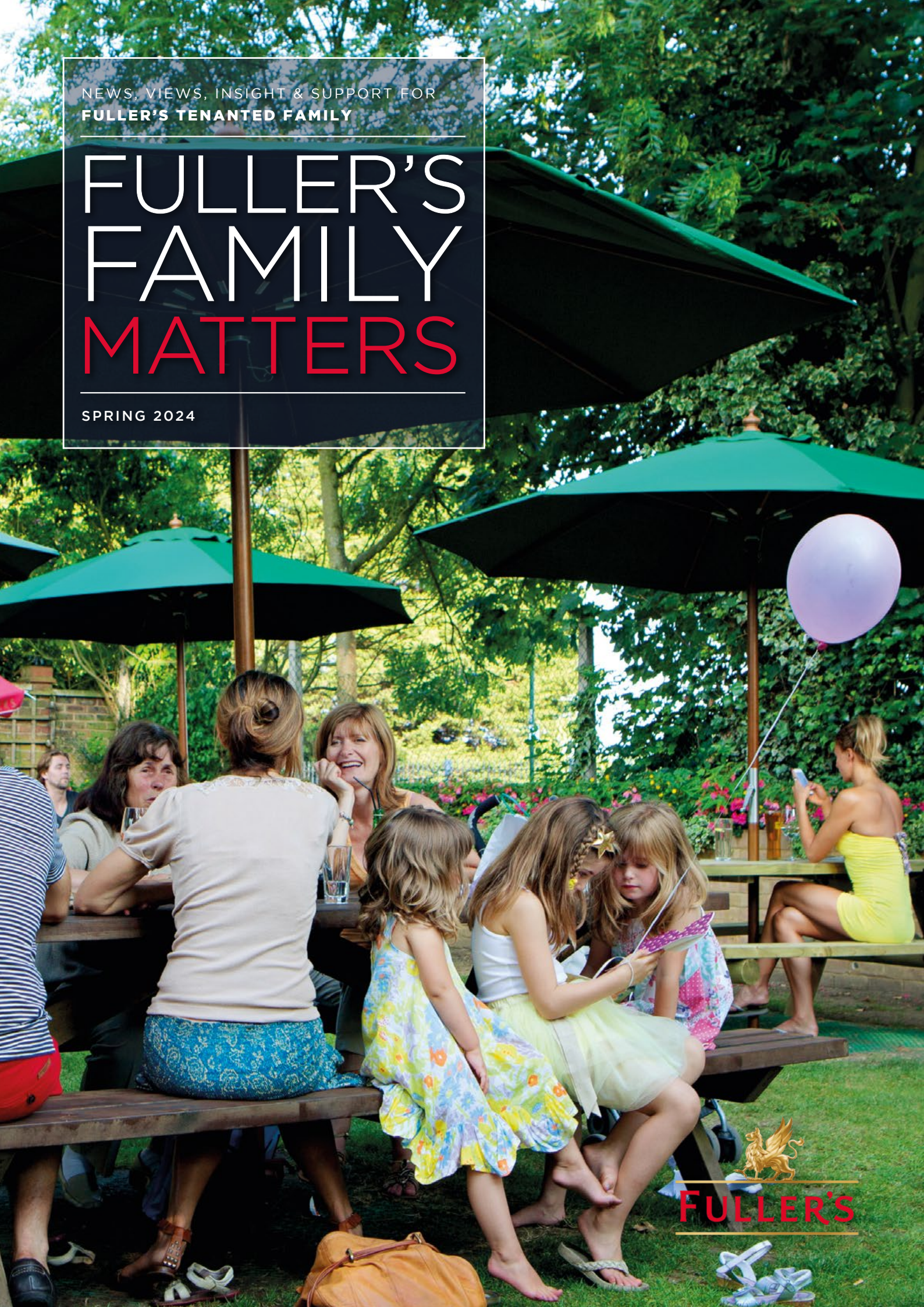


NEWS, VIEWS, INSIGHT & SUPPORT FOR
FULLER'S TENANTED FAMILY

FULLER'S FAMILY MATTERS

SPRING 2024



FULLER'S

COMING UP...

MARCH

4-10 **BRITISH PIE WEEK:**
show off your crusts
and delicious fillings during pie week



10 **MOTHER'S DAY:**
a pub favourite;
time to make every
mum feel loved

15 **COMIC RELIEF/
RED NOSE DAY:**
opportunity for a
community fundraiser

16 **DISABLED
ACCESS DAY:**

celebrate your great facilities and encourage
people to try out your pub
– on socials, use the hashtag
#YouAndSomewhereNew

17 **ST PATRICK'S DAY:**
go green and promote
all things Irish

29 **GOOD FRIDAY:**
take advantage
of the Easter weekend

31 **EASTER SUNDAY:**
make sure the Easter bunny
leaves treats for the kids

CLOCKS SPRING FORWARD ONE HOUR
for British Summer Time



APRIL

1 **EASTER MONDAY:**
egg rolling is apparently an Easter Monday
tradition, give it a roll

1-7 **COMMUNITY
GARDEN WEEK:**
showcase your outside
areas: why not do a seed
planting session or get
an expert in to chat about
gardening tips?



23 **ST GEORGE'S DAY:**
celebrate all things English

MAY

6 **1ST ANNIVERSARY OF THE
KING & QUEEN'S CORONATION**

13 **WORLD COCKTAIL DAY:**
shake up your drinks offer with
some colourful cocktails

27 **START OF
NATIONAL
BBQ WEEK:** spice up your
kebabs, ribs and chicken



SPORTING FIXTURES

NOW TO MARCH 16 Six Nations rugby

8-14 APRIL

Golf – Masters, Augusta USA

20 APRIL-MAY 6

World Snooker Championships

13 APRIL

Grand National horseracing, Aintree

21 APRIL

London Marathon

25 MAY

FA Cup Final, Wembley

31-JUNE 1

Derby Festival (Epsom racecourse)



FOLLOW THE ARROWS!

Luke Littler's sensational performance in the PDC World Darts Championship presents pubs – the home of darts – with the unique opportunity to get customers playing regularly.

Why not hold some dart throwing training sessions and set up a league.

The Premier League Darts season began on February 1 and continues until May 23 on Sky Sports.



UEFA EURO 2024

Excitement is already building in anticipation of the EUROS. Footie fans will be looking for pubs to watch the games, so make sure you update your website and tag #EUROS #football #England, etc, in all your social posts.

There are 24 countries taking part and the first matches kick off on Friday, June 14, with the final on Sunday, July 14.

Burgers, hot dogs and food that's easy to eat with one hand

– while the other holds a pint – will win the day.

To ease the pressure at the bar, think about inviting customers to buy buckets of beer and large jugs of draught

lager. Reserve and sell tickets for seats and tables with the best view, and encourage customers to order their drinks and food in advance – to avoid disappointment.





SPRING INTO GROWTH

Welcome to the Spring Issue of *Fuller's Family Matters*. With the Six Nations underway, Valentine's Day over for another year, and Mother's Day and Easter just around the corner, it is a very busy time for everyone. Rather fittingly, spring is the season of new growth and in our pubs that is exactly what we tend to see as we come out of the cold and dour winter months.

Despite some rather gloomy trade press (only to be expected in an election year), we have reason to look forward with optimistic eyes; recruitment challenges are easing, and food and energy inflation has finally dropped to pre-Covid levels. Most importantly, consumers are showing determination to ensure that despite the cost-of-living difficulties, a visit to the pub remains a valued luxury

they want to hold on to. As such, it seems apparent that in continuing with the exceptional quality of your welcome,

service and overall hospitality experience you are famous for, you will continue to grow both sales and profit this year.

We couldn't be more pleased to share your success and stories in this

magazine and to celebrate how you continue to go above-and-beyond for your community and regulars.

Speaking of going above-and-beyond, our new feature, *Shout-Out To...* is your chance to give well-deserved recognition to your teams and/or individual staff members – amazing people like Lisa Brightwell (pictured at the top of this page).

