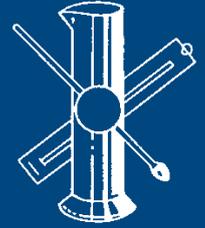


STOCKAUDITOR

The magazine for the Institute of Licensed Trade Stock Auditors



www.iltsa.co.uk

Issue 108 - Autumn 2014



38 pubs shut a week - Have your say on page 5

▼ What is taking over the fridges - page 6

Marketing groups for wines

- **page 12** ▼



Next training course - Shireburn Arms, Lancashire

14th to 16th October 2014

Editorial

It's been rather a strange summer, red hot at the beginning, a disappointing August and the minute the schools go back the weather changes yet again and there is talk of an 'Indian Summer'. The weather conditions have helped towards a bumper harvest of most crops. However the licensed trade appears to have had, at best, a 'flat' season although there are signs that the hospitality industry is leading the country out of recession.

More legislation is on the way for the beleaguered licensee and caterer with yet more regulations about labelling food. This topic is covered in detail on page 8. As we go to press details are emerging of further legislation to ensure that all alcohol wholesalers are registered and it will be an offence for licensees to purchase from them. I seem to remember David Cameron pledging that he would cut unnecessary red tape – but perhaps I am mistaken.

One of our stories this issue is the closure rate of pubs, currently running at 38 per week, and the chance that we have as a professional body within the hospitality industry, to make a submission to the Government. It is important that we offer a well reasoned and balanced view point to try and

improve the industry in which we all make a living.

Two areas of sales growth are the introduction of 'speers' which are simply an amalgamation of spirits and beer in a ready to drink package and the continuing growth of wines in the on trade. Both are covered in some depth within the magazine.

Pro-Eco offer some very good advice for any of your clients who are looking to take on a new challenge and take on a new business.

Thanks to all the contributors to the magazine, plans are already underway for the December issue which will be in the form of a yearbook so any contributions to that will be most welcome. As requested at the AGM this will be in printed format and designed to be handed out to breweries, trade valuers etc. If anyone can suggest anyone who would benefit from a copy please contact the office.

Dingbats

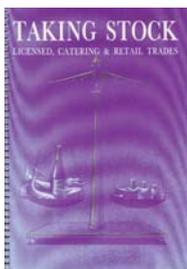
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Answers on page 16

Taking Stock

Copies of the 2nd edition of 'Taking Stock' are now available from the Secretary at a cost of :-



Members

£ 16.00

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Non-Members

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CONTRIBUTIONS

Many thanks to the members and others who have made this issue possible:-

Gordon Andrews, Ron Foster, Richard Grafton, Greyeye Technology, Le Chef, and Pro Eco.

Thanks also to Peter Hodgson and Rita Broadbent for proof reading this issue.

Anyone wishing to contribute articles or thoughts please note the deadline for the Winter 2014 issue is 17th November 2014.

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From the Chair

Richard Grafton F.I.L.S.A.

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It was the hottest day of the year and well over 20 degrees so when I put my coat and gloves into the car and set off for work the irony of the situation was not lost on me. Within the hour I was the coldest person in the country whilst working my way through a vast walk-in freezer.

Later that morning it was so hot that Chef and I stood in the fridge and discussed her GP's, sipping iced water and chatting through the niceties of portion control in sandwiches and ice creams.

Such is the joy of our job, but you could never say it's in any way predictable or tedious. Many people are faced with a repetitive commute and joyless same thing every day routine. It might seem desirable for a short while, even attractive compared to having to explain away an unexpected deficit, but we all relish the challenge - don't we?

I have become aware that several independent members have lost regular work to the national chains of companies, who seem to have become more fee-conscious. It's really difficult when you are in this type of situation, it generally seems to affect clients who are lessees of large pubco's and who are offered services at a lower headline rate.

As an Institute, we have members on both sides of the fence and I propose to neither comment nor make judgement on these types of situation (and here's the but) but... If I may use an example of my own -

Recently, I was contacted by a stocktaker who had been asked to quote for services to a client of mine. He was perplexed that the client in question had told him he was happy with my services but felt my fee could be lower.

I was happy to tell him that, yes, the fee was a little higher than I would normally charge, but the client in question was not good at administration and I had to spend far more time on site than normal.

