

INSIGHTS REPORT 2021



Post-lockdown consumer behaviour in hospitality

In March 2021, Berkmann Wine Cellars conducted a survey in partnership with CGA to better understand how people will behave in restaurants, bars and pubs post-lockdown. 1,524 consumers were interviewed about their thoughts on eating and drinking out after the lifting of restrictions. There are valuable lessons to be learnt about how consumers will spend their money, how they will consume wine and what their overall attitude is towards eating and drinking out in this post-lockdown world.

ALL AGE GROUPS



20%

Plan to spend **more** after restrictions are lifted



56%

Plan to spend the **same** after restrictions are lifted



24%

Plan to spend **less** after restrictions are lifted

CONSUMER SPENDING

Consumer spending in the hospitality industry post lockdown is polarised between consumers who intend to splash out and consumers who intend to be extra cautious about money. Both the value and premium ends of your food and wine offer will be key to cater to consumer needs.

Consumers who typically visit pubs, bars and restaurants weekly are planning on splashing out more than other consumers. Reconnecting with your regular customers, through social media or newsletters for example, can help to bring this higher spending group back to your venue.

Despite being financially hit the hardest by the pandemic, younger consumers are not planning on sacrificing spend going out. Make sure you have food and drinks available that appeal to this consumer group. The wine category is becoming more important for this group of younger consumers: 46% of 18 to 34 year olds plan to drink wine in pubs, bars and restaurants more frequently when pubs, bars and restaurants reopen (+22pp vs average).

Key wine styles this younger consumer group appreciate are rosé wines, sparkling wines and wine cocktails. Offering a good selection of these wines on your menu will help attract these consumers.

39%

Plan to spend **more** (+18pp)



48%

Plan to spend the **same** (-8pp)



13%

Plan to spend **less** (-11pp)



18-34 YEAR OLDS

WINNING WITH WINE AFTER LOCKDOWN



Wine drinkers are looking for the known and familiar post-lockdown, whilst valuing a fair price point and quality wines. A quality offer of well-priced key wine styles and grape varieties on your wine list will be instrumental to drive sales.

58% Good value for money

47% High-quality

35% A grape variety or flavour that I know

25% Trusted

21% From a country that I'm familiar with

17% A well-known brand

13% Staff recommended

11% Something new

10% A wine I can't find in a supermarket

6% Organic



ORDERING WINES

The traditional drinks menu remains a key mechanic, with consumers still showing a preference for the printed menu. Berkmann Wine Cellars can help you with the design of your wine menu. Please contact your sales account manager for more information.

42%

Prefer information displayed on a traditional menu



%

16%

Staff Recommendations

15%

Search online myself

14%

Information on an app/digital menu

12%

Wine of the week type recommendation

DIGITAL WINE MENUS

If you decide to work with a digital wine menu, we recommend to keep the wine information displayed simple. If you decide to add more information about each wine, wine and food pairing suggestions would be most helpful according to our survey.

TOP
5

Essentials on a digital wine menu

Price	84%
Wine type (red, white, rosé etc)	83%
The varietal (e.g Merlot)	73%
Country the wine is from (e.g. Argentina)	52%
Alcohol content / ABV	47%

Nice to have but not necessary

Food pairing suggestions	57%
Information about the brand or winemaker	53%
Tasting notes	49%



STAYCATIONS

There is an opportunity to capitalise on an increase in UK tourism, tapping into this 'holiday' and 'treat' occasion could be lucrative. Make sure you have a range of festive drinks available, such as sparkling wines (rosé Prosecco for example) and large formats.

41%

of consumers surveyed have planned and booked holidays within the UK for 2021/22

42%

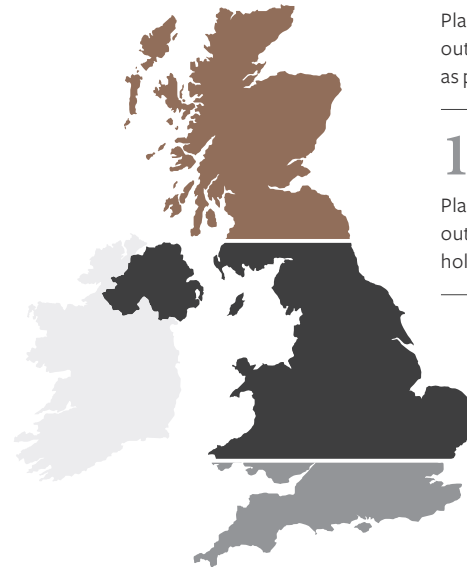
Plan to eat and drink out more during a holiday this year

