



What's that around the corner?

Step in to the Hybrid outlet

Spotting what's around the corner in terms of new outlet styles requires an understanding of the dynamic of retail evolution.

Licensed retail evolution follows a similar adoption curve to brands, with the genesis of new ideas among a tiny minority progressing through early adoption towards the ultimate mainstream market. To see what is around the corner we simply have to look at the 'sharp end' of the curve. Call it free NPDP. The trick is in spotting it and understanding when and how to translate it to the masses.

So what is around the corner? Well, a new breed of outlets is emerging where drink is ancillary to some other operational purpose or focus. We're calling them Hybrid outlets.

Record shops selling alcohol while bands play live, bakers selling wine for consumption alongside their produce on the premises, hairdressers with a bar, licensed cafes staging dramatic



Taylor Taylor, London

readings and art galleries where the lines between gallery and bar are increasingly blurred.

Simon Singleton at Pure Groove, a licensed record shop in East London, explains his motivation. *"We wanted to offer our customers a deeper experience, and have a social aspect to the place, there's also the financial benefit - it gives people a reason to stay in store longer and spend"*.

It's not just a few esoteric bars in fashionable parts of London and Manchester. Pubs too are beginning to diversify. Farmers markets in car



Pure Groove, London

parks, cookery classes, even post office counters all make the 'pub the hub'.

The pub is slowly redefining its role in the community, beyond merely drinking and eating, which should provide ample food for thought for the branded operators.

To find out more about emerging on trade retail trends and their relevance to your business please contact Phil Whitehouse (07834 943 526) or Matt Coles (07802 176479).

Reading the *signals* not the *signs*

How consumers read pubs from the outside and why it matters

Consumers "read" the outside of pubs because they are rich with signals. What a pub looks like from the outside is crucial, perhaps more crucial in reality than what the signs actually say.

Pub externals signal to consumers two important things that help them make their mind up about a pub.

Condition

How well looked after the pub is from outside tells consumers how well they are going to be looked after inside. A tidy external tells consumers that the food and beer is likely to be good, that tables are going to be cleared regularly, that they are going to get friendly professional service. Conversely, poor retail standards outside (dead hanging baskets, rotten window

frames, scuffed signs, litter etc) suggest poor standards inside.

Type and quality

All aspects of the pub external from the architecture to garden furniture to the number of signs send signals to consumers about the likely type and quality of pub. These signals tell the consumer what type of food and brands to expect, the customer profile, whether children will be welcome, pricing and so on.

In terms of signs themselves, what is actually written on them is unimportant relative to the how they're written, the font and the materials. Similarly, blackboards with coloured chalks and wipe clean menus signal micro-waved food and portion control; handwritten chalkboards signal home cooking and individuality.



One sign 'says' quality food the other one does not

Consumers read pub externals this way and take notice of them for one good reason: the impressions are repeatedly borne out to be correct.

If you want a consumer orientated perspective on how consumers read your pubs contact Martin Dinkel (07802 453150).