If he felt that we could undertake the job at a lower fee he was quite at liberty to contact my



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IL TSA CALENDAR 2014

Oct	13th	Refresher Day
Oct	14th	Examinations
Oct	14th	Training Course
Nov	14th	Council Meeting

AVAILABLE FROM THE SECRETARY

Taking Stock Books

Goods Received Books

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Membership Lists

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FELLOWSHIP

Any member, with the required seven years full membership, can apply for fellowship. Please contact the Secretary for details. Any applications will then be placed on the agenda for the next council meeting in November.



@_ILTSA

From the chair

(continued from page 3)

client and carry on, but I felt that I was being paid the correct rate for the job. I left him to ponder the situation.

It's never easy to lose work of any kind, and it's easy to feel annoyed with the client but I would counsel caution. Better a soft landing than a fall to earth and it's better to leave the door ajar.

We've all been in this situation, and in a large number of cases the person concerned will be back in contact, all bright and breezy and your best friend again, just asking if you are free next week for a stocktake. Frequently, the reason for not using our services has nothing to do with our ability or competence, or even the price we charge, but are all to do with the grass being greener.

It's easy to make a good pitch, to sell your services as the best ever if you've not had to prove yourself. The long term is where the proof is and if you can keep innovating and bringing fresh ideas to help your clients run their business better. Often the person doing the job for a lower price has only that to offer, you can't sell your diligence you can only have the opportunity to show it over a period of time.

The ILTSA is always ready to assist you in this. The website has a large resource area where you can access all of our services and Chris keeps you up to date with the monthly bulletin. If you have a particular problem please get in touch and I'm sure we will find someone who has had a similar difficulty in the past. The old adage of a problem shared is true in this respect.

So chin up everyone, take heart from the number of stocktakers I speak with who are struggling to cope with a brimming diary and it's generally due to their positive attitude towards the industry.

Our next Council meeting is in a few weeks time and if you have any thoughts you'd like us to consider please e-mail me and I'd be delighted to carry your ideas forward. I am happy to respect your privacy should there be a confidential matter.

After a couple of months of classic "drinking weather" the festive season is on the horizon so don't worry about all that extra stock that was bought during the summer season, it'll all go at Christmas.

Richard Grafton F.I.L.S.A.

Available from the Office

Available from the Institute Office

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Race Casks Vents – Extend the useful life of cask beers by providing these to your clients - £ 7.00

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Taking Stock – the definitive textbook for the stocktaking profession. £ 19.95

All prices include VAT and many are subject to discounts typically 10% for members and 15% for fellows.

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Small Business, Employment and Enterprise Bill

Following on from the request in the August Bulletin for member's views on a submission by the ILTSA to the Government, our Chairman, Richard Grafton opens the discussion with his own thoughts on how we should respond. Would any member wishing to have any input please contact Richard direct on richardgrafton@iltsa.co.uk.

I feel that there are two parts to this discussion, one of which we can concern ourselves as a professional body, and the other which is much more subjective.

Firstly, the pubco business model. This was an unintended consequence of the beer orders, which now seem part of ancient history. If this stricture were to be removed I'm not sure that we would revert to life as it was then, but there would seem to be nothing wrong with the vertical integration of breweries and pubs as many smaller breweries survive with this type of operation.

The hangover of cheap money and unwise lending is what brought the pubcos to their present impasse where they are essentially zombie companies, only in business because the lenders are unwilling to take the balance sheet hit. We can, however, assume that the present business model will not be replicated when the current companies are no longer with us and must consider what alternatives are desirable.

The removal of the tie would seem to be an answer, but I'm not sure it would make many pubs any more viable. It would give some assistance to the brewing industry, given that the pubcos would not be there to take their unfeasibly large slice of the pie. If the current discount level were to be shared between brewer and retailer then we would see over £100 per barrel discounts returned to the trade in one way or another.

There needs to be a way of retaining the tie for smaller, generally family run, brewers who depend on the wet rent to keep dry rents at a very reasonable level. This is particularly



true for seasonal operators such a Palmers in Bridport who can see huge differences in trade levels across the year and like to keep dry rent low for the quieter times.

Changes in the way the trade operates since the beer orders rule out a full return to the days of the "Big 6" and we need business operators who are willing to take on the challenge of helping the trade face the 21st century, not spend all their time just keeping the bank wolf from the door. Allowing anyone to take ownership of 10,000 pubs with a brewing capacity to match would not mean giving them a golden opportunity to make a fortune, quite the opposite in fact.

We have to remember that there were good and bad national brewers and that not every pub owned by them was a shining example of a well kept and well run pub. Once again the opposite is true.

