

FOCUS ON

Hospitality

Bar & Kitchen



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Did you know...



3.5 million
people work in hospitality
in the UK, making it the
third largest employer



The hospitality
sector contributes **£93
billion** annually to the UK
economy



76% of consumers
say value for money is a
key driver in their eating
out choices

Sources:

UKHospitality; Lumina Intelligence,
Eating Out Market Report 2025



**SAVOUR
THE FLAVOUR**



Focus On Hospitality

Running a successful hospitality business means juggling a lot – from keeping guests and customers happy to staying ahead of trends. This guide will give you a helping hand with new ideas and advice.

In these pages, you'll find inspiration for breakfast and brunch to spark your creativity, a calendar of key dates that can help you plan promotions and celebrations, and recommendations for improving your menu design to boost sales. Plus, you'll find advice from Charlotte at Healing Manor Hotel who shares real-world tips on increasing revenue and making the most of every opportunity.

We hope this guide leaves you with fresh ideas and helps strengthen your business in the months ahead.

Katie Hinchliffe & Phil Dawson,
Out of Home team, Unitas

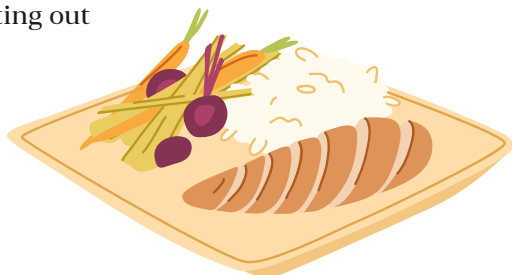


Bar & Kitchen

Insights

75%

of consumers prioritise quality when looking at eating out



44%

Healthy options are important – 44% of customers are looking for something that is good for them



Breakfast was the fastest-growing meal occasion in the out of home food market in 2024, rising 13.7% year-on-year



DATES TO REMEMBER

From food-themed days to team wellbeing, celebrate memorable moments that attract and retain more customers



DON'T FORGET

Every day is a cleaning and hygiene day! Dettol's range will keep your venue sparkly clean

2026

START HERE



17 FEBRUARY

RANDOM ACTS OF KINDNESS

This is an easy win for building goodwill within your community. Why not offer customers a free biscuit with coffee, a surprise discount or a 'pay-it-forward' scheme for hot drinks. Capture the feel-good factor on social media – it's great PR that shows your business genuinely cares about people, not just sales or profit margins.

01-31 JANUARY

VEGANUARY

Every year Veganuary continues to grow in popularity, offering huge potential to attract vegans, flexitarians and curious diners. Create plant-based menus that feel indulgent. Try jackfruit tacos and mushroom and lentil wellington, lighter bites like tofu bao buns and beetroot sliders, or a vegan sticky toffee pudding. It's a great chance to test vegan dishes that might earn a permanent spot.

29 MAY

NATIONAL BISCUIT DAY

Biscuits never go out of fashion, so get creative with this one. Promote McVitie's classics or Meredith & Drew's Choc Chip Cookies alongside hot drink deals, biscuit platters or even dunking challenges for socials. It's a low-cost, high-margin opportunity that works across cafes, pubs and hotels. And don't forget to keep a biscuit tin behind the bar for an easy surprise upsell.



11-17 MAY

MENTAL HEALTH AWARENESS WEEK

Hospitality can be tough, so use this week to check in with your team. Arrange a wellbeing breakfast, organise a stress-relief workshop, bring in a local expert for a short talk, or organise a walk-and-talk meeting. Even simple gestures like free fruit, flexible breaks or gratitude boards can boost morale and show staff they're supported and valued.



5-12 OCTOBER

NATIONAL CURRY WEEK

Curry is a British menu staple and a guaranteed crowd-pleaser. Mark the week with a special curry night or a rotating menu of classics, from fragrant kormas to fiery madras. Use Sharwood's curry sauces to keep prep simple, while still delivering authentic flavour. Be sure to promote deals on socials to draw in midweek bookings.

