

AUTUMN/WINTER 2017



GREENE KING
PUB PARTNERS

FOOD AND SUPPLIES SERVICE



**EVERYTHING YOU NEED TO RUN
A PUB AT EXCELLENT PRICES.**

FOOD PACKAGES

Greene King in partnership with Kuehne + Nagel (K&N), have developed an excellent supply chain solution to offer you fantastic pricing on a great range of menu products; along with additional goods and services to help you run your pub. A team of experts have taken current food trends into consideration as well as working out the GPs the menus will produce.

The food packages offer a choice of three full template menus, a bespoke menu and a wholesale supply option. With additional goods at prices you can't find on the open market we have the solution you need to suit your business.

OPTION 1: FULL TEMPLATE MENU

We know how important it is to deliver a menu consistently and to specification therefore the crockery package and training are included.

“PREMIUM”, “MAINSTREAM” OR “VALUE” MENU

SEE PAGES 4, 5, 6, 7 & 8 FOR DETAILS.

POINT OF SALE

- Menus: includes Main Menus, Kids Menus and Lunch Deals; 2 menu cycles every year.
- Menu point of sale, including external displays and posters across key main menu food messages.
- Annual marketing point of sale across key events including:
 - **Christmas – Fayre / Day menus and POS**
 - **Valentine’s Day**
 - **Mother’s Day**
 - **Easter**
 - **Father’s Day**

CROCKERY PACKAGE

- To support menu dishes.
- Content differs between Premium, Mainstream and Value packages – please ask for details.

Full dish specification cards
for all menu items.

Allergen information pack in line
with current regulations.

Free food delivery

Free recycling and waste pick up

Training:

- 2 days on site training at initial menu launch.
- Central cook-offs twice a year for menu changes.

All the extras!
See page 3.



Premium Menu



Mainstream Menu



Value Menu

WHAT IS THE COST?

£1200 PLUS VAT INITIAL PAYMENT

Crockery from £800 - cost differs for each menu.
Full Food Training Package £400.

£17 PER WEEK PLUS VAT

To cover twice yearly menus, point of sale updates
and cook-off training sessions.

YOU CAN ALSO TAKE ADVANTAGE OF OUR GREAT PRICING ON FOOD, SNACKS AND GOODS NOT FOR RESALE (GNFR) WITHOUT USING ONE OF OUR FULL TEMPLATE MENUS:

OPTION 2: BESPOKE MENU

HAVE YOUR MENUS DESIGNED FREE OF CHARGE.
YOU ONLY PAY FOR THE PRINTING COSTS.

Create your own menu from Greene King's huge range of dishes.

Menu design support from our marketing team.

Allergen information pack in line with current regulations.

Full dish specification cards for your menu dishes.

All the extras! See below.



OPTION 3: SUPPLY ONLY

BUY THE ITEMS YOU NEED INDIVIDUALLY FROM GREENE KING AS AND WHEN YOU NEED THEM

If you are happy with your own menu consider ordering the items you require from us. Ingredients that are in our supply network are available for all our licensees. We will also pick up your recyclable waste.

All the extras!
See below.

ALL THE EXTRAS

Purchasing your food through Greene King entitles you to fixed food pricing throughout the menu cycle as well as these great additional services.

REVERSE LOGISTICS & RECYCLING SEE PAGE 11

If you order your food from Greene King they will pick up your recyclable waste for free!

Save money on your bin collection costs and be eco-friendly too.

ACCESS TO LEADING PRICING FOR ADDITIONAL GOODS SEE PAGE 11

- **Crisps & snacks**
 - **Goods not for resale (GNFR)**
 - **Stationery**
 - **Seasonal items**
- ... and so much more!

MARKETING SUPPLIES SEE BACK PAGE

Access and edit professional point of sale with messages specific to your pub such as Burns' night, gin tasting and charity events. Menus, external displays, posters, drink promotions and seasonal activity point of sale are all available to you on our online artwork sites.