Lisa is Kathy Hill's Deputy at The King & Queen in Caterham, who raised £1,400 for the local community centre, after hearing that Waitrose had pulled out of supporting their Christmas day lunch programme. Lisa's

original target was £600, but by organising a Christmas raffle and having a donation box, "she absolutely smashed it", says Kathy, adding that Lisa "always goes above and beyond"! Check out how you can give a *Shout-Out To...* someone on your team (page 9).

There's lots going on in this issue – we hope you enjoy it.

Iain


IAIN RIPPON
Tenanted Director

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- 9** Shout-Out To...
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- 14-15** Pub Profile: The Spotted Cow, Cowplain
- 16-18** Insight: Staff Retention & Recruitment
- 19** Green initiatives
- 20-28** Promotions & Offers available from March 1 until stocks last (unless stated otherwise)



FULLER'S FAMILY MATTERS is co-ordinated and managed by Danielle Mossman, Fuller's Tenanted Operations Executive.

 **If you have a story or idea to be featured in the magazine,** please email Danielle.Mossman@Fullers.co.uk.

FULLER'S FAMILY MATTERS Spring 2024 is published by KO-Media (UK) Ltd and printed by Talk Design & Print on behalf of Fuller's.



GLORIOUS GARDENS COMPETITION WIN £2,500

SEE PAGE 7 for details

ROUND-UP

SHARING STORIES OF SUCCESS, COLLABORATION AND CELEBRATION



SEND US YOUR PHOTOS,
STORIES AND NEWS for our
next **Fuller's Family Matters**

Email: Danielle.Mossman@Fullers.co.uk

CONGRATULATIONS TO OUR GRIFFIN TROPHY AWARD WINNERS

Fuller's Griffin Trophy is a hard-fought competition, with pubs and hotels from both the Tenanted Inns and Managed divisions competing across four categories and ultimately for the title, Fuller's Pub of the Year and to receive the coveted Griffin Trophy prize.

Thirteen pubs made it through to the final in the latest competition, which culminated in an awards ceremony at Brewers' Hall in London last November.

Congratulations go to all of the finalists and the winner, Emil Szoma of The Ox Row in Salisbury, but especially to our tenants (listed below).

**DARREN & DAWN ANCHOR
OF THE KING CHARLES IN KINGS
WORTHY – winners of the Best
Country/Village Pub category**

**ROSE & JACK RILEY, AND OWEN
HUTCHINSON OF THE QUEEN'S
HEAD IN FARNHAM
– winners of the Best Town/
Local Pub category**

**STEVE & NICK
DE WIGGONDENE-
SHEPPARD OF THE
BELL IN OUTWOOD
– runners-up in the
Best Country/Village
Pub category**

**CHARLIE SKALSKI,
NICK MARSHALL
AND ASHLIE BEDWELL, THE
CALLEVA ARMS IN SILCHESTER
– runners-up in the Best Country/
Village Pub category**



The winners were chosen by the judging panel, after making visits to each of the finalists' pubs. The panel was made up of the Fuller's Chairman Michael Turner, Chief Executive Simon Emeny and Marketing Director Sam Bourke.

Dawn and Darren at The King Charles returned to the competition in 2023 to win their category, Best Country/Village Pub, having been finalists in 2022. Announcing them as the winners, Fuller's Chairman

Michael Turner, revealed that they had seen trade at the pub increase considerably over the year. Outdoors, Darren's newly acquired carpentry skills had been used to build a train and castle in the play area, as well as a fire pit for adults.

Michael said: "A 50% promotion on Mondays and Tuesdays has filled the pub in January and February, and delighted the locals." And he added "the business is flying."



For The Queen's Head
(from left): Owen Hutchinson,
BDM Alix Horne, Rose Riley,
Michael Turner and Jack Riley



Pictured left: Emil Szoma with his trophy.
Above (left to right)
The Calleva Arms's
Ashlie Bedwell, Michael
Turner, Nick Marshall
and Iain Brown

The Queen's Head in Farnham, run by Rose, Jack and Owen, won the Best Town/Local Pub category. Michael Turner commented that this small pub with a tiny kitchen successfully sells large amounts of beer and does a thriving business in home food delivery, with



THANKS TO OUR TEAM

@TheFarmerInn

'This Sunday January 21st we'll be closing the pub at 6pm for our annual staff party. The team

have worked so hard this year and deserve a night to let night their hair down. Sorry for any inconvenience this may cause!'



**@BridgeTavernOld-
Portsmouth**

'Look who popped in to see us at the bridge today
#rosskemp #bbcfilming'



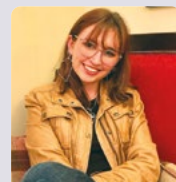
**TheGoldenLion-
Fareham**

'The Lion's Library corner.'



**@FarmersBoy-
Kensworth**

'Today we wish our beautiful Olivia a very happy 16th birthday. She has now spent half her life at The Farmers Boy, and over the last three years she has become a valuable member of the team.'





Pictured left: Michael Turner with Darren and Dawn Anchor of The King Charles; above: with Steve and Nick de Wiggondene-Sheppard of The Bell



WINTER WARMERS

It has been great to see the array of interesting events, promotions and activities throughout January.

With torrential rain followed by freezing weather conditions, before a return to the dull grey, it has been a tough start to the new year for many. Fortunately, reports say that Christmas and the festive season was good, with strong trading lasting into the first week of January.

The Wych Elm has been tempting local business people and freelancers with its

Coffee & Connect networking session on January 24, from 10am to 11.30am. Entry to the event, which was organised with Kingston County Council, was priced at £10, for coffee/team and pastries, and included a presentation by a guest speaker.



The Red Lion, Southwick went all out for the week beginning January 22, with its very own Pie Week, serving seven stand-out pie dishes, including one to celebrate January 25 called Ode to Robert Burns. Packed with chicken, haggis and bacon in a pie-wellington, it was served with mashed tatties, neeps, roast carrots and whisky cream sauce. There were also some exotic pie recipes on the menu too, with flavours from around the world, including: Tandoori lamb bhuna pie, Chilli enchilada pie and the Greek cuisine inspired Spanakopita pie, with feta cheese, spinach and herbs, wrapped in a filo pastry.

The Bell, Outwood has been busy promoting its plans for Chinese New Year on February 10, with a selection of Hong Kong Chinese dishes from Sous Chef, Helen Chong. Other dates it is promoting include, Wassailing on February 3 and, of course, Valentine's Day on February 14.

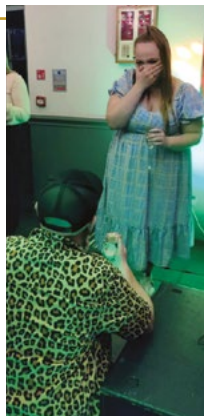


The Golden Lion in Fareham is proof that your regular events and games nights are key to getting regulars out of the house, even during the darkest and most miserable nights of winter. Its regular Tuesday Table Top night offers a fun evening of self-made entertainment, with cards, board games, quizzes and dominoes on offer. There is even a complimentary bowl of chips for every table booked, with food also served between 5pm-8pm too.

The Oak in Aston Clinton had a special £10 menu running throughout January across Monday to Saturday. Dishes included traditional pub favourites, chilli con carne, honey roast ham, egg and chips, scampi and cottage pie.

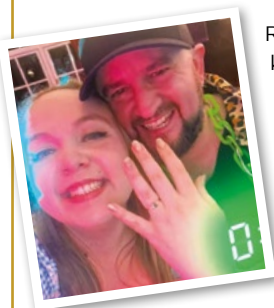
RINGING IN THE NEW YEAR!

New Year's Eve turned into a double celebration for Ashlie Bedwell, the Manager of The Calleva Arms in Silchester, when she and her partner Chris got engaged.



Romantic Chris got down on bended knee to propose to Ashlie - who looked a bit taken aback by the surprise! But they were all smiles minutes later, as Ashlie proudly flashed her fab new ring at the camera.