I would propose a tie on ownership of pub/ brewery combination limited to 500 actively trading on licensed premises. We need central guidance to give more time for consideration of change of use when premises are sold

out of the trade. Apart from something along these lines, I can't see why there should be any further restriction on a trade that has been legislated to near death over the past 25 years.

Secondly, the question of the treatment of lessees. We have to consider that anyone entering into a business transaction is a grown up and fully capable of making decision for themselves. We do, however, have the question of how these people have been treated subsequently by their landlords. In many cases this is quite shabbily, but we cannot expect any company that is financially bankrupt to be any different morally.

We have a client who left a pub several years ago when the rent was pitched to 72k. The new operators felt they could give it a go at £88k. They will be leaving any day now, much poorer and hopefully wiser. They had every opportunity to look over all the financial aspects of the business and went ahead feeling they could make it happen. You cannot legislate to prevent optimism.

The current bad press given to the pubcos is driving their demise by reducing the number of prospective licensees dramatically, but this has the effect of accelerating closures and disposals out of the trade. The sooner the current crop of pubcos are gone the better and the trade can get on with trying to make a living.

Any submission we make should be along the these lines, we have had enough of over regulation and interference. I would be pleased to hear whether there are any divergent views on this.

Richard Grafton F.I.L.S.A.

Speers

The marketers are at it again - as lager sales seem to be dropping they are trying to entice the crucial 18 - 35 year age group with a completely new range of drinks. Dubbed 'Speers' the fast emerging segment is already worth millions of pounds and the markets are excited about the growth prospects.

What then are 'speers' – put simply they are an amalgamation of beer and spirits in a ready mixed, ready to drink package.

The first major one was probably Desperados which is described as the "UK's fastest growing beer brand with unprecedented sales increase of 475% YOY in 2013". The

company behind Desperados is Heinekin and they see Desperados 'speerheading' the market towards a £ 200 million segment by 2016. What cannot be denied is their popularity. Desperados themselves have already launched Desperado Verde, a tequila, mint and beer version with a lower ABV than the original at 4.7%.



Desperados (A.b.v. 5.9%) is brewed at the Fisher brewery in Schilitigheim near Strasbourg.

Dating back to 1854 it was eventually owned by Heinekin who were about to close it in 2008 so Desperados can be seen as a last ditch attempt to keep the brewery open.

Amigos is another Tequila based 'speer' marketed through Global Brands with an A.b.v. of 5.5%.

Recently there has been a rash of rum based 'speers' led by Cubanisto, brewed (if that is the right word) by AB Inbev to a strength of 5.9 % A.b.v. Taken from its marketing blurb " Cubanisto is a rum flavoured premium beer with a fresh taste of citrus orange zest, lime and aroma of caramelised cane sugar and treacle". Bachata (A.b.v. 5.3%) has a colourful history.

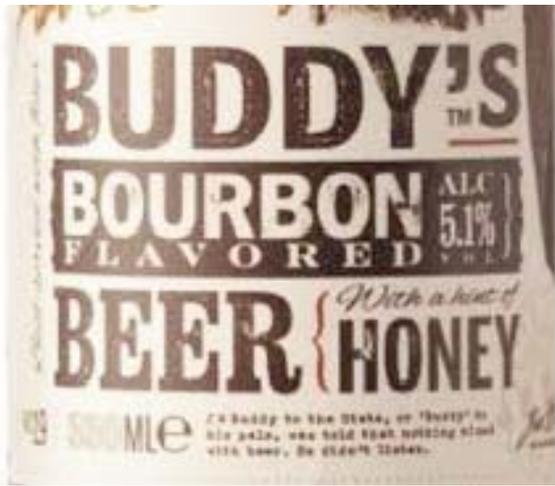


Bachata is a style of music based on Cuban Salsa with Afro Caribbean rhythms. It is said that Bachata beer was

inspired by a musician called Alvaro. He was a Cuban musician who travelled the world 'jammin' with Latin bands and partying at every opportunity. He enjoyed a few drinks after the gigs but was often disappointed with the local lagers so he often added a measure of his favourite rum to the beer.

Not to be outdone the North Americans are joining the race





adding Bourbon to beer. Probably the biggest brand as yet is Buddy at 5.1% A.b.v. This is also given a sweet kick by the addition of honey. Another one that comes to mind is Dead Crow (A.b.v. 5.5%) but with a name like that I



cannot believe it will take off. If you want to sample a good quality beer that has been aged in Bourbon barrels try Goose Island Bourbon County. At about £ 10 a bottle with an A.b.v. of 14.2% it is not for the faint hearted but that is a very good example of a properly crafted Imperial Stout matured in barrels for at least five years, not a mediocre with some added flavours.