39%

Plan to eat and drink out the same amount as previous holidays

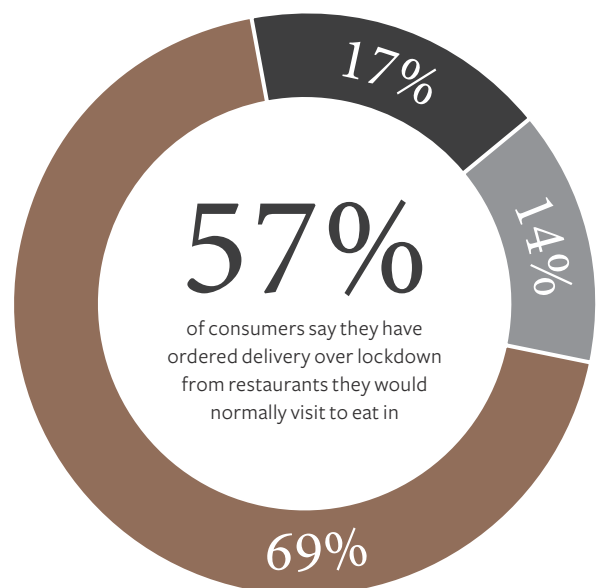
19%

Plan to eat and drink out less during a holiday this year



FUTURE OF DELIVERY

Offering take-away next to a dining in experience provides a lucrative opportunity for extra revenue. You could for example offer a set take-away menu that includes a bottle of wine, for a full gastronomic experience.



Yes, I would both dine in and order takeaway from these venues

No, I will just go back to dining in at these venues

Yes, and I would no longer dine in at these venues



HOW TO CREATE A GOOD EXPERIENCE FOR YOUR GUESTS

Hygiene and compliance with COVID-19 rules remain at the forefront of consumers minds when it comes to having a good experience in the hospitality industry. However, striking the balance between safety vs experience will be key, with younger consumers seeking experiences and high-quality drinks whilst safety measures are more of a priority for older visitors.

41

%



Good hygiene/
cleanliness

37

%



Staff respecting
COVID-19 rules

37

%



Enough space
between tables

35

%



High-quality
food

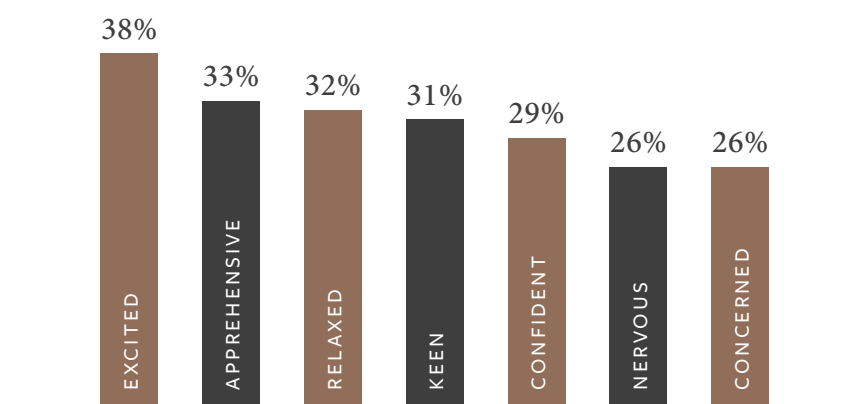
34

%



Food that's good
value for money

CONSUMER ATTITUDE TOWARDS THE HOSPITALITY INDUSTRY



Consumers are predominantly excited to return to pubs, bars and restaurants but still need reassurance from Operators. Compliance with Covid-19 rules and communicating about the measures you have put in place can help to reassure consumers.

COVID MEASURES

Sanitising and social distancing measures are key in making consumers feel comfortable when they visit your venue.

68% Hand sanitiser available

61% Social distancing measures in place

59% Increased cleaning procedures

58% Contactless payment

55% Staff wearing face masks

43% Partitions between tables

41% One way systems in place

39% Having a COVID compliant certificate

30% Temperature checks on entry

30% Digital ordering through apps/website



We would be pleased to further discuss these survey results and advise you on the best way for your business to adapt to customers' post-lockdown expectations. Do not hesitate to contact your Berkmann sales account manager for more information.