We're sure you will join us in congratulating Ashlie and Chris, and in wishing them every happiness for their future together.



@TheCedars2

'ESB 5.5%. The legendary Ale is now pouring for a limited time only at The Cedars Public House. Enjoy it with our Home-made Minted Lamb Burger.'



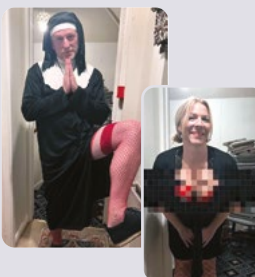
@TheOldHamTree

'We are a dog friendly pub. Treats available at the bar. Meet 12 and 3/4 year old Winston and his little pal Kobi.'



The Old House At Home Romsey

'Tarts n Vicars....'



BASKETMAKERS IN TOP 12 LIST OF PERFECT PUBS

The Basketmakers Arms in Brighton has been named as one of the top 12 most perfect pubs in the UK by the *National Geographic* magazine.

All 12 pubs featured in an article produced by *National Geographic Traveller (UK)*, written by *The Thinking Drinkers*, aka Ben McFarland and Tom Sandham, the award-winning pub, beer and alcohol experts, best known for their comedy double-act.

The duo wrote: "Whatever trends come and go, there should always be a place for proper pubs – those iconic institutions that have been the cornerstone of British culture for centuries." In their view, this should include: "no loud music, no spirit-sapping *Sky Sports*" and ideally no fancy food that requires holding cutlery in a hand that could otherwise be wrapped around a drink!"

For the Basketmakers, special mention was giving to the old tobacco

tins nailed to the walls "a nice touch at this lovely low-ceilinged institution". They explained: "Each contains a joke, anecdote, erudite advice or surrealist

scribblings courtesy of the left-field characters that cram into this cosy, corner pub in Brighton's bohemian North Laine."

They continued: "Purists may not like the fact that proper food is served but, fear not, it doesn't detract from the discerning drinking – it boasts eight well-kept cask ales and a superb selection of spirits."

The Argus, Brighton's local newspaper, which

covered the story, also mentioned The Basketmakers' impressive *TripAdvisor* score – 4.5/5 from 360 reviews.

www.nationalgeographic.com/travel/article/best-pubs-uk



RACE DAYS GREAT FOR PUB OUTINGS

Organising a trip to the horse racing is popular day out for many pubs and their regulars.

The King Charles in Kings Worthy got in early by promoting their planned trip to Newbury Races on March 1 in January.

Griffin trophy winners in the Best Country/Village Pub category, Dawn and Darren Anchor are offering a VIP experience, with pre-departure drinks and nibbles at 10am, coach to and from the racecourse, entrance to the races, and a curry on return to the pub – all for £50.

AWARD: SIX BELLS, BRENTFORD, RECOGNISED FOR ITS WORK IN THE COMMUNITY

Jacque and Karen of The Six Bells in Brentford, have been nominated for an important community recognition award.

Ward Councillor Dan Browning nominated Jacque and Karen, who are well-known locally for their community events and support for homeless people living in their area.

The Mayor of Hounslow, Councillor Afzaal Kiani, will be hosting the Mayor's Recognition Reception in the Mayor's Parlour in Hounslow on February 29, when Jacque and Karen will receive their Recognition Award.

"We'd like to congratulate Jacque and Karen for their amazing community work and for being nominated for this award," said Iain Rippon, Fuller's Tenanted Director.



CHECK OUT what Jacque and Karen have been up to recently in our Community feature, with stories from around our pubs, on pages 14 and 15.

BULL'S EYE PUB DARTS IS BACK

The success of Luke 'The Nuke' Littler in the World Darts Championship, where he became the youngest player to reach the final, has helped create a resurgence in darts' teams in pubs.

Sab and Baz Stanton, who feature in this issue's Pub Profile and run The Spotted Cow in Cowplain, said all the interest in Luke led to one of their regulars asking to set-up and run a new darts team at the pub. "We used to have one. He's going to run it, find the team members and so on, and we'll do the food," said Baz.

TELL US if you have recently set up a new darts league. We'd love to know more – email Danielle.Mossman@Fullers.co.uk.



FULLER'S

ENTER OUR GLORIOUS GARDENS COMPETITION

All gardens great and small – get ready to enter our third annual *Glorious Gardens* competition.

We want to see your colourful, innovative and fun outside spaces, from your wonderful window boxes to your luscious lawns.

Last year's winners were Michael Pearson and Charlotte Salaman of The Wych Elm in Kingston – thanks to the gardening prowess of Charlotte's mum, Liz, who is the pub's head gardener. Tenanted Director Iain Rippon described The Wych Elm's garden as: "A hidden gem – a leafy and floral sanctuary in the heart of Kingston."

JUDGING

In July, BDMs will visit a shortlist of pubs in their areas. Semi-finalists will be viewed by Tenanted Director Iain Rippon in August.

The CLOSING DATE for entries is JUNE 30

HOW TO ENTER:

Speak to your BDM or Danielle Mossman to register your interest.

Ask your BDM about what makes a great entry – the higher the quality of your photos the better, as the best will be featured in your *Fuller's Family Matters* magazine.

Finally, email or WhatsApp your entry to your BDM or Danielle Mossman (Danielle.Mossman@Fullers.co.uk) before the June 30 deadline.

1ST PRIZE: £2,500

PLUS, the Fuller's PR team will create and distribute a press release announcing details of the winner to local and other media.

All the finalists will be invited to enjoy the finest hospitality in the autumn, courtesy of the current titleholders, The Wych Elm, where we shall announce this year's winner.

**DIG OUT
YOUR PHOTOS
AND ENTER**
– closing date for our
GLORIOUS GARDENS
competition
is June 30

**WIN AN
AWESOME
£2,500**





CHEQUERS CHIPPING NORTON

'Came down to the Chequers for some lunch, which was great. So much so, that we came back for dinner after the pantomime – thanks again everyone and happy holidays!'



GENERAL HAVELOCK HIGH WYCOMBE

'Great local pub with decent beers and pub food. Sunday lunch is outstanding value for quality and quantity.'



VIADUCT HANWELL

'I recommend this pub very highly for both the food it serves and for the well-kept beers. We had our family Christmas dinner here yesterday, and we were all very impressed by the table display. The food we ordered was superb and the dinner sizes were very generous. The staff were all very friendly, and the pub was very clean and well looked after – it is a credit to Fuller's. Thank you to everyone for making it a such a happy event for us.'



LORD NELSON BRENTFORD

'Enjoyed Christmas Eve with about 25 family members of all ages and had a great time. The atmosphere was amazing and we sat in the cosy beer garden, mainly for drinks, but we ordered food too and it was lovely.'

GOOD INTENT PETERSFIELD

'The most-friendly pub we have been to. The service was really good and the festive menu was excellent. The food was of good quality and cooked to perfection. Definitely will visit again. Dog friendly too, with treats given to our friend's dog.'



PLOUGH INN NORWOOD GREEN

'We were part of a large Christmas Party at The Plough and had a great time. It was super organised, the staff were extremely efficient and attentive and the food was first class – clean plates all around. It was delicious! The scallops were cooked perfectly, the turkey and ham were delicious, filling and beautifully presented. The food and drinks were constantly flowing and the atmosphere was festive. Derek and Ushma see to every detail to make your evening truly such a special occasion with friends. Thank you all again.'

ONLINE HALL OF FAME

We love to celebrate your success and are always delighted to feature pubs achieving five star customer reviews. Here we shine the spotlight onto 10 fantastic pubs, which have all received first rate comments from very happy visitors over the festive period

MAYPOLE HAYLING ISLAND

'Beautiful pub decorated for Christmas. We were made to feel really welcome, including our children and our dog. The food was hot and fresh, and the pie, mash and liquor tasted like it does at home in London. A bit of fun playing darts too. What a lovely experience. Highly recommend.'