When I first started drinking, many, many years ago I was warned never to mix my drinks which is just what is happening with these new products. Only time will tell if they become the new 'alcopops' or whether the sector expands at a reasonable pace. In most cases it appears that it is 'flavourings' that are

added and not the real spirit.

There is actually nothing really new about this, for many years drinkers have been adding a measure of port to Guinness for example to change the taste. Brewers have long experimented with ageing and maturing beers in oak barrels that

had previously held spirits or sherry. This eventually adds a hint of flavour. Many craft



brewers have also dabbled with drinks such as rum porter where a good amount of rum is added to the beer before conditioning. Boggarts and Wadworths are a couple that come to mind and Scottish

brewer Innis and Gunns have added various strange flavours to their brews. More recently Brew Dog has dabbled with beer cocktails adding various spirits to its already robust brews. Many brewers have added Scotch whisky to their brews – some have worked but many others have been a waste of good beer or whisky or frequently both.

Love them, or hate them 'Speers' are here to stay and we need to be able to advise our clients accordingly. Rather like the last major trend in fruit ciders I am expecting many more companies to jump on the bandwagon and enter this sector of the market - ignore them at your peril !

Chris Swift F.I.L.S.A.

Origin of phrases

In pubs, ale used to be ordered by pints and quarts. So in old England, when customers got unruly, the bartender would yell at them 'Mind your pints and quarts, and settle down. It's where we get the phrase 'mind your P's and Q's'

Many years ago in England, pub frequenters had a whistle baked into the rim, or handle, of their ceramic cups. When they needed a refill, they used the whistle to get some service. 'Wet your whistle' is the phrase inspired by this practice.

It was the accepted practice in Babylon 4,000 years ago that for a month after the wedding, the bride's father would supply his son-in-law with all the mead he could drink. Mead is a honey based drink and because their calendar was lunar based, this period was called the honey month, which we know today as the honeymoon.

In the 1400's a law was set forth in England that a man was allowed to beat his wife with a stick no thicker than his thumb. Hence we have 'the rule of thumb'.

Many years ago in Scotland, a new game was invented. It was ruled 'Gentlemen Only...Ladies Forbidden' - and thus, the word GOLF entered into the English language.

Food Information for Consumers Regulations 2014

New food allergy requirements

A new European law will come into effect on the 13th December 2014 – just in time for Christmas. It affects the way that operators make customers aware of potential allergic ingredients in their dishes, or even in the case of sulphites, in wine. The law is intended to help customers make the right and safe choice when eating and dining out in the same way that retail units already do.

From the 13th December any customer eating in a pub or restaurant will have the right to have ingredient information provided to them. The responsibility is on the caterer to comply with the law and is enforceable by the local authority. They have the power to impose fines of up to £ 5,000 if the caterer is found to be in breach of the rules and there are as yet undefined serious implications depending on the severity of the situation.

The Food Standards Agency (FSA) and the Department for Environment, Food and Rural Affairs (DEFRA) are still in consultation with the hospitality industry with regard to final guidance as to the interpretation of the new laws. At the very least caterers are advised to check with their suppliers that they are passing on the correct information to you. Up to date ingredient information must be kept for all foodstuffs in the kitchen, including oils and sauces, toppings or garnishes. This information should be obtained from invoices or labels.

It is suggested that there should be a written, visible and legible sign at the point of purchase or on menus directing customers to ask staff members about allergic ingredients. It is important that all staff know



The 14 designated allergens are:-

- ▶ Cereals containing gluten (such as wheat, rye, barley and oats)
- ▶ Crustaceans (Shellfish) including clams, mussels, whelks, oysters, snails and squid
- ▶ Fish
- ▶ Eggs
- ▶ Molluscs
- ▶ Soybeans (soya)
- ▶ Milk (including lactose)
- ▶ Nuts - such as almonds, hazelnuts, walnuts, cashews, pecan nuts, Brazil nuts, pistachio nuts, macadamia
- ▶ Peanuts
- ▶ Celery (including celeriac)
- ▶ Mustard
- ▶ Sesame seeds
- ▶ Sulphites (> 10 mg / kg or 10 mg / Ltr)
- ▶ Lupin flour

what the allergens are and that perhaps supervisors are trained to be able to advise customers on not only the allergens but the likely result of eating a product. It is extremely important that there is written verification of which dishes contain what ingredients. It is vital that where there is a daily specials board that all dishes are checked for known allergens. When taking group bookings it may be good practice to ask if any of the party have special dietary requirements in order to carefully plan the menus and avoid unexpected challenges.

