



Being known for great roasts  
brings in the bookings

**Make more from the big  
spring calendar 2016**



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# Build your business by creating Springtime memories

Spring is a great time for the pub trade, with some of the biggest dates for pubs falling within a short period of time. It's a massive opportunity to maximise footfall and spend, particularly from families.

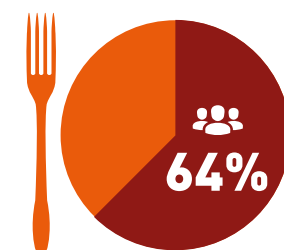
Our guide will help to ease the pressure in planning so that you can concentrate on creating memorable experiences.



## Make Mother's Day bigger than Christmas

Mother's Day is now the biggest sales day of the year for many pubs, for some, even bigger than Christmas. Your number one concern on Mother's Day has to be customer service, all mums want to be pampered.

### DID YOU KNOW?



of families would head to the pub for Mother's day\*



Mums aged **35+** say a **"meal with family"** would be their ideal gift\*\*

\* Source: Carlsberg UK's Consumer Insights Report 2014  
\*\*Source: Google Consumer Survey, March 2015 (n=2,058).







- **Advertise your events** – try posters or table cards
- **Extra staff** – excellent customer service comes from attentive staff
- **Set menus** – can ease kitchen pressure and help with efficient prep
- **Don't forget the kids** – colouring books and games can help give mum a break
- **Weekend treats** – extend the opportunity with a special brunch or afternoon tea on Saturday

For great Mother's Day roast recipes visit  
**[ufs.com/pubs](https://www.ufs.com/pubs)**

## Mother's Day Set Menu

### STARTERS

**Hot Smoked Salmon with Beetroot and Horseradish Panna Cotta**

COLMAN'S Horseradish Sauce

MEADOWLAND DCA Double 1L

**Panko Poached Egg Grilled Asparagus and Lemon Dressing**

HELLMANN'S Classic Dressing

**Crispy Lamb with Chicory and Salsa Verdi**

COLMAN'S Mint Sauce

KNORR Jelly Bouillon

### MAINS

**Roasted Trout with Almonds, Spinach and Confit Tomatoes**

MEADOWLAND Professional 250g

**Sweet Potato and Spring Onion Gnocchi with Grilled Goat's Cheese**

MEADOWLAND Professional 250g

KNORR Create More Spicy Tomato

**Roast Lamb Loin with Peas, Chicory and Bacon**

COLMAN'S Mint Sauce

KNORR Jelly Bouillon

### DESSERTS

**Honey Panna Cotta with Poached Rhubarb and Ginger Crumbs**

MEADOWLAND DCA Double 1L

KNORR Ginger Puréed Herbs

**Bramley Apple Cake with Toffee Sauce**

MEADOWLAND Professional 250g

**Chocolate Pots with Peanut Butter Biscuits**

MEADOWLAND DCA Double 1L

MEADOWLAND Professional 250g





# Maximise Irish favourites

A successful St Patrick's Day can see sales boost for the rest of the Easter trading. Whilst the celebrations are mostly wet-lead, there's room to maximise food sales and keep punters in the pub for longer.

- **Irish favourites** like Irish stew and colcannon go down a storm – serve with a pint of Guinness
- **Themed activities** create extra revenue – themed quizzes, karaoke or live bands
- **Target group bookings** – it's a Thursday this year, a popular night for groups and work colleagues
- **Grab a snack** – try adding some easy themed bar snacks that soak up the black stuff



**36%** of UK pubs see an increase in non-regular customers on St Patrick's Day\*.

\* Source: Morning Advertiser, Jan 2014



# Cracking ideas for Easter

- **Beer or cider festival** – make the most of the long weekend.
- **Activities for a good cause** – brings people together and great PR for your pub too.
- **Prepare for bad weather** – Easter is falling early this year so prepare a back up to outdoor activities.
- **Serve a brunch** menu to fill the morning trade
- **Easter set menu for children** – with activities and complimentary Easter egg
- **Try kids eat free** – to encourage more family trade

## EASTER MENU IDEAS

### Kids menu:

Macaroni cheese with spinach & tomato  
Make your own pizzas  
Chicken meatballs with hidden veggies

### Mains (not lamb)

Thai style mussels with frites  
Grilled hake with baby leeks and crispy onions  
Pan fried duck, croquette, endive and granola

### Cheaper Lamb mains

Pressed shoulder of lamb with jersey royals, lettuce, peas & bacon  
Crispy lamb with a radish, carrot and parsley salad  
Middle eastern lamb with cucumber, pomegranate and cracked wheat salad

**41%** of consumers chose good value as the most important criteria when choosing a place to eat on Easter Sunday.\*



Great quality food, fantastic customer service and an overall enjoyable experience at the right price contributes to 'good value'.

\* Source: OnePoll Survey, January 2015 commissioned by Unilever Food Solutions, n=1,000 consumers that usually eat out on Easter Sunday.