VINE INN FRESHWATER

'Yet another exceptional Christmas dinner at The Vine Inn enjoyed by everyone. A great big shout out to Sammy, Craig and the team – well done, it was simply fantastic. Christmas crackers, festive table, wonderful atmosphere and every mouthful tasted like Christmas! Delicious.'

CALLEVA ARMS SILCHESTER

'First time we have visited this lovely place. Service was very professional and friendly. Food came out quick and tasted amazing. My son said the sausages were the best! I will definitely be coming back.'



BRIDGE INN SHOREHAM BY SEA

'Food was 10/10 – absolutely beautiful! Two of us had the burgers, one the chicken and another the beef and they were amazing. Another person had pork roast and that was just as good. Staff were really friendly and couldn't do enough for us.'



FULLER'S

SHOUT-OUT TO...

Great people are at the heart of every fantastic pub. And we want to help you celebrate your team or an individual staff member by giving them a Shout-Out in your *Fuller's Family Matters*.

To give your phenomenal people a **SHOUT-OUT**, all you have to do is:

- ☒ **SEND US A PHOTO OR TWO**
(high resolution/large file size – so it prints nicely)
- ☒ **A SHORT EXPLANATION** of what the person or team members have done to make your business even better

GREAT EXAMPLES MIGHT BE: they have shown a random act of kindness towards a customer, or have gone that extra mile to support you or their colleagues. You may have an Employee of the Month scheme running that you'd like to promote, or to celebrate someone's significant work anniversary. It could just be that you want to say 'thanks' for making your pub the best place it can be.

Share with us your stars of the show, and we'll shine the spotlight onto their terrific work and thank them for their achievements.

It's great people that make great pubs and we're sure you'll agree that this is something that's worth shouting about.



Email your photos and stories to
Danielle.Mossman@Fullers.co.uk

THE ROBIN HOOD RAISES £1,400 FOR HECTORS HOUSE

The Robin Hood in Tring's charity raffle raised an awesome £1,400 for Hectors House, a charity set up in the memory of Hector Stringer, with the aim of preventing suicide and mental health stigma through education, awareness and support.

Along with the raffle, the pub also hosted Christmas carols with the Tring Silver Band on hand to provide the music. A Christmas Quiz Night was also held, with Fuller's supporting the Christmas fundraisers with a Nine of Pride.



THE GEORGE & VULTURE BRINGS COMMUNITY TOGETHER FOR FESTIVE SING-A-LONG

The George & Vulture in Hoxton hosted two carol events in December – Beer & Carols and Drag Carols, “an evening of camp Christmas fun”.

The pub received some cracking support from the Beaverton Brewery, as well as from Guinness, with PR support on hand from Fuller's, along with reusable cups.

Beavertown supplied a mobile bar, glassware, bar runners and T-shirts, and had previously run a two-week tap takeover at the pub in early September, putting five products on the back bar, in addition to Neck Oil.

Beavertown's Account Manager Tom Granthier said: “The takeover ran for a couple of weeks in total and began with a *spin to win* activation.... This was a great way of engaging customers and getting them to try Beavertown products they may have never heard of before.” Beavertown has more plans to deliver tap takeovers and events in 2024.

Plus...

The Stonemasons Arms in Hammersmith also hosted a Beer & Carols event to bring the Brackenbury community together for an evening of “festive joy and revelry”.



THE BEATING HEART OF OUR COMMUNITIES

We're heading into spring (with a collective big sigh of relief), but it's not too late to celebrate some of your magnificent community events and fabulous fundraising for charities over the festive period – you really did bring sparkle and joy to the lives of so many

FESTIVE FUN IN EAST PRESTON

East Preston in West Sussex holds a week of festive fun close to Christmas and The Tudor Tavern makes the most of this extravaganza. It begins with the pub hosting St Mary's church choir to get everyone in a Christmassy mood.

Local singer Mel 'The Pocket Rocket' continued the entertainment later into the evening, performing everyone's favourite Christmas hits, and Fuller's supported by providing a Nine of London Pride. The following Saturday, the village was closed off to traffic, with stalls, a parade and marching band filling the streets, with excited shoppers and onlookers soaking up the atmosphere. The celebrations culminated in the lighting of the Christmas tree on the village green before a magnificent firework

display, with Fuller's providing a case of Prosecco to bring some extra sparkle to the volunteers. Then it was back to the pub for more entertainment and live music, thanks to Groove Aces and their talented singer, Emma.

The Tudor Taverns' Assistant Manager Jamie Wood said it was a great weekend, which also raised money for the local church, St Mary's. “Everyone had a fantastic time and it was a really busy night for the pub, with all the locals coming along to be involved.”

Thanks to local photographer, Robert Billingham, for the images.



FIRST FAYRE AT THE BEAR & RAGGED STAFF

The Bear & Ragged Staff in Romsey held its first ever Christmas Fayre on December 9, with Fuller's on hand to support with prizes, including a brewery tour and merchandise.

A whole host of activities and goodies were available, with plenty of opportunities for visitors to indulge in some festive treats. Many local businesses and crafts people had food and gift stalls, providing the perfect inspiration for presents.

For those wanting to get creative, freshly baked biscuits were available for icing.

On December 13, the pub held a festive wreath-making session, hosted by local florist, Floral Rebellion, as well as a Christmas Quiz – complete with fancy dress on December 22. And if that wasn't enough, the pub offered a special Christmas Eve breakfast, "fit for the big man himself".



AND THEY'RE OFF... RAISING MONEY AT THE FARMERS BOY

Stacey and David Wallis at The Farmers Boy in Kensworth raise a whopping £874 for CHUMS with their Charity Race Night.

The couple are old hands when it comes to organising successful race nights, and they run regular racing-related events at the pub. In fact, they say that the week of the Cheltenham Gold Cup Festival is one of the busiest times, outside

of Christmas, for The Farmers Boy.

Fuller's supported with a free Nine of London Pride and two cases of beer to use as prizes.



THE SIX BELLS SERVES UP CHRISTMAS JOY TO ALL

There was no shortage of Christmas spirit at The Six Bells in Brentford, with licensees Jacquie Nesbitt and Karen Morris giving away hot soup and tea, along with warm clothes, to people in genuine need.

Karen told *Brent Nub News*: "It's just really to help local people that don't have anywhere warm to be that are hungry and needy. We just wanted to do something to help."

"There are food banks and places you can go, but for people on the streets, there isn't anywhere in their area for them to come and get warm."

Santa's Grotto

On the weekend of December 9-10, The Six Bells welcomed Santa

and friends, with Fuller's dray horses, Griffin and Pride, providing a fantastic alternative to Rudolph and the reindeers.

On the second day of the weekend, a Red Route Master double-decker bus was on hand to drive Santa along the high street and deliver him to the pub.

The event successfully appealed to, and attracted, many different families, including children with special needs, with the bus providing the perfect vehicle for those happier in a more relaxed and

quieter environment.

The Christmas grotto event was free, with Santa giving away a small gift and free refreshments to more than 160 local children.

Karen added: "Christmas is a magical time and we were thrilled to have Santa visit our pub."

The pub also raised money for the Olive Branch, a charity based in the basement of Holy Trinity Church in Hounslow which offers community space to homeless adults, plus a further £450 for the Hounslow Food Box.

AND...

The Beehive in Egham

celebrated the Christmas season with a Festive Market, with local stallholders bringing along a variety of crafts and interesting goodies. The pub, which also made a donation to the Runnymede Foodbank, had plenty of mulled wine and sloe apple toddies on hand to make everyone feel warm and festive.

There was also a Christmas quiz, with Fuller's supporting with two packs of London Pride to give away as prizes.

The Fisherman's Haunt in Christchurch held a New Year's Eve party on December 31, with Fuller's supporting by donating a case of Prosecco.

The Hinds Head in Aldermaston spread Christmas cheer with its Big Christmas Quiz. There were lots of great prizes on offer, including a Fuller's brewery tour for two.

The White Lion in Apsley held a charity quiz, with Fuller's supporting with London Pride and ESB.