This will be a lot of extra paperwork and administration and it will be likely that software will be developed that can list all allergens and indeed other nutritional information. Food service supplier Unilever is one such company. Full details of their ' Pub How To Guides' can be obtained from their website www.ufs.com.

One measure that could be used would be to adapt the menu as far as possible. Some best selling dishes can be adapted to make them

suitable for those with common allergies and food intolerances.

For example fish and chips are a popular menu choice but traditional fish batter contains egg. For those who can't eat egg try creating a tempura batter using rice and potato flour mixed and blended with soda water. Gluten free cornflakes could be used to make a crumbed batter but check the label on the cornflakes as not all of them are gluten free. When making Yorkshire puddings switch from standard cow's milk to soya, rice or nut milk – which is only suitable for guests without nut allergies.

Consider using gluten free flour instead of standard flour. This is usually a blend of potato, rice, tapioca, maize and buckwheat flours. Traditional crumble toppings contain gluten and sometimes nuts such as almonds and hazelnuts. Instead, leave out the nuts and use gluten free oat bran that will give the topping a nutty flavour.

A recent survey by Unilever found that 19% of the pubs surveyed said they were not ready for the change whilst 44% accepted that they would have to do more training. As this law comes into effect in just over three months this is a worrying percentage. Many people with food allergies suffer from asthma which

can make food reactions more severe.

The allergenic ingredients need to be emphasised using a typeset that clearly distinguishes it from the rest of the ingredients, by means of the font, style or background colour. Food businesses can choose which method they want to use to emphasise the 14 allergens.

When a product is not required to provide an ingredients list, any allergenic ingredients within this product must be declared using a 'contains' statement followed by the name of the allergenic substance.

Where several ingredients or processing aids in a food originate from a single allergenic ingredient, the labelling should make this clear for each ingredient or processing aid concerned. For example skimmed milk powder, whey (milk), lactose (milk).

Where the name of a food (such as a box of eggs or bag of peanuts) clearly refers to the allergenic ingredients concerned there is no need for a separate declaration of the allergenic food.

It is perhaps important to remember that a reaction to a food allergen is not like having a ' food intolerances'. A food intolerance reaction is where

the body is unable to process an ingredient or food type effectively leading to discomfort. However a gluten intolerance can lead to a more serious condition. Around 1% of people in the UK have a gluten intolerance and this can lead to celiac disease. People with celiac disease need to avoid gluten in order to prevent the serious health effects.

A reaction to a food allergen can have serious health consequences and could, in the most severe cases lead to the death of the affected person.

Customers with food allergies must be able to make informed choices when choosing what they want to eat and drink. All staff serving customers should be aware of the potential risks to customers' health if they do not provide the correct information. You must have in place a process to ensure allergen information can be easily obtained, is accurate and provided in a consistent fashion.

It may be worthwhile advising staff to ask customers if they do have any food allergies and would like further assistance with selecting suitable dishes from the food and drinks menus. If a member of staff is unsure they must ask somebody who does know.

The Food Standards Agency have produced an excellent guide to the new legislation.

www.allergytraining.food.gov.uk

Chris Swift F.I.L.S.A.