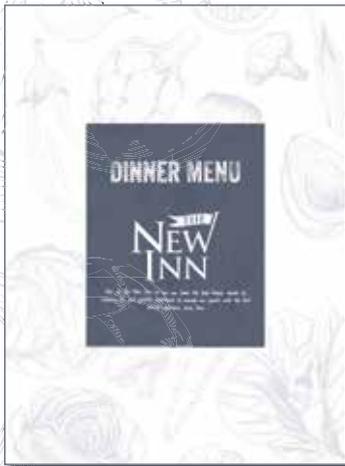
Email PPMarketing@greeneking.co.uk for more details on marketing supplies.

HOW TO GET STARTED:

Talk to your **BDM**

Email: PubPartnersFood@greeneking.co.uk

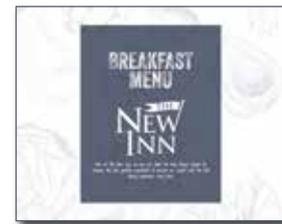
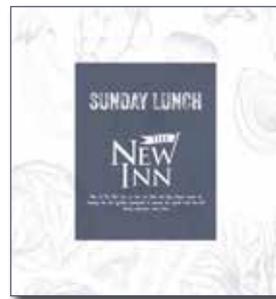
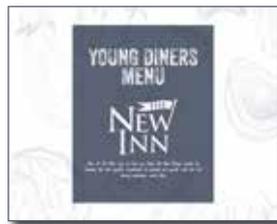
Tel: **Tracey Bell - 07720 099936**



PREMIUM MENU

We are now launching our new Premium Menu, this includes a selection of superior pub classics and premium dishes combined.

Our Premium Menus are individually branded with the pub name and logo to give it that personal touch, these are also based on one price band throughout.



LUNCH MENU

- Lunch menu supplied which offers a great variety of dishes for those who are after premium sandwiches to main meals.

YOUNG DINERS'

- Full Young Diners' menu provided.
- Includes smaller portions of dishes which are stated on the Main and Lunch Menu.

SUNDAY MENU

- Sunday Lunch menu is supplied offering traditional roast dinners, as well as offering customers a wide variety of dishes from the same menu.

BREAKFAST MENU

- Breakfast menu provided, offering some premium breakfast options for your guests.
- Personalise the name of the breakfast, for instance "The New Inn Veggie Breakfast".

POINT OF SALE

Supporting POS is provided matching the look and feel of the menus. You will receive POS in support of the menu, including correxes and posters, however there is also POS available for Key Event dates. This will be concentrating on alternative POS options to give that extra premium and personable touch. Please see GoCreate for the additional POS available.



POS CHECKLIST

- Food Menus x 250
- Lunch Menus x 250
- Breakfast Menus x 100
- Sunday Menus x 100
- Young Diners' Menus x 150
- POS provided

For more information on how to apply for the Premium menu, please email PubPartnersFood@Greeneking.co.uk

Bring On The Food Mainstream Menu

Traditional pub classic dishes with contemporary upmarket additions. A specials range is also available to offer real variety to your guests.

LUNCH DEAL

- Lunch Deal menu supplied, offering 2 or 3 course options.
- Available at selected times as chosen by you.
- Pricing aligned with your main menu price band.



YOUNG DINERS' MENU

- Full Young Diners' Menu supplied.
- Set pricing.




SUNDAY ROAST

A standard Sunday Roast is advertised in the main menu but you choose your price point and offer.



TAKEAWAY MENU

- Folded A4 size to fit in a pocket or handbag
- Space for your pub details or House Stamp
- No pricing – ideal for a mail drop.



Point of Sale

You will receive a full suite of supporting point of sale including external display items and posters that communicate your key food messages, along with key event point of sale throughout the year.



NGC MENU

NGC Menus are available on request from PPMarketing@greeneking.co.uk




POS Checklist

- Food Menus x 250
- Lunch Menu x 150
- Young Diners' Menu x 150
- Takeaway Menu x 500
- Sunday Roast / Lunch Deal Correx & A2
- New Menu Now Here / Our Chef Recommends Correx & A2
- New Menu Coming Soon Sticker

PRICING + GP'S

PRICE BAND	LOW	MID	HIGH
Average GP Mains Items	66%	70%	72%

GP's are taken from an average sales mix across all main dishes on the menu.