# 77%

of UK adults planned to visit a pub or restaurant over the three-day bank holiday weekend period in 2015\*

\*HospitalityGEM

## Bank holiday bonanza

Days are becoming warmer so make the most of the three day weekend to get punters into you're pub.

- **Brilliant BBQs** – If weather permits, a well run BBQ can be a great money maker for your pub
- **Summer specials** – Launch and trial some of your summer dishes early
- **Outdoor areas** – Make sure your furniture is in good condition and clean so your customers feel invited to sit down
- **Pack a summer punch** – Summer cocktails are a crowd pleaser and with the right ingredients, can result in a nice profit

Download our guide for running a brilliant barbecue at [ufs.com/pubs](http://ufs.com/pubs)







## Make Spring a success

It can be easy to get carried away with activities and complimentary items to win custom but make sure that all your efforts pay off.

- 1. Advertise beyond passing trade** – Social media, leaflet drops, a-boards, posters, local press ads, even radio adverts
- 2. Consider your pricing** – Set menus aid efficiency in the kitchen and offer great value but make you are able to maximise trade-up opportunities
- 3. Make noise of your success** – Encourage guests to recommend you, shout about your events on social media and make those that visited you feel appreciated

Being known for great roasts bring in the bookings, enter our British Roast Dinner competition, starting in March – visit [ufs.com/pubs](https://www.ufs.com/pubs) for more information

## Seasonal produce

### MARCH



Sardines



Venison



Mussels



Spring onions



Spring Lamb



Spinach

### APRIL



Crab



Lamb



Oysters



Rocket



Morel mushroom



Watercress

### MAY



Wood pigeon



New potatoes



Salmon



Radish



Asparagus



Samphire

For seasonal recipe ideas visit [ufs.com/pubs](https://www.ufs.com/pubs)





# Slow roast spring lamb with a light mint and rosemary gravy

6 Portions

## Ingredients

- 1.8kg Lamb Shoulder

50g Rosemary

400g Sliced Onions

20g Garlic

200ml Water

5g COLMAN'S Mint Sauce

19g KNORR Gravy Granules

## For the lamb (3 hrs 45 mins)

1. Season lamb well, place in a roasting tin on a bed of rosemary, onion and garlic.

2. Add water then cover with a lid or foil, and bake in a medium oven for 3 hours.

3. Remove lid and pour the cooking juices in to a saucepan and allow to cool before remove any excess fat.

4. Turn up the oven to full heat and roast for a further 45 minutes – the lamb skin should be golden and crispy.

## For the gravy (5 mins)

1. Bring 250ml of the lamb juices (add some water if not enough) to the boil and whisk in the KNORR gravy granules to thicken.

2. Finish gravy with COLMAN'S mint sauce.

### Nutritional Information

Each serving (excl. accompaniments) contains:

Energy (kJ/kcal)	3100kJ/741kcal (37%*)
Fat	55.5g (79%*)
Saturates	25.5g (128%*)
Sugars	5.6g (6%*)
Salt	0.51g (8%*)

\*% of Reference Intake (RI) of an average adult (8400kJ/2000kcal)

INDULGENT  
DISH



Lamb is coming into season now so take advantage of great local produce. The shoulder is a great economical cut that tastes great after long slow cooking.

### KNORR Gravy Granules for Meat Dishes 25L

Gluten-free, vegetarian and meets Department of Health UK 2012 salt targets for sauces



### COLMAN'S Mint Sauce 2.25L

The classic companion to lamb dishes.





# Our ingredients for your roasts



Gluten Free, vegetarian and meets  
Department of Health UK 2012 salt  
targets for sauces

KNORR Gravy  
Granules 25L

## Gravy Paste

For a depth of flavour that  
granules can't deliver, to help  
your dish stand out



KNORR Beef Gravy Paste 25L

KNORR Chicken Gravy Paste 25L

## Bouillon Paste & Bouillon



KNORR Jelly Beef Bouillon 800g  
The closet to scratch you can get

KNORR Vegetable Bouillon  
Paste 1kg

## Mustards & Condiments

Make the most of your meats



COLMAN'S English Mustard 2.25L

COLMAN'S Wholegrain Mustard 2.25L

COLMAN'S Dijon Mustard 2.25L

COLMAN'S French Mustard 2.25L

COLMAN'S Tartar Sauce 2.25L

COLMAN'S Mint Sauce 2.25L

COLMAN'S Horseradish Sauce 2.25L

## For your Baking and Desserts



**Meadowland Professional 1L**  
It's hard to split and stays stable  
in your kitchen.



**Meadowland Professional 250g**  
Tastes and performs like butter,  
at a better price\*

\*Source: Savings vs. butter, based on the average price of Meadowland Professional 250g compared to average 250g butter prices of the major wholesalers. Source: JagMR published prices from 05th April 2014 until 27th June 2015. See: [ufs.com/meadowland250price](https://ufs.com/meadowland250price)





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