Dingbats

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ROBBERS

Answers on page 16

Pricing of Wine

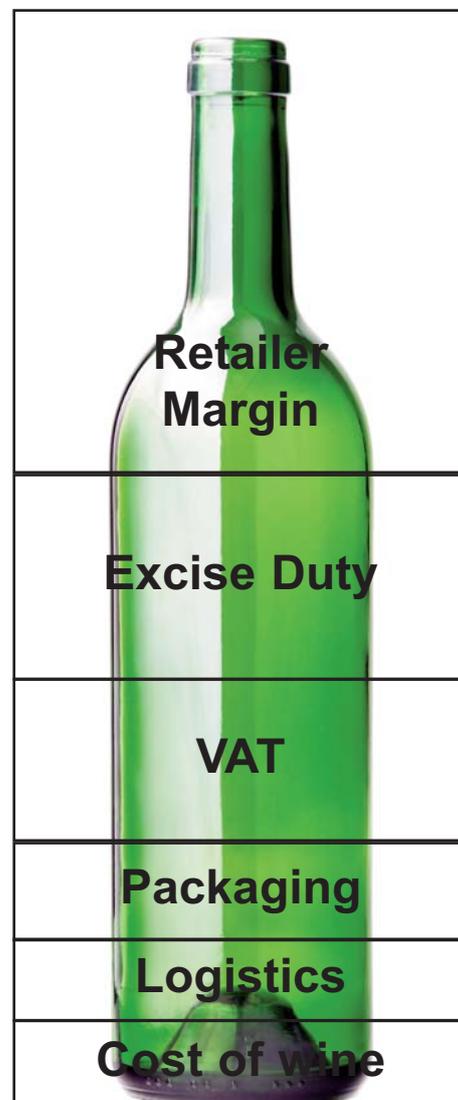
Too often a rigid adherence to gross profit percentage rates can stand in the way of sales of more premium wines. I remember Ron Foster telling of a client a few years ago who had the idea of setting his wine prices merely by adding £ 5.00 to the cost value of the wine and adding VAT. This radical idea worked for him and he sold cases of more 'premium' wines but always knew that he made £ 5.00 every time he sold a bottle of wine. Where £ 5.00 may not work today, the principle could still be applied perhaps adding £ 10.00 at the bar.

The GP percentage perhaps generates a realistic selling price for entry level wines but if you apply a percentage across your full list you risk pricing the more premium wines out of the market. We see this time and time again where all the sales are at the top of the list with the much better wines priced in percentage terms staying in the wine bins. This can be frustrating for all concerned. One chain of pubs that I deal with has some fantastic wine around the £ 22 mark but they are completely overlooked by the apparently cheaper choices. In actual fact as I will attempt to prove later the value of the premium wine is actually much higher.

Unlike the debate that raged over 35ml spirit measures the cash margin really is your friend here. If a customer enjoys a wine he is much more likely to order another bottle,

giving you another bite of the cherry. In the table below I explain how my theory would work. In point of fact, had the gross profit percentage of 63% being rigidly adhered to, that bottle of Chablis would have been £ 29.00.

If the wine list has steady progression in pricing from entry level it allows your customers to try more expensive wines in easy steps, encouraging them to try more expensive wines which hopefully fuels a desire for them to go even further up the list. From a clients point of view customers drinking the more expensive wines put more cash on the bottom line. The old adage that cash margin pay the bills but gross profit percentage does not, has never been more accurate. In addition a better experience should lead to more return visits and yet more cash through the tills.



You can apply similar logic to wines by the glass offering a pricing benefit to customers who trade up from 175ml to 250 ml or even if it is a group, encouraging sales by the bottle rather than by the glass. It all helps customers feel they are getting better value.

Wine	Cost Ex VAT	Price Point	Gross Profit	GP%
Chilean Chardonnay / Sauvignon	£ 3.95	£ 12.95	£ 6.84	63 %
Italian Pinot Grigio	£ 4.40	£ 13.95	£ 7.23	62%
Australian Chardonnay	£ 5.20	£ 15.95	£ 8.09	61%
New Zealand Sauvignon Blanc	£ 6.00	£ 16.95	£ 8.13	57%
Rioja	£ 6.95	£ 18.95	£ 8.84	56%
Chablis	£ 9.00	£ 22.95	£ 10.13	53%

Table 1 - The relationship between cash margin & GP %

Changeover Valuations

Council would recommend that the following guidelines be used:

If working for one party:

Minimum fee	£ 155.00
3k - 5k valuation	5.5 %
5k upwards	4.8 %

If working for both parties:

Minimum fee	£ 200.00
3k - 5k valuation	6.5 %
5k upwards	6.0 %

Table 2 - The effect of the UK's flat rate duty on wine				
Retail Price	£ 7.50	£ 10.00	£ 15.00	£ 20.00
VAT	£ 1.25	£ 1.67	£ 2.50	£ 3.33
Excise Duty	£ 2.05	£ 2.05	£ 2.05	£ 2.05
Packaging	£ 0.40	£ 0.40	£ 0.40	£ 0.40
Logistics	£ 0.30	£ 0.30	£ 0.30	£ 0.30
Retailer Margin	£ 3.13	£ 4.17	£ 6.25	£ 8.33
Value of Wine	£ 0.38	£ 1.42	£ 3.50	£ 5.58
£ 15 Double the price of the cheap bottle but 10 times the value of the wine				
£ 20 15 times the value of the cheap wine.				



