

RISING FROM LOCKDOWN – MARKET AND CUSTOMER INSIGHT

MARKET INSIGHT AND OTHER INFORMATION

As at August 3rd 2020

COVID-related INSIGHT

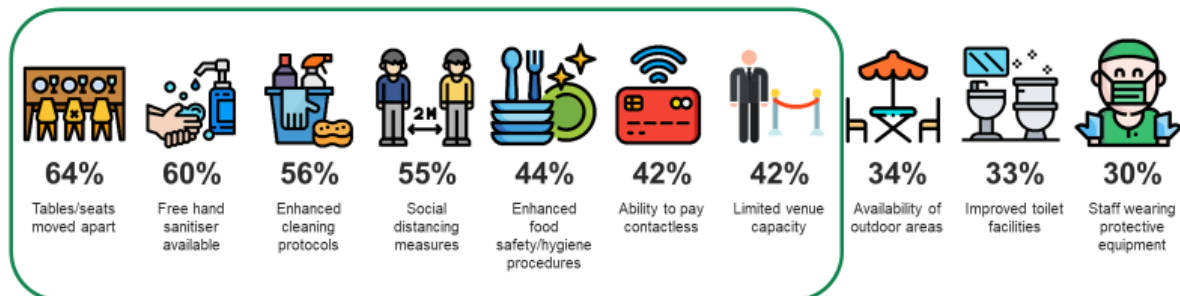
We attach a variety of industry insight presentations which you may find interesting and ideally thought-provoking:

CARLSBERG UK PRESENTATION

COVID - consumers will likely want **REASSURANCE**

We asked consumers:

"Which of the following would make you feel more comfortable visiting pubs/bars/restaurants?"



Courtesy of Carlsberg and CGA BrandTrack April 2020 – COVID-19



Some 'Observations & Learnings' from the first week of re-opening pubs - presented by Molson Coors (click image below to access the information)



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Some 'Return of the Pub' survey thoughts - presented by BII / Carlsberg / KAM (click image below to access the survey)



The post-Covid Consumer – a view from KAM Media (click image below to access the survey)



NON-CASH PAYMENT ('CONTACTLESS')

The acceptance of non-cash payment will be almost mandatory in light of COVID and is clearly a health and safety measure that your staff and customers may insist on and will certainly at least appreciate. I urge those of you who have thus far adopted a “no need round here” approach to change your mind.

In the attached, we recommend a service provider which we believe offers excellent value for money for our licensees.

<https://www.admiraltaverns.co.uk/wp-content/uploads/2020/05/RMS.pdf>

However, we are not trying to sell you any particular provider, we simply believe that especially in light of COVID, **there is no longer a valid argument for ANY pub to not accept non-cash payment.**