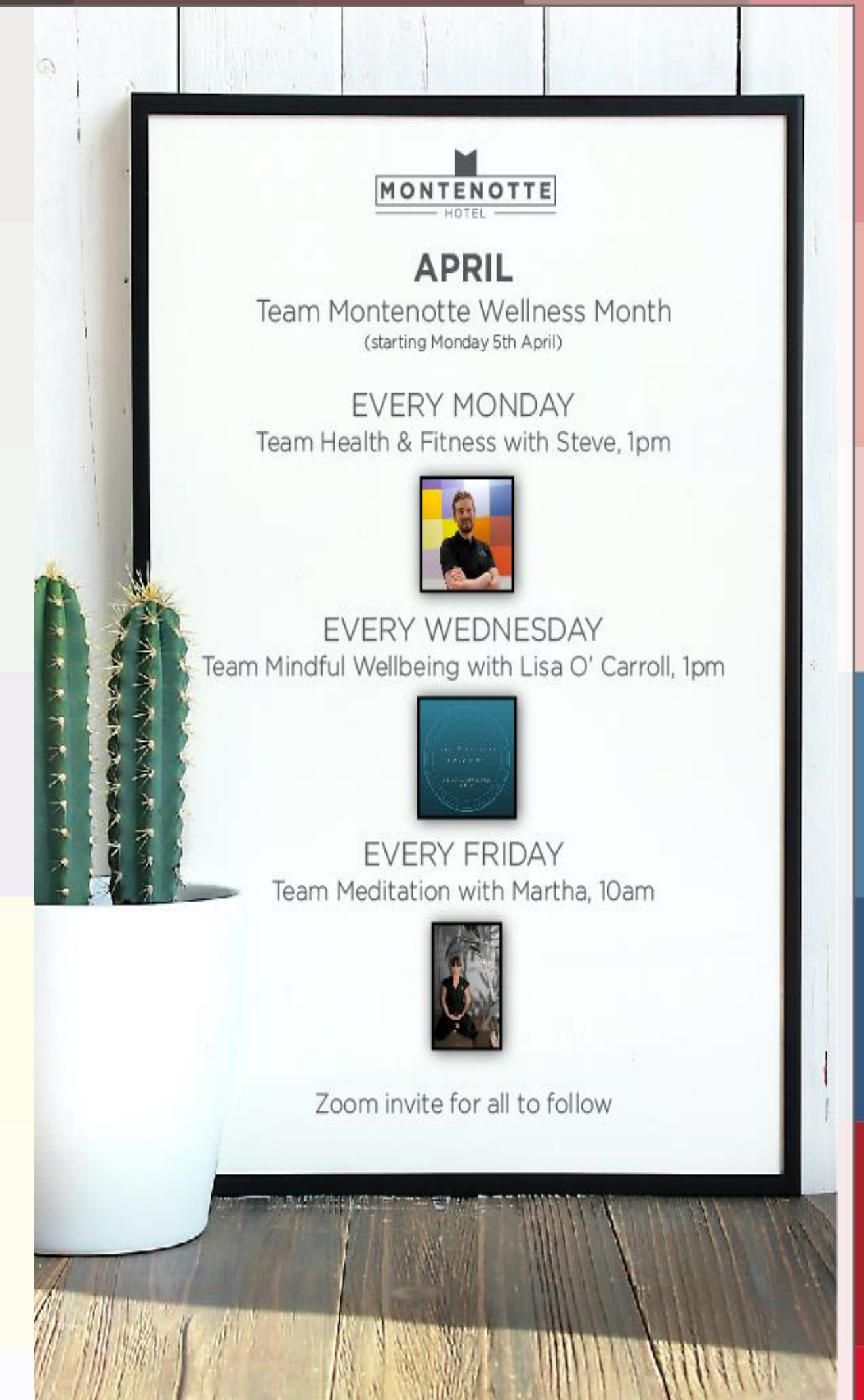
- Safety Screens
- Signage
- Face Coverings
- Temperature Checks
- Social Distancing
- Hand Sanitiser
- Fogging Machines
- Everything Pre-Booked
- Click & Collect
- Memberships
- Outdoor Spaces
- Contactless
- Covid Safety & Awareness Training
- Domestic Market only
- Rooms – Less is more
- Room Service
- Recruitment & Retention





## TEAM - RETENTION & RECRUITMENT

- Montenotte Month of Wellness in April & November Remote Challenge
  - Constant Communication via our Alkimii Employee App
  - Event for International Women's Day
  - "Just for You" Easter Card & Easter Eggs
  - Celebrated some anniversaries
  - Said goodbye to some great people but continued to recruit and welcomed New Managers in key areas to the team.
- 
- Detailed Training, Onboarding and Re-Onboarding Plan
  - Brought team members back on a phased basis
  - Advertised our roles on Social Media, a strong Employer Brand message
  - Being challenged on our rates of pay – big competition for talent





## Reopening Plan

- Focus will be on our welcome and our service standards
- Ensure that the property is right & our people are match fit
- Promote locality and attractions – Visit Cork series
- Bellevue Spa reopened on May 10<sup>th</sup>
- New Packages, Menus/Offerings
- Vision, Mission & Core Values – Culture... The Montenotte Way



THANK YOU



#STAY**UNIQUE**



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