TRAINING DATES 2024

FEBRUARY

13 Tuesday
Cellar Training
Griffin Brewery
Chiswick

21 Wednesday
Food Safety Level 2
Pub and Bar Academy

22 Thursday
ALPH
Pub and Bar Academy

26 Monday
Fire Safety
Pub and Bar Academy

29 Thursday
Conflict Management
Pub and Bar Academy

MARCH

11 Monday
Food Safety Level 2
Pub and Bar Academy

12, 19, 26 (Tuesdays)
Food Hygiene Level 3
Pub and Bar Academy

12 Tuesday
Social Media
Hampshire (TBC)

12 Tuesday
Cellar Training
Griffin Brewery
Chiswick

20 Wednesday
Conflict Management
Pub and Bar Academy

21 Thursday
ALPH, Pub and Bar Academy

25 Monday
Fire Safety
Pub and Bar Academy

APRIL

8 Monday
Food Safety Level 2
Pub and Bar Academy

9 Tuesday
Cellar Training
Griffin Brewery
Chiswick

18 Thursday
Conflict Management
Pub and Bar Academy

22 Monday
Fire Safety
Pub and Bar Academy

23 Tuesday
Business Development
George and Devonshire
Chiswick

25 Thursday
ALPH
Pub and Bar Academy

MAY

13 Monday
Food Safety Level 2
Pub and Bar Academy

14 Tuesday
Cellar Training
Griffin Brewery
Chiswick

15, 22, 26 (Wednesdays)
Food Hygiene Level 3
Pub and Bar Academy

16 Thursday
Fire Safety
Pub and Bar Academy

23 Thursday
ALPH
Pub and Bar Academy

28 Tuesday
Conflict Management
Pub and Bar Academy

JUNE

10 Monday
Food Safety Level 2
Pub and Bar Academy

11 Tuesday
Cellar Training
Griffin Brewery
Chiswick

18 Tuesday
Business Development
Level 1
Hampshire (TBC)

20 Thursday
ALPH
Pub and Bar Academy

24 Monday
Fire Safety
Pub and Bar Academy

26 Wednesday
Conflict Management
Pub and Bar Academy

JULY

9 Tuesday
Cellar Training
Griffin Brewery
Chiswick

9, 16, 23 (Tuesdays)
Food Safety Level 3
Pub and Bar Academy

15 Monday
Food Safety Level 2
Pub and Bar Academy

16 Tuesday
Social Media
Hampshire (TBC)

24 Wednesday
Conflict Management
Pub and Bar Academy

25 Thursday
ALPH
Pub and Bar Academy

29 Monday
Fire Safety
Pub and Bar Academy

AUGUST

22 Thursday
Conflict Management
Pub and Bar Academy

SEPTEMBER

3, 10, 17 (Tuesdays)
Food Safety Level 2
Pub and Bar Academy

10 Tuesday
Business Development
Level 2, Hampshire (TBC)

10 Tuesday
Cellar Training
Griffin Brewery
Chiswick

12 Thursday
Conflict Management
Pub and Bar Academy

16 Monday
Food Safety Level 2
Pub and Bar Academy

19 Thursday
ALPH
Pub and Bar Academy

30 Monday
Fire Safety
Pub and Bar Academy

OCTOBER

14 Monday
Food Safety Level 2
Pub and Bar Academy

15 Tuesday
Cellar Training
Griffin Brewery
Chiswick

17 Thursday
Conflict Management
Pub and Bar Academy

24 Thursday
ALPH
Pub and Bar Academy

28 Monday
Fire Safety
Pub and Bar Academy

NOVEMBER

11 Monday
Food Safety Level 2
Pub and Bar Academy

12, 19, 26 (Tuesdays)
Food Safety Level 3
Pub and Bar Academy

12 Tuesday
Cellar Training
Griffin Brewery
Chiswick

21 Thursday
ALPH
Pub and Bar Academy

25 Monday
Fire Safety
Pub and Bar Academy

28 Thursday
Conflict Management
Pub and Bar Academy

DECEMBER

2 Monday
Food Safety Level 2
Pub and Bar Academy

4 Wednesday
Fire Safety
Pub and Bar Academy

5 Thursday
ALPH
Pub and Bar Academy



HOW TO BOOK COURSES:

To reserve places, please email Clare.Hepburn@Fullers.co.uk with the name of the course required, full name and contact details for the candidates – without these details they will not be booked onto the course.

External courses through the Pub and Bar Academy are paid via your trade account. Prices are per person exclusive of VAT. Full name, date of birth, phone number, email and postal address are required for every candidate. They will contact you directly with directions and registration on the course.

Pub and Bar Academy courses are all online and done via zoom, so ensure you have suitable equipment and stable wi-fi to participate.

Flow Training is available 24 hours a day seven days a week!
<https://www.flow-ms.co.uk>

Any issues with log-ins, adding or deleting staff or assigning training, please let Clare Hepburn know and she can assist you.

**Failure to attend courses will result in a £100 charge per person once booked unless sufficient notice of 48-hours is given.*

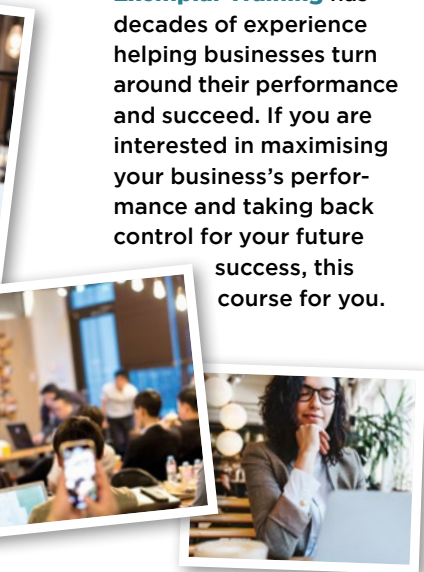


TAKE BACK CONTROL AND DRIVE YOUR BUSINESS FORWARD

The Business Development Programme is aimed at licensees looking to improve the performance of their business, develop greater financial knowledge and gain full control of their outlet

As our whole sector faces challenging times, it has never been more important to find ways to drive the business forward, with a focus on the bottom line.

CLINTON HORN of Exemplar Training has decades of experience helping businesses turn around their performance and succeed. If you are interested in maximising your business's performance and taking back control for your future success, this course for you.



"Over the last 25 years I have been lucky enough to work with numerous successful restaurateurs and publicans. The Business Development Programme (days 1 and 2) are a summary of the key components of their success. If you are serious about increasing your profitability and improving the sustainability of your business, then this is the course for you."

- CLINTON HORN, EXEMPLAR TRAINING

COURSE CONTENT

- The three key components of how profit is generated in retailing
- Understand the realistic options available to increase turnover
- Identify the practical measures we can take to reduce waste and control costs
- Establish the options for protecting and improving our margins
- Demystify business finance and use the P&L and cash flow forecast as effective tools
- Importance of effective stock control
- How to get the most out of your stocktaker
- Identifying theft and how to deal with it
- Setting meaningful financial targets for the outlet
- How you can easily and simply calculate the break-even point for your business and use this to reduce risk and set weekly targets
- Establish the trading profile of your outlet and identify the timeslots and sessions you will target
- Develop an action plan for the growth and profitability of your business

Do you feel in control of your business finances? Are you happy with the profits you are making? Do you have the right information at your fingertips?

If the answer to any of these questions is "no", we can help you develop your knowledge in an easy to understand and practical way. This course will enable you to control and grow your business, significantly reduce risk and increase your chance of success.