Choosing Your Price Band:

Consider your guest demographics and your local competitors. Get in touch if you need advice, we're happy to help!

WHAT BOLT-ONS CAN I GET FOR THE MAINSTREAM MENU?

The below menus and POS are available on GoCreate only, these are not included in the cycle package.

SENIORS' MENU

A selection of smaller portion pub favourites for the over 60s!



- Offering 2 or 3 course options.
- Available at selected times as chosen by you.
- Menu Card, Correx and A2 Poster available.

BREAKFAST MENU

Classic breakfast dishes and a children's option.

Eating out for breakfast has become incredibly popular, is this something which could increase your footfall?

- Editable pricing.
- Maximise your morning trade.
- Menu Card, Correx and A2 Poster available.



SNACKING MENU

This table talker offer includes snack bowls, the popular seasoned fries and easy to prepare sharers. This can be edited so that it suits what you would like to offer and also price banded to your choice.

- Free standing Table Talker for viewing area tables.
- Drive sales during the big games.



AFTERNOON TEA POS

Increasingly popular a classic afternoon tea will appeal to guests at a quieter part of the day.

- Unpriced so you can chalkboard your offer.
- Maximise afternoon trade with a key target market.
- Correx and A2 Poster available.



COFFEE + CAKE POS

A simple message that will attract additional guests.

- Unpriced so you can chalkboard your offer.
- Drive footfall in the quietest parts of the day.
- Correx and A2 Poster available.



Ordering on GoCreate

Bolt-on Menus and POS are available to order from GoCreate, this can be accessed from your PubPartners.net account under Marketing & Promotions. If you need any assistance email PPMarketing@greeneking.co.uk

VALUE MENU

CHAMPIONING GREAT VALUE PUB CLASSICS SUPPORTED BY GREAT DEALS FOR YOUR GUESTS.

2 MEALS FOR £X

- A range of pub classics within the main menu are included in 2 Meals for £X.
- Available all day every day.

BURGER & DRINK DEAL

- All burgers are included in the deal. Choose any burger and add a drink for £1.50.
- Available all day every day.

STEAK DEAL

- An 8oz rump steak for £X.
- Available Monday to Wednesday, all day.

SUNDAY ROAST

- A standard Sunday roast is advertised in the main menu but you choose your price point and offer.

CHILDREN'S MENU

- Children's menu included in main menu.
- Kids meal deal: Main, Dessert & Drink for £X.

TAKEAWAY MENU

- Folded A4 size to fit in a pocket or handbag
- Space for your pub details or House Stamp
- No pricing – ideal for a mail drop.



SPORTS MENU

- A separate menu promoting fast service items for busy match days.



SENIORS' MENU

- Traditional favourites for lighter appetites created especially for the over 60s.
- 2 courses for £X, add a 3rd course for £1.
- Available Monday to Friday, all day.



PLEASE NOTE: The price for 2 Meals for £X, Seniors' Menu and Steak Deal depends on your chosen price band, see below. Standard drinks are listed for the Burger Deal and Kids Meal Deal, you choose what to offer depending on your pub's stocked brands.

POINT OF SALE

You will receive a full suite of supporting point of sale including external display items and posters that communicate your key food messages, along with key event point of sale throughout the year.



POS CHECKLIST

- Food Menus x 250
- Sports Food Menus x 150
- Seniors' Menus x 150
- Takeaway Menus x 500
- ROTW Deals / New Menu Now Here Correx and A2
- Sunday Roast / Seniors' Menu' Correx and A2
- Desserts / Kids Menu Correx and A2

PRICING & GP'S

PRICE BAND	LOW	HIGH
Average GP Mains Items	62%	65%

GP's are taken from an average sales mix across all main dishes on the menu.

Choosing Your Price Band:

Consider your guest demographics and your local competitors.

Get in touch if you need advice, we're happy to help!

WHAT BOLT-ONS CAN I GET FOR THE VALUE MENU?

THE BELOW MENUS ARE ALL AVAILABLE ON GOCREATE.

BREAKFAST MENU & POS

Additional breakfast items on a menu for you to choose your service times.