Le Chef



It is important at this stage to understand the impact of the UK's flat rate duty regime which applies about £ 2.05 to a standard bottle of 5.5% - 15% table wine irrespective of the value of the wine. This causes great anomalies in the system and VAT is even chargeable on the duty – a tax on a tax ! Essentially the more expensive a bottle of wine that you

buy, the greater the proportion of the production costs will have been spent on the wine itself. See Table 2 on how to get the best value. Obviously at any price point there could be major fluctuations with some inexpensive wines being very good and some expensive wines disappointing – that however is a matter of taste.

The National Minimum Wage rate is increased to the following rates from 1st October 2014

21 and over	£ 6.50
18 to 20	£ 5.13
Under 18	£ 3.79
Apprentices *	£ 2.73

*This rate is for apprentices aged 16 to 18 and those aged 19 or over who are in their first year. All other apprentices are entitled to the National Minimum Wage for their age.

Quick and easy crunchy topped fish bake

Ingredients

- ▶ 4 plaice fillets
- ▶ 1x10oz tin of mushroom soup
- ▶ 4oz grated cheese
- ▶ 2 oz margarine
- ▶ 1 teaspoon grated onion
- ▶ dash of Worcester sauce
- ▶ dash of garlic salt
- ▶ 1 bag of plain crisps

Oven setting: 180 degrees / gas mark 4

Method

Put the fillets in a greased ovenproof dish, spread with the soup and top with the cheese.

Melt the margarine, add the onion, Worcester sauce and garlic salt and mix well, add the crushed potato crisps and mix well again.

Spread the mixture over the fillets and bake in the centre of the oven for 35 minutes, serve with a tomato salad

Nice and easy and light for the summer, and finally

Enjoy !

Customer Specific Marketing of Wine

I found the following survey interesting. Basically it deals with the various groups of people who may drink wine and seeks to categorise the various segments of the market. Research from Accolade Wines have identified a number of different types of wine consumer – how many do you recognise, and which one are you ?

Newbies :-



Mostly young women (25 – 33) with little wine knowledge.

Wine is one of

several alcoholic drinks in their repertoire , mainly bought for social occasions. Newbies drink all wine colours with a preference for rose and white wine.

- They love wines from the USA, such as White Zinfandel, Australia and Argentina and have a soft spot for Italian Grigio.
- The key thing newbies are looking for is something they have tried before and they know they like so familiar brands can be reassuring.
- They look for wine to suit up-tempo sharing occasions, so bottle promotions or 'Buy 2 x 250ml glasses to get the rest of the bottle free' are appealing.
- Taste led recommendations i.e. 'Light' or 'fruity' urge them to try a new wine.

Strong Prospects :-

Also mainly sociable young women, slightly older than 'newbies' with a strong interest in the wine category

and willing to spend a bit more on a bottle of wine.



- They have a preference for white wine, like chardonnay or pinot grigio for a formal occasion and an easy red like Merlot for everyday drinking.
- Favourite countries are Australia, France, Italy and New Zealand.
- Pay attention to wine descriptions so a carefully prepared list is essential.
- Strong prospects are willing to something new so ' Wine of the Month' works well, as do food matching combinations such as 'great with a curry'.

Confident Enthusiasts :-

Are in their thirties or forties and have lots of wine knowledge and disposable income, making them high spenders.



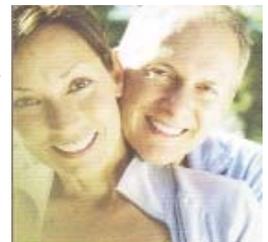
- They equally enjoy red and white wines, Cabernet Sauvignon being a

particular favourite for red and Sauvignon Blanc for white. Pinot Grigio (both white and rose) is also popular.

- Confident enthusiasts drink wine from every country and are the most experimental group. Their favourite countries of origin are Australia, the USA, France and Argentina.
- Not so driven by promotions as they will happily pay full price for a wine they believe is high quality but experimental mechanics e.g. 'Wine of the Month' and food pairings that highlight new wines to try can be attractive.

Routiners :-

Generally an older customer, over 45, with grown up children.



Limited wine knowledge and a lower spend per bottle, routiners tend to purchase on relaxed 'wind-down' occasions.

They stick to wines they know but will go with a recommendation.

- They drink all wine colours but with a preference for white.
- They like wine from Australia, Italy and Chile. Prefer light and easy styles: Merlot for red and Pinot Grigio for white.
- Keep your wine descriptions uncomplicated and highlight brands and recommendations on the menu.

- Promotions on well known brands are effective.