"There are lots of helpful tools that can be implemented in my business and that will be useful." - MELISSA OATES, THE SQUARE BREWERY, PETERSFIELD

"It is very good course for new people to the trade, but also a very good refresher for others already in the trade." - SABINA STANTON, THE SPOTTED COW, COWPLAIN

"I will be able to grow my knowledge to help grow my business to be more profitable and efficient." - HANNAH LAWSON, THE ANGEL AND CROWN, RICHMOND



As the General Managers of The Spotted Cow in Cowplain for almost three decades, Sabina and Barry Stanton, best known as Sab and Baz, transferred over to Fuller's Tenanted Inns on July last year. They are now enjoying the freedom and benefits that come with owning their own pub business

PUB PROFILE: THE SPOTTED COW COWPLAIN

The Spotted Cow is a very traditional, wet-led pub on the A3 London Road in Cowplain, Waterlooville, some 10 miles from Portsmouth. Once a busy main road, this bit of the A3 is now mostly bypassed by traffic using the newer A3(M), but the pub, under the expert management of Sab and Baz continues to thrive and maintain a strong and regular trade.

Sab and Baz are at the heart of the pub's success, with their family life and the pub's firmly intertwined. It's a lovely story: just a few months after getting together with Baz in January 1991, Sab got a part-time job as barmaid at the pub. One day, a couple of years later, Sab asked Baz along to help, as they were short-staffed. Fast forward to 1997 and the couple become its General Managers.

"I only came here for one night," laughs Baz, reflecting on the three decades they've enjoyed at the pub, which was originally part of the Gales' pub estate, which Fuller's acquired in 2005.

Sab continues: "When we heard the news that the pub was being transferred from Fuller's Managed to its Tenanted Inns division, we were really upset and worried at first. But then we decided to go for it and take on the tenancy, and it has been good," says Sab.

"It has certainly been an eye-opener," adds Baz. "There's so much more freedom in running your own business. We actually wish we'd done it years ago!"

Taking full control of the pub has delivered plenty of benefits they say – all outweighing any worries they may have had about paying the utilities, handling payroll and anything else they once relied upon Fuller's to handle.

"You can do things on the spur of the moment," says Baz. "If

we want to put an offer on, we can just do it."

Sab recalls a memorable event last summer. "A large party of people unexpectedly turned up after a day at the Goodwood Festival. It was a great opportunity for us and so we reduced the price on bottles of Prosecco a bit, which we usually sell at £24, and went on to sell loads! As managers, we couldn't have done it because we would have had to put in a request, wait for authorisation and for the till to be updated."

And on days when the football is on and the bar gets busy, they can offer buckets of beer on the spur of the moment. "We are free to adapt to the audience quicker," says Sab.

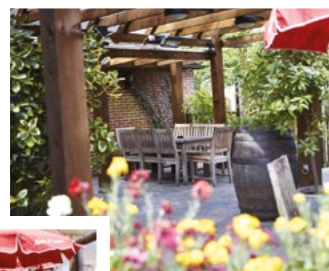
Food is back on the table too. The couple had franchised the catering side of the business from Fuller's, but when Covid hit, they stopped.

"We've reintroduced food and our Sunday roasts are really popular, plus we offer take-aways," says Sab. "And deliveries too," adds Baz. The roasts are exceptional value for money, priced at £11.50 for a choice of beef, chicken, gammon or a combination of all three, plus four veg, served on a large plate.

"We're a boozer and we look at ways to bring people in and get them drinking ... it has taken a long time to achieve what we have here."



OW,



"We're a boozer and we look at ways to bring people in and get them drinking. If we put covers at every table, we'd lose them. It's not what they want; it has taken us a long time to achieve what we have here," says Baz.

Food is mainly kept to lunchtimes, with roasts on a Sunday. And there is a pizza and burger menu available in the evenings and at the weekends. "We don't push food hard, because our customers don't want it," adds Sab.

Dishes at The Spotted Cow are good, traditional pub food. "It's the sort of food that your mum, if she was a good cook, would do. It's proper old-fashioned cooking. In fact, that's what we are, an old-fashioned landlord and landlady," says Baz.

Describing The Spotted Cow's wet trade as a "lager emporium", Baz says the pub sells a lot of beer. "What we shift is amazing," he says, going on to explain that they buy beer in 11- and Nine-gallon kegs and sell 22 or more every week. "Over the Christmas week, I put in the order on the Wednesday before and seven days later I had 45 empty barrels."

The Spotted Cow isn't a big pub, with space for 30 covers inside, but outside it has a vast garden, complete with an outdoor play area. Having benefitted from a recent refurbishment, the whole place is looking better than ever. "It has had a total refresh," says Sab. "Baz wanted it to have that London pub look,

with a darker, warmer feel about it. We've got a lovely teal colour on the walls and the new lighting gives the whole place a really welcoming and warm atmosphere. The customers love it."

Since becoming the new owners of the business, the couple have had to make some savings, now that they are paying the bills. They are green (and always have been) in their approach to how they operate, consciously avoiding any waste. They turn off the bar fridges overnight, make sure all the lights are off at the end of the evening, as well as saving on the water bill by switching the automatic urinals off when the pub is closed. The biggest saving, however, has come from replacing Sky with TNT.

"We couldn't justify the cost, so we took it out," says Baz. "Customers have been alright about the decision. To be fair, it is only the big games of football that we miss out on. But we were finding that the TV would be on, the pub would be busy, but no-one was watching it – and TNT has a fair bit on."

Sport is popular with regulars at The Spotted Cow. "The EUROS will be massive for us," says Baz, adding

that they will be busy for the duration of the Six Nations too. And Sab will provide some good food offers for the fans.

Regulars like to play pool and thanks to the success of Luke Littler, darts has seen a resurgence.

Baz explains: "A regular asked if he could start-up a new darts team – we used

to have one – and he's going to run it, find the team members and so on, and we'll do the food. It will be on a Monday night and we should have it going by April/May for the summer league."

With each team having seven players, plus two in reserve, along with people from the away team, that's 18 customers for home matches, along with their friends and family, who come

along to support. Sab will provide hot dogs, curries, a chilli, plus a variety of sandwiches.

"When we used to be in the league,

visiting teams would always say that our pub had the best reputation for food," says Baz.

Sab is looking forward to being able to take advantage of their new business freedom by coming up with some great offers and promotions too. "We'll have some girly drinks, offers on Prosecco and so on, to keep the wives and girlfriends happy," she says.

For the summer, their new barbecue will be fired up and they hope to attract more customers along to their large garden – which sadly they're not allowed to use for entertainment, due to a condition on the licence.

The weekly meat raffle is another big draw for regulars. "We have a lot going on here throughout the year," says Baz, adding that on Christmas day they invite customers in for a drink on the house. "It cost us a few hundred pounds to do last Christmas," says Baz, "But it's a tradition we want to continue. These are people who support us all year round, and have done so for years and years, and we want to say *thank you*." Sab adds: "On the flip side, everyone buys us a drink back!"

Both in their 60s, Sab and Baz (pictured left) are feeling confident about the future in their pub and home of 30 years – a place where they have raised their five children too. They now also have 11 grandchildren. "All our kids have worked in the pub over the years – we're just waiting for the grandchildren to be old enough," they laugh.

Time moves on, and Baz sums up their philosophy: "Life is what it is – you've got to get on with it. This is a business and it's not cheap to run. A pub is certainly not something to go into with your eyes shut. But we understand our P&L and know how to run a good business – thanks to having been *Fuller-ised* over the years – and we have a great relationship with Fuller's and our BDM Alix Horne, who is always on hand to support."



INSIGHT: RECRUITMENT & STAFF RETENTION

Speaking at the BII People Conference last November, pub operators and experts took to the stage to share their knowledge and ideas to help pubs attract the best people, and retain their teams for longer. Here we provide some of the day's highlights

Generating people power to fuel your business success

When it comes to attracting and maintaining a team of great people in your pub, experts agree that it is time to do away with the old-fashioned traditions and, instead, take a more modern approach to recruitment; one that appeals to young adults looking for jobs in hospitality day.