BREAKFAST MENU



BREAKFAST CORREX & A2

SPORTS FOOD POS



BIG MATCH BUCKETS A2

COFFEE & CAKE POS



COFFEE & CAKE CORREX & A2

NGC MENU

NGC Menus are available on request from PPMarketing@greeneking.co.uk



OTHER SOLUTIONS

QUALITY HOT DRINKS: SEATTLE'S BEST COFFEE

COMPLETE BRANDED COFFEE SOLUTION THAT PAYS FOR ITSELF IN LESS THAN 5 CUPS PER DAY*

A TURN KEY SOLUTION

With the backing of their parent company Starbucks, the Seattle's Best Coffee solution provides you with a high quality branded coffee offer that can be delivered quickly, easily and consistently every time.



A FULL RANGE OF HOT BEVERAGES

With retail and category expertise, the Seattle's Best Coffee range has been designed to meet the needs of consumers across the out of home market. The range includes Americano, Espresso, Latte, Mocha, Cappuccino, Hot Chocolate, flavoured Lattes and a variety of teas.

GREAT TASTE, HIGH QUALITY

Seattle's Best Coffee is sourced with the same high standards as Starbucks coffee, uses only the finest Arabica beans and is Fairtrade certified. It's specifically roasted to suit the everyday taste of coffee consumers.

THE SEATTLE'S BEST COFFEE SOLUTION INCLUDES:

- WMF 1500S bean to cup coffee machine (produces both Small 8oz and Regular 12oz drinks).
- Installation and training on both the coffee machine and the 'Perfect Serve' from Starbucks' own trainers.
- Seattle's Best Coffee ceramics.

POINT OF SALE

- 25 x pub-specific table talkers/menus with your pub's logo and text (available in Mainstream and Premium price brands).
- External A-board to promote your coffee offer.

ONGOING SUPPORT

- Access to seasonal beverages including Autumn and Christmas campaigns.
- Ongoing operational and technical support including access to Starbucks' own webinar training sessions.

3 year service agreement available for only £1.79 per day extra.***

INITIAL STOCK

- To provide over 1300 hot beverages.****

A case of coffee.

Range of Tazo teas (English Breakfast, Earl Grey, Refresh) and tea rack for merchandising.

A range of syrups and sauces to create hazelnut, caramel and vanilla lattes.

Chocolate powder for hot chocolate.

Branded napkins.

Case of 3000 branded takeaway cups.

Whipped cream set to finish off your drinks perfectly.

Cleaning tablets - 100 machine cleaning tablets and 100 milk container cleaning tablets.

WHAT IS THE COST?

AVAILABLE FOR £8.06 PER DAY**

This offer is only available to limited companies.

The lease agreement is managed by Lease UK.

*The return on investment of 5 cups per days is based on five 12oz lattes being sold at £2.70 (inc. VAT) per unit against a daily lease charge of £8.06 (based on a 7 day working week).

** The daily lease price of £8.06 is based on passing a tier 1 credit check. The price may differ if you do not pass this.

HOW TO GET STARTED:

Email: PPMarketing@greeneking.co.uk

***The service contract includes change of water filters (1 per year). The service contract does not include the ongoing supply of cleaning and milk cleaning tablets which must be purchased from WMF when required.

****Beverages are calculated based on the coffee and tea range only and do not include cost of milk.

ARTISAN STONEBAKED PIZZA: BARREL & STONE

AVERAGE ANNUAL REVENUE FROM SELLING 90 PIZZAS A WEEK £51K[†]

A TASTY RANGE OF THIN AND CRISPY STONEBAKED PIZZAS, PREPARED AND BAKED FRESH IN THE TRADITIONAL WAY, USING AUTHENTIC HIGH QUALITY INGREDIENTS.

THE BARREL & STONE SOLUTION INCLUDES:

- All necessary kitchen equipment including an electric 2 or 4 deck pizza oven for free.^{††}
- Crockery.
- Pizza boxes.

POINT OF SALE

- Marketing materials for free.
- Menus (rotating).
- Social Media support and postings.

ONGOING SUPPORT

- Training for free.
- Online ordering.^{†††}
- Free delivery.^{††††}
- Warranty repairs.^{††††}



WHAT IS THE COST?