SEASONAL EVENTS

2025

November

5 Bonfire Night

December

25 Christmas

31 New Year's Eve

2026

February

14 Valentine's Day

17 Lunar New Year

17 Feb - 18 March
Ramadan

March

4 Holi

15 Mother's Day

19 - 20 Eid-ul-Fitr

April

1 - 9 Passover

5 Easter Sunday

May

4 May Bank Holiday

25 Spring Bank Holiday

June

21 Father's Day

August

31 August Bank Holiday

October

31 Halloween

November

8 Diwali

SPORTING EVENTS

2025

November

21 Nov - 8 Jan
The Ashes

December

11 Dec - 3 Jan
World Darts
Championship

2026

February

8 Super Bowl

5 Feb - 14 March
Six Nations

April

9 - 12 Grand National
& The Masters Golf

May

16 FA Cup Final

30 Champions League
Final

June

11 June - 19 July
FIFA World Cup

29 June - 19 July
Wimbledon

July

23 July - 2 August
Commonwealth Games

October

Oct - Nov
Rugby World Cup





The 8-step guide to staying busy



Simply providing a bed for the night is no longer enough. Guests expect memorable experiences they'll want to repeat. So, making it good for them is good for you. Charlotte Bennett, Director and Owner of the four-star Healing Manor Hotel in Lincolnshire, shares her tips to help your offering stand out

Plan ahead, review often

"If you don't take risks and try new things, you become predictable. Do your research and try new ideas because you'll never know if they might have worked brilliantly. If they don't, try something else," insists Charlotte.

Constantly plan, review and adjust. Take time to reflect on what worked well and what could be improved. Gather feedback from guests through your booking system. Following it up with a personalised email and a call gives valuable insights and makes guests feel valued.

Monitor travel trends, food and drink choices and changing guest expectations – and try to stay ahead of them.

Familiar comforts, fresh ideas

Guests expect a cosy room, hearty breakfast and great service but it's the little extras that make the difference. Refresh your decor, menus or new experiences regularly and experiment with different packages and promotions to see what resonates.

If they don't work, tweak or change them. A mix of reliable favourites and occasional surprises keeps things exciting for you and your guests.

Create value added packages

Rather than just focusing on selling rooms, meals or drinks, think about how you can offer more personalised, bundled experiences.

Stay and dine packages combining accommodation with a meal or seasonal food tastings make decision-making and voucher gifting easy for guests, while helping you boost revenue in the quieter months.

Market continuously

Don't wait for people to find you. Make sure your proposition is always visible and join local businesses in mutual promotion. Charlotte says: "We use social media to show the human side of our business. We have a Meet the Suppliers area as well as celebrating our location and team by sharing behind-the-scenes snippets.

"We send regular updates to our customers asking for feedback and letting them know about any offers." She adds: "Guests love to know the provenance of their food so we're big on the storytelling behind their special meal or stay."



Make memories

"We're always looking to give customers something they can't recreate at home – that's where you can really drive your margins," says Charlotte. Offer a mix of options from indulgent meals to lighter bites, or alcohol-free choices alongside wine and beer.

Charlotte says: "Our smaller plate versions of main menu dishes are popular for drop-in visitors." Relationships are at the heart of hospitality. Every interaction is a chance to build loyalty so nurture corporate and group bookings because individuals often return for family stays later.



Know your audience

Flexibility is crucial to creating the perfect experience. Assess the demographic of your visitors and make sure your team know how to make them truly happy.

Younger visitors increasingly want an Instagram-worthy setting without alcohol while smaller office party groups or bonding visits are now growing in popularity.

Train your team to shine

Even the best packages will fail without great service. Train staff to upsell in a natural way by suggesting a mid-tier wine by the glass. Good training and knowledge of the offering gives front of house staff the confidence to build a rapport with guests and help personalise their recommendations.

Charlotte says: "I'm building an app that goes live next year which will have a chatbot that can answer questions my team might have from food and drink pairings to sickness policies. A happy, knowledgeable team creates the kind of atmosphere guests remember."

Keep evolving

Hospitality is always changing and so are the needs of your guests. Review your margins and costs regularly, adapt to shifts in guest behaviour and take calculated risks.

Charlotte says: "Research, research, research is the secret. Look at what other people are doing, find the best ideas and give them a go. It's exciting."





BALANCE THE BOTTOMLESS BRUNCH

Bottomless brunch is here to stay, but balancing the bubbles with your budget is key. Limit the time to 90 minutes, set clear rules and combine crowd-pleasers (like prosecco or mimosas) with lower-cost options such as spritzers or beer cocktails. Offer a simple, versatile food menu – think pancakes, eggs or breakfast bowls – that's easy to prep in volume but still looks indulgent.

BREW UP LOYALTY

Coffee is often the first thing customers judge. Investing in quality beans and trained baristas pays back in loyalty and repeat visits. Don't forget the tea drinkers – breakfast blends, fruit infusions and trending options like chai or matcha all add appeal. Seasonal drinks, such as spiced lattes in autumn or iced teas in summer, give you fresh reasons to promote mornings. Add non-dairy alternatives like oat, almond or coconut milk to tick the vegan-friendly box.