IDEAS INCLUDE:

- **No more CVs or long-winded forms to fill in**, instead ask for a short letter of introduction and make the applications process simple, quick and online
- **Look to employ the personality and train the role, rather than only looking for people with experience**; look to promote people from within to fill senior roles
- **Promote your green credentials** – more people than ever before want to work for a business that cares about the environment
- **Offer a work-life balance**, by being flexible about shifts and allowing a weekend off once-a-month
- **Create teams that are multi-skilled, which adds interest and opportunities for individuals to learn new skills**, from cellar management to coffee baristas. This also allows staff to be moved to where they're needed most at the busiest times

And when it came to creating a job ad, Katy Moses – whose insight and consultancy business, KAM, carries out regular trade and consumer research for hospitality operators – said to always include a salary on any job ad.

"If people don't think the job offers a suitable amount to live on, they won't apply," said Moses, adding that one in two people would not apply to a job ad if the salary wasn't listed.

"If people don't think the job offers a suitable amount to live on, they won't apply."

- KATY MOSES, KAM'S FOUNDER & MANAGING DIRECTOR

KAM RESEARCH AMONG GENERATION Z (those born between 1997 and 2012) REVEALED:

79% WANT TO SEE ALTERNATIVE WAYS TO APPLY FOR JOBS, from online interviews (68%) or a short introductory video (36%)

74% SAY WORKING WITH GREAT PEOPLE IS THE FACTOR THAT KEEPS THEM IN THEIR HOSPITALITY ROLE – with 58% saying it was due to career growth

THREE IN FOUR PEOPLE ARE PROUD TO WORK IN HOSPITALITY, with 62% saying they were happy in their role and 34% recommending it to their friends and family

"For GenZ, it's about pay and benefits but also the fun and enjoyment. Employers need to think about who they want to attract and how. Different demographics show that people are looking for different things, but always with a work-life balance," said Moses.

Moses asked why it was that only 51% of respondents to the survey said they were getting bonuses and tips? With only 59% getting discounts for eating out at the pub.

Offering staff members discounts to eat and drink at your pub makes sense, she said. Staff appreciated the offer and it could result in them bringing in their friends and family – delivering new customers who may return on other occasions.

Flexibility was also key and employers needed to think outside of the box and look to



From left:
Charlie Fryday,
Abi Dunn and
Katy Moses



Tips to keep people onboard



Abi Dunn, Founder of the recruitment and training consultancy Sixty Eight People, has had conversations with more than 3,000 individuals (front- and back-of-house people working in single and multi-sites) about why they wanted to find another job.

create roles that worked for GenZ; from job shares to intelligent rotas, which recognise that people want a variety of shifts and need a weekend off from time-to-time.

It's not only about the younger generations either, as it was important to find ways to make GenXs (born 1965-1980) feel valued.

Fuller's is working with the online community for the over-50s, Rest Less, to attract greater numbers of job applications from older people, including those looking for part-time work in their retirement, or seeking a change of lifestyle.



"No one ever says they want to leave because they're not being paid enough. The majority (83%) say it's to do with a lack of progression or career development," said Dunn, adding that it wasn't a case of young people pushing to be promoted too quickly, more about needing to feel that they were moving forward in their development.

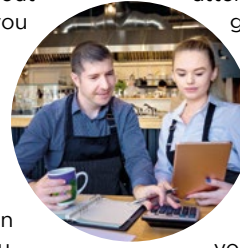
"It's important to develop people within their role, allowing them

to learn new skills."

And 35% just wanted more recognition, she said. That's about saying thank you and making sure they are being appreciated.

"People are your greatest asset, but often the avenue you use to attract this great asset is rubbish. Take the opportunity to peak under the bonnet of your business. How you do anything is how you do everything, so think

about how to create a better experience," said Dunn, adding that more attention should be



given to people who didn't get the job, as candidates often felt a lack of care - and these were people

you may need to approach at a later date.

"Show genuine care with your recruitment. It's not just about filling a vacancy, but how 'we' as an industry are being measured."

"No one ever says they want to leave because they're not being paid enough. The majority (83%) say it's to do with a lack of progression or career development."

- ABI DUNN, SIXTY EIGHT PEOPLE FOUNDER



Understand who you're recruiting

In under two years, Millennials will represent 70% of the global workforce, said Charlie Fryday, Category & Commercial Strategy Director at Heineken UK. "Business needs are changing, yet it's hard not to recruit in your own shadow, when in fact you need candidates with broader viewpoints."

Make a commitment to create a more inclusive and diverse workforce, she said. "What gets measured gets done. Create commitments around female leaders, equal pay and being more inclusive and diverse. Having a new mindset delivers results."

Fryday continued: "People often say that working in hospitality is a lifestyle, not a job. But we still need to find a balance." And, she added that little things can make a big difference - have that five-minute conversation to find out what someone wants from their life, because how you support someone can make somewhere a great place to work.



» Be brave... tackle the issues not spoken about enough



Did you know that 13 million women in the UK are peri or menopausal? One in 10 women of menopausal age are quitting their jobs, often at a time that corresponds with their careers being at the highest point, and when they have the most responsibility and stressful roles.

Yet 70% of women feel they can't talk to their boss about their needs, said the BII's Head of Communications Molly Davis, speaking at the BII People Conference.

Symptoms could include heart palpitations, tinnitus, emotional changes, vertigo, hot flushes and anxiety.

Everyone, she said, needed to educate themselves about the menopause and its effects. HR professionals and managers had

a duty to understand why once confident women were turning down opportunities they would have previously jumped at. "We have a talent crisis in this industry and

we can't afford to lose valuable people," said Davis.



TOP TAKE-AWAYS from the BII People Conference:

TAKE A MODERN APPROACH TO RECRUITMENT – forget CVs and lengthy interview processes; instead create short, online applications that focus on personality over past experience.

IT'S NOT ALL ABOUT SALARY – people want to work with a great employer, one that cares about the environment, offers performance-based bonuses and perks, including discount on food and drink at the pub.

BE UPFRONT ABOUT THE PAY:
one in two people will not apply to a job ad if the salary isn't included.

CREATE JOB ADS THAT ARE INCLUSIVE AND ENCOURAGE APPLICATIONS FROM A DIVERSE GROUP OF PEOPLE – remember advertisements should be inclusive. For instance you could include: "We are an equal opportunities employer and we are looking to create a diverse workforce, one where everyone belongs and feels supported."

JOB ADS SHOULD INCLUDE USEFUL INFORMATION, such as "we're walking distance from the No60 bus stop", "we offer apprenticeships and other training to support career development" – but don't offer what you can't provide.

Join our Fuller's Friends' Initiative and help bring talented, entrepreneurial pub operators into the award-winning Fuller's Family.

The **Fuller's Friends' Initiative** is a network of great people and operators in the pub trade, and is where we'll communicate new opportunities.

We will reward successful referrals with a **£2,000 thank you**, once any new recruits have successfully completed six months on a substantive agreement.



TO RECEIVE REGULAR
UPDATES OF OUR VACANCIES,
PLEASE FOLLOW THIS LINK:



This will provide you with a unique partnership code to be used when referring outstanding candidates to us.

CURRENT VACANCIES
CAN BE FOUND HERE:



Fuller's continues to invest in pubs by installing energy saving devices, while providing support to cut electric and gas usage, and reduce waste, as we take you, our tenants, on our journey to Net Zero

GREEN INITIATIVES

to cut energy bills and help tackle climate change

GREEN SAVINGS, INCLUDE:

- **Energy reducing cellar controls:** a remote cooler timer, which switches the power off for periods of time, while maintaining beer quality, saving 25% of energy usage; and new tech that maintains 12 degrees in the area of the cellar where the barrels are stored, rather than the whole cellar, and creating energy savings of 25%.
- **EndoTherm,** an additive that improves the efficiency of radiators, thereby reducing gas usage by 10-15%, has been added to gas-fired heating systems.
- **Energy audits:** energy saving experts, Hospitality Energy Saving, is carrying out onsite audits and providing reports on how to cut energy usage. These cover behavioural as well as equipment changes, from identifying a fridge that isn't working efficiently, to advising the teams on how to reduce energy consumption,



Fuller's Director of Sustainability Ollie Rosevear said that every tenanted

pub would receive an audit by September 2024, with the new cellar controls installed across the estate before the summer.