NO UPFRONT COST JUST A
£375 STOCK ORDER PER WEEK[†]

HOW TO GET STARTED:

Get in touch with **Barrel & Stone**
Email: info@barrelandstone.co.uk
Tel: **01628 327 800**

[†] Cost to tenant per week £375, sales revenue per week £990, net GP per pizza 55% (based on 90 Simply Salami pizzas).

^{††} 1 x 12" pizza per deck. Tier dependent. Initial contract period is 3 years. N.B. This remains the property of Barrel & Stone.

^{†††} Required ingredients must be purchased through Barrel & Stone.

^{††††} One free delivery each week based on a minimum order value. No obligation to order weekly.

^{†††††} Hours of cover: Monday to Friday 9am - 5.30pm.

ONE STOP FOR EVERYTHING

WE STOCK HUNDREDS OF ITEMS!

For a full list of what's available and the prices please email: PubPartnersFood@greeneking.co.uk

If you are on the Greene King Food and Supplies Service then the following items are available for you to order through the Greene King partnership with K&N.

Everything you need to run your pub at prices that you can't find on the open market. **We fix our prices for the duration of the menu.** If you have any enquiries on items you would like to order or would like to see the main catalogue please email: PubPartnersFood@greeneking.co.uk. We will be delighted to help you. If you don't see items below it doesn't mean they are not available.

CRISPS & SNACKS

A great range of crisps and premium snacks, including a variety of products from popular top selling brands.

- Crisps
- Nuts
- Scratchings
- Premium bar snacks such as pistachios, olives and chorizo bites



GREAT PRICES!

You can also order all the serving dishes, bowls or jars to present these snacks to your guests.

GOODS NOT FOR RESALE

Incredible value on everyday essentials like blue roll and straws.

We have a full list of items that can be ordered to help with running your pub, including crockery, cleaning products, glassware and much more.

- Paper products
- Bar sundries
- Restaurant sundries
- Kitchen equipment
- Cutlery
- Crockery
- Glassware
- Cleaning products



STATIONERY

We have everything you need to run your back office. Check out the list of items we have available to order below:

- Ink cartridges
- Envelopes
- Food safety day dots
- Pens



REVERSE LOGISTICS & RECYCLING

REDUCE COSTS!

If you order your food from K&N they will pick up all of your recyclable waste for FREE!



Save money on your bin collection costs and be eco-friendly too.

Below is a list of items that can be recycled via this service:

- Food waste
- Cardboard
- Soft plastic
- Hard plastic
- Tins & cans
- Used cooking oils

You will be provided with the appropriate tools to recycle these items in the correct way via this service.

SEASONAL ITEMS

Beating prices on the open market!

ASK US WHAT WE'VE GOT!

- Tealights
- BBQ charcoal, firelighters
- Kindling, dried wood & coal
- Snow shovels & rock salt
- Christmas crackers & decorations



MARKETING SUPPLIES

Access and edit professional messages for your pub, for example Burns' night, gin tasting and charity events.

Just like greetings card websites you can access various templates with editable sections that can be tailored to your pub, event or occasion. Prices are benchmarked against other key print suppliers to ensure that they are competitive.

Also menus, external displays, posters, drinks promotions and seasonal activity are all available to you on GoCreate!

POS

PREMIUM

MAINSTREAM

VALUE



PLEASE SEE OUR ONLINE ARTWORK SITE FOR THE FULL RANGE OF ARTWORK AVAILABLE!

Menu templates are available for key events throughout the year such as Mother's Day and Valentine's Day, these are not price banded and can be amended. If there is a specific date or event you would like advertised, please request this and we can get this created for you. The only charge would be the printing costs.

LOG IN DETAILS

Your Username and Password have both been changed to your Greene King Customer Number.

GOCREATE!

Call **0345 319 1021** (Lines open Monday to Friday 9am - 5pm)
Email: GoCreate@lwvprintworks.co.uk or log in via www.PubPartners.net

WANT TO KNOW MORE?

Talk to your **BDM** / Email: PPMarketing@greeneking.co.uk

All prices quoted are correct at time of going to press but may be subject to change without notice.