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WWW.ADMIRALTAVERNS.CO.UK

ADMIRAL COVID-19 LICENSEE TRADING OPTIONS INFORMATION

Updated March 31st 2020

TAKEAWAY FOOD / DRINK

Any Takeaway Services: Must only be done

- in accordance with your license
- **safely with strong social distancing mechanics in place**
- consumption cannot take place in pub gardens or outdoor spaces

Local Business-to-Consumer App

LOCAL
Food & drink delivered

What is it?

LOCAL is an app that makes it easy for you to take orders from your customers for either **Home Delivery** or **Click & Collect**, with zero set-up costs or up-front charges.



<https://www.admiraltaverns.co.uk/wp-content/uploads/2020/04/Local-Information.pdf>

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Licensing:

<https://www.admiraltaverns.co.uk/wp-content/uploads/2020/03/Licensing-Update-Takeaways.pdf>

Admiral Guidance:

<https://www.admiraltaverns.co.uk/wp-content/uploads/2020/03/TAKEAWAY-FOOD-Opportunity-Admiral-Guidance.pdf>

CookSafe Requirements:

<https://www.admiraltaverns.co.uk/wp-content/uploads/2020/03/TAKEAWAY-FOOD-Opportunity-Cooksafe-Requirements.pdf>

MyPubShop.com

www.mypubshop.com

A **not-for-profit** click & collect platform which **enables pubs to convert to local shops/stores to sell essential food & drink to the local community**

Proposition for a Pub:

- **Keep Trading.** Allows pub to continue to trade & be part of the local community
- **Increase sales.** Easy to manage ordering platform which enables the pub the ability to sell their current stock (both food & drink by single sku rather than just as a meal)
- **Saves time** by automating processes & redirecting telephone / email orders into one easy to manage system
- **Safe & secure payments** between the consumer & the pub.
- **Cashflow.** The pub will be paid within 24 hours of completion of order
- **Low admin.** Collection service – AM & PM slots can be chosen
- **Simple stock management.** Automated email alerts when restocking is necessary.
- **Loyalty.** Driving all people back to the heart of the local community for now & in the longer term

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Proposition for Consumer:

- **Lockdown.** Only essential food shops will be able to remain open
- **Low supply.** People continue to panic buy & MyPubShop can provide you with a local solution for your essentials (& your BWS)
- **Collection.** Minimal contact & closer to your home
- **Community Feel.** Look after the pub & the pub will look after you

Powered by StarStock, mypubshop.com will give pubs nationwide the ability to take and process orders online, providing them with a valuable income stream whilst offering their local community a way to access essential household staples such as bread, eggs and milk.

The service is launching in partnership with Brakes, Coca-Cola and Use Your Local, and is open to pubs across the UK. The initiative has already **won the support of Admiral Taverns**, which is making mypubshop available to its 1,000 pubs and Greene King, which operates a total estate of more than 3,000 pubs.

The partnership with Brakes, the leading food wholesaler, will also open up the service to the 15,000-plus pubs it regularly supplies and see participating venues offered a food shop 'starter kit'.

Each transaction made via mypubshop will accrue a 2% fee to cover operational costs; however, the venture is being run as a non-profit, with any surplus revenue donated directly to the NHS.

The mypubshop service launches this week, is available nationwide and pubs can register to use the service at www.mypubshop.com.

Of the decision to make mypubshop available to **Admiral tenants**, **CEO Chris Jowsey said:** "We are doing everything we can to support our pub operators through this extremely challenging period, and partnering with StarStock to give our licensees the opportunity to introduce the mypubshop concept was a no-brainer. Our pubs sit at the heart of their communities, so we're expecting a good take up of this service so that many of them can act as essential goods stations and support people as best they can."

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PUB and CONSUMER INITIATIVE from BUDWEISER BREWING GROUP (BBG)

BBG has launched a 'Save the Pub' initiative from its on-trade UK team. This is exciting and gives the chance to ease the pressure from pubs nationwide as well as get the community involved.

We are happy to recommend this to our licensee base and please review the attached and sign up if you like the look of it.

Save the Pub Overview link - <https://we.tl/t-bOF9p4ShF7>

Pub link sign up link - <https://savepublife.typeform.com/to/j6AWbV>