The AM Advantage

From fry-ups to flat whites, here's how to make mornings pay for your venue

£13.1bn

THE UK BREAKFAST AND BRUNCH MARKET WAS WORTH £13.1BN IN 2022 AND IS PREDICTED TO HIT £15.6BN BY 2026.

Lumina Intelligence

43%

OF UK CONSUMERS NOW EAT OUT FOR BREAKFAST OR BRUNCH AT LEAST ONCE A MONTH

CGA by NIO

A BIG BREAKFAST DRAW

The cooked breakfast is a British staple, but today's customers want choice. Source high-quality bacon, sausages and eggs to elevate the traditional fry-up, and consider fancy upgrades such as avocado, sourdough or halloumi for a more premium plate. Veggie and vegan fry-ups are essential too, using hearty swaps like mushrooms, beans, and plant-based sausages. Offering regional twists, such as a Scottish breakfast with tattie scones, can also be a popular draw.





LITTLE DINERS, BIG POTENTIAL

Families are a morning market not to miss. A set price mini breakfast – for example, three items, plus a babyccino or hot chocolate – keeps kids happy and parents loyal. Kellogg's mini packs are a simple win too, offering choice, portion control and a nostalgic touch that works across cafes, pubs and hotels. Family-friendly promotions, like 'kids eat free' on weekdays, can help fill quieter times.



PROFIT-FRIENDLY PLATES

Breakfast doesn't have to be expensive to look impressive. Dishes like shakshuka (see our recipe), huevos rancheros or porridge are packed with flavour but low on food cost. They also photograph well – perfect for Instagram. Seasonal fruit toppings or spiced twists keep the offer fresh. Include at least one plant-based dish to tick the vegan box and widen your audience. Build-your-own bowls or toppings bars are worth it to upsell with little extra effort.

Shakshuka

Serves: **10** Skill rating: **MEDIUM**

Ingredients

- 50ml olive oil
- 2 large onions, sliced
- 4 green peppers, sliced
- 4 garlic cloves, chopped
- 2 tsp ground coriander
- 2 tsp paprika
- 1 tsp ground cumin
- 1.5kg Homepride Everything Tomato Sauce
- 10 eggs
- 25g fresh parsley leaves, chopped
- 25g fresh mint leaves, chopped



Method

1. Heat the olive oil in a large frying pan. Add the onions, green peppers, garlic, spices and a pinch of salt and pepper. Cook, stirring occasionally, until the vegetables have softened, about 5 mins.
2. Add the Homepride Everything Tomato Sauce. Cover and simmer for about 15 mins.
3. Using a spoon, make 10 indentations or 'wells' in the tomato mixture (make sure the indentations are spaced out). Gently crack an egg into each indentation.
4. Reduce the heat, cover the pan, and cook on low until the egg whites are set.
5. Uncover and add the fresh parsley and mint. Add black pepper to season.

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Highlight heroes

Draw attention to dishes you really want to push, whether it's a high-margin item, seasonal special or a signature serve. Use icons, boxes or chef's recommendations to spotlight them. But don't overload the menu: two or three highlights are enough.

Separate dessert menu

Desserts can get overlooked at the end of a main menu. Offering them on a separate card – or presenting after mains are cleared – puts the spotlight back on indulgence. It reframes dessert as a fresh decision point and can significantly increase orders and overall spend.



DESIGNING THE PERFECT MENU

Unilever Food Solutions and Yumpingo have shared some good advice on how to make your menus work harder. From layout to language, the way you present dishes can influence what people order, how much they spend and how likely they are to come back. Here are some quick wins

Limit choice

Too many options can be overwhelming. Keeping each category to around seven items helps avoid decision fatigue, makes choosing easier and boosts customer satisfaction.

Use the Golden Triangle

Research shows customers' eyes naturally move in a triangle, from the centre, then top right, then top left. Place your signature, seasonal or high-margin dishes in these 'sweet spots' to make them easy to scan. And remember to keep descriptions short but tempting.



Price with purpose

How prices are displayed matters as much as the numbers themselves. Dropping currency symbols can reduce 'sticker shock', while using round numbers feels more premium (e.g. £10 vs £9.95). Positioning higher-priced items near mid-range dishes makes the latter look more affordable, guiding customers toward the choices you want them to make.



SUCCESS IS BUILT ON REPUTATION.



Cold and flu season can disrupt teams fast. At Reckitt, we believe Hygiene should never get in the way of running a great business. That's why our expert-backed solutions combine scientific rigour with everyday ease – simplifying hygiene across hospitality venues, kitchens and washrooms. Proven, efficient and effortless to use, we help you protect your staff and customers and focus on what matters: your business.

For further information, please email prosolutions@reckitt.com


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