"We've received some really positive feedback from our business owners so far, who say that they are seeing real benefits," said Ollie, who added that there were a growing number of smart meters in tenanted pubs. "When it comes to energy savings, a good place to start is knowing where and when you are using energy – a smart meter helps you to do this. "If this is something you'd be interested



in, speak to your BDM, who can explain the business benefits of switching to a smart meter."



FULLER'S WAS THE FIRST COMPANY TO HAVE ITS MANAGED HOUSE ESTATE AWARDED THE BII SUSTAINABILITY CHAMPION STATUS

and is now rolling out its tried and tested green initiatives into the Tenanted Inns' estate.

The BII gives the award to those in the industry who have gone above and beyond to demonstrate their commitment to running a sustainable business.



SUPPORT FOR PUBS

The Mayor of London's Business Climate Challenge is encouraging the creation of programmes across London Boroughs to provide free support to SMEs – which includes pub businesses – to help operators reduce energy consumption, cut energy costs and lower emissions.

Adopters of the scheme include Better Bankside and the **Southwark Climate Collective**. So, if you're in the Southwark Borough, for instance, the Southwark Climate Collective is providing free support to help reduce carbon emissions, increase efficiency and cut costs.

Participating businesses in Southwark can choose to take part in one of four programmes: waste, energy, freight and supply chains, with tailored technical support, training, network events, carbon literacy training and a celebration event.



TO FIND OUT MORE GO TO:

<https://southwarkclimatecollective.co.uk>

TO DISCOVER IF YOUR BOROUGH IS RUNNING A SCHEME, SCAN THIS QR CODE.



BUY 2 FIRKINS OF ASAHI CASK BRANDS AND RECEIVE A **FREE CASE** OF **ESB**, AND BE ENTERED INTO A PRIZE DRAW TO WIN A PAIR OF **RUGBY PREMIERSHIP** **FINAL TICKETS**

One entry into the prize draw for every Asahi brand of cask purchased, winners will be announced in May.



Terms & Conditions:

18+, UK only. Available during the promotional period from 14.02.24 - 30.04.24. In one transaction buy any 2 firkins of Asahi cask brands to receive a free case of ESB (8x500ml). Maximum 1 x deal per outlet. Maximum 100 cases of ESB (8x500ml) to be redeemed throughout the offer period in totality. Additionally, for every firkin of Asahi cask brands purchased during the promotional period, receive one entry into the Rugby Premiership Final Prize Draw. The draw is due to take place on 06.05.2024. Winners will be announced by 31.05.2024. Asahi cask brands include London Pride, ESB, HSB, Oliver's Island, Seafarers, Fullers Grand Slam Spring Ale, Dark Star Hophead, Dark Star American Pale Ale and Dark Star Revelation. The promoter reserves the right to withdraw this promotion at any time. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2DB.

Asahi | Asahi UK Ltd

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FREE KEGS ON INSTALL

MAXIMISE YOUR SALES WITH
PERONI NASTRO AZZURRO



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Live Every Moment

Terms & Conditions: 18+. Available during the promotional period from 01.01.24 - 01.05.24. Available in UK only. New stockists only. Install Peroni Nastro Azzurro subject to approval of Asahi UK to receive 3 x Peroni Nastro Azzurro 50l kegs free. Please note the 3 complimentary kegs will be spread over the first year of install with 1 within 1 month of install, 1 after 6 months, and 1 after 12 months. Please note the first 50ltr keg will not be received with the installation. Contact your BDM for an install. While stocks last, subject to availability. The promoter reserves the right to withdraw this promotion at any time. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2DB.



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Cornish Orchards



Terms & Conditions: 18+. Available during the promotional period from 01.01.24 - 01.05.24. Available in UK only. New stockists only. Install Cornish Orchards Golden Cider or Cornish Orchards Dry Cider, subject to approval of Asahi UK to receive 3 x Cornish Orchards Golden Cider 50l kegs or 3 x Cornish Orchards Dry Cider 50l kegs free. Please note the 3 complimentary kegs will be spread over the first year of install with 1 within 1 month of install, 1 after 6 months, and 1 after 12 months. Please note the first 50ltr keg will not be received with the installation. Contact your BDM for an install. While stocks last, subject to availability. The promoter reserves the right to withdraw this promotion at any time. Promoter Asahi UK Limited, Griffin Brewery, Chiswick Lane South, London, W4 2DB.

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SHAKE HARD
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2ND & 3RD PRIZES

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— ONGOING OFFER —

BUY ANY 2 BOTTLES OR MORE AND RECEIVE A FREE
HOXTON POS STARTER KIT.†



HOXTONSPIRITS.COM

*Offer is valid for sales made in March 2024 on Hoxton Tropical Gin and Hoxton Pink Gin 70cl. Applies to orders placed via Nectar.
†100 kits available on first come, first serve basis. Valid throughout the Spring catalogue period.


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TIME TO TASTE THE NEW KID ON THE BLOCK

TASTING NOTES

NATURAL SWEETNESS FROM
COCONUT BLOSSOM AND
THE SUBTLE OAKY CHAR
FROM THE BARREL

 **NOSE**
PINEAPPLE, COCONUT

 **PALATE**
PINEAPPLE, CINNAMON,
VANILLA, GINGERBREAD

 **FINISH**
WARM SPICE, DRY



TOP DEALS FOR SPRING '24

BUY 6 FROM THE RANGE & RECEIVE
BACARDI CARIBBEAN SPICED FREE

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BUY 5 CAZADORES TEQUILA &
RECEIVE 1 CAZADORES BLANCO FREE



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AND GET
£8 OFF***

**AS FROM 1ST MARCH
WHILE STOCKS LAST***

Whilst stocks last. Available from 1st March to 31st May 2024 while stocks last. Buy any case of Birra Moretti, Desperados, Heineken, Heineken 0.0, Sol, Newcastle Brown Ale, Old Mout Kiwi & Lime, Old Mout Berries & Cherries, Old Mout Pineapple & Raspberry, Bulmers Original, Bulmers Crushed Red Berries & Lime, to receive £8 off. Brewed in the UK. Subject to availability.

be.drinkaware.co.uk



BUY
4 CASES
from the **J20** range
TO RECEIVE A CASE
FREE*



**SCAN THE QR FOR ACCESS TO
FREE POS KITS, MENU DESIGN
AND PRINT & MUCH MORE**



**OR VISIT US AT
SENSATIONALDRINKS.COM**

*Terms and conditions apply. Deal runs from 1st March to 30th April 2024. Qualifying range includes J20 Orange & Passionfruit/ Apple & Mango/ Apple & Raspberry. Free case is J20 Orange & Passionfruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Max 1 of each kit, 1 case of glassware & 50 printed menus per outlet. *Free menu offer subject to listing 5 Britvic products. NPN. Registration & email address required. Visit Sensationaldrinks.com for Terms and Details Promoter: Britvic Soft Drinks. Breakspear Park, Breakspear Way, Hemel Hempstead, HP2 4TZ.

**BUY 5 KEGS OF GUINNESS
DURING THE SIX NATIONS
FOR YOUR CHANCE TO WIN
A SIGNED ENGLAND SHIRT***

GUINNESS



**PICK UP RUGBY'S
FAVOURITE BEER**

POS, Tips & More



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TITLE SPONSOR OF SIX NATIONS

*Outlets will be entered into the competition automatically if they purchase 5 or more 50L or 30L kegs from 1st February to 16th March. 1 winner will be selected at random.

PLEASE DRINK RESPONSIBLY | for the facts drinkaware.co.uk

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The BII provides over 10,000 members with key support across a variety of areas to help their businesses thrive.

From training courses, to expert advice on critical decisions for your business, the BII has you covered with information on everything you need for running a pub.



Our top three Member Benefits!



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The Sustainability Champion Award recognises those in the industry who have gone above and beyond to demonstrate their commitment to running a sustainable business.



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