Economisers :-

Are generally an older customer, over 45, with grown-up children. Like routiners they have little knowledge or interest in wine but their choices are more price driven.



- They drink all wine colours with a preference for white wine from Australia, France and South Africa.
- Chardonnay and Merlot are their choice of varietal with well known brands being favourites.
- Focus on entry-level wines with prices clearly marked. Economisers are not greatly influenced by promotional gifts or advertising at the point of purchase.

Occasionals :-

Are generally over 45 with grown-up children. They have average wine knowledge and tend to go out and purchase wine on formal occasions. Occasionals



are more influenced by the brand or wine description on a menu than promotional activities but food matching wording as 'Great with a roast' or 'Perfect with fish' strikes a chord.

- They have a preference for a blended wine in red and like Sauvignon Blanc and Chardonnay in white wine.
- They like New World wines from Australia and Argentina. They also like to buy French and Spanish wine.

Engaged Explorers :-

Are generally over 45 with grown-up children.



They have more wine knowledge

than 'Occasionals' and purchase on relaxing occasions as well as formal ones. Engaged Explorers have a good knowledge of wine and less reliant to recommendations

- They drink all wine colours with a preference for red wine for an everyday and formal drink and white for a social occasion.
- They like wines from Australia, South Africa and Italy – though they will drink wines from many different countries over a year.
- Giving information about a wine is the best way to communicate with them, things like varietal, age (vintage), regions or awards the wine has won.

Experts :-

Are generally male, over 50 and with grown-up children. Significant wine knowledge and good at judging value for money in any price bracket.

- They have a preference for red wine and are least likely to drink rose.



- They like old world wine from France and Italy, new world wines from Australia and Chile. They also like Sauvignon Blanc from New Zealand and Tempranillo from Spain.
- Experts have a good knowledge of wine and are less reliant on recommendations. Giving information about a wine is the best way to communicate with them, things like varietal, age (vintage), regions or awards the wine has won.
- Give slightly more space to red wine and old world wines in the wine list.
- Have a good variety of higher priced wines.

Do you find the categories above useful, more importantly will it help you and your clients sell more wine and therefore become more profitable ?
What category do you think you fall into ?

Thanks to Accolade Wines who identified the trends above.

Dingbats

3.

ALLWorld

Answers on page 16

What do you call them ?

Watching the opening ceremony of the Commonwealth Games I was intrigued to know what the red pudding shaped objects were that were dancing all over the screen. I was amazed to find out that they were depicting a Scottish delicacy – Turrocks teacakes. As they were like no other teacakes I had ever seen I resolved to find a little more about the product.

The winning formula was initiated by Thomas Tunnock in 1890, after he paid £80 for a shop in Uddingston. Under the guidance of Thomas (and later his son, Archie), Tunnock's operated only as bakers and purveyors of quality flour confectionery until the 1950s. This decade saw the emergence of four original speciality items: Caramel Wafers, Snowballs, Caramel Logs and Teacakes. Consequently, business boomed and factory extensions followed, the latest as recent as 2002. All very well but not what I know as a teacake.

Further research followed and the humble teacake is known by a myriad of names throughout the country. Some that I have managed to unearth are:-

What do you call them ?



A.K.A. Teacakes	
Teacake	West Yorkshire
Cob	East Midlands
Barmcake	North West
Bara	Wales
Bap	England & Wales
Breadcake	South Yorkshire
Softie	Aberdeen
Barm	North West
Muffin	Oldham
Bun	The North
Morning Roll	Scotland
Stotty	Northumberland
Batch	Warwickshire
Oven bottom	Lancashire
Bread roll	The South
Scuffler	East Yorkshire

Food & Drink Quiz

Below are the answers to the food and drink quiz from the last issue. I did warn you that there some tricky questions and we had no absolutely correct answers. However Carole Knight, from Leighton Buzzard and Mandy Grafton from Weymouth each collect a cheque for £20.00 as the two most correct answers. Thank you to everyone that took part and congratulations to the winners.

1. Basil 2. Chocolate, vanilla & strawberry 3. 24 4. Squirrel 5. Dry 6. Indigestion 7. Stuffed vine leaves 8. Aniseed 9. Douglas Adam 10. Silence of the lambs 11. The butcher 12. Pavlova 13. Little Chef

14. Parsley, sage, rosemary and thyme 15. 9 – Peter Piper picked a peck of pickled pepper 16. Willow 17. Salmon 18. Black Forest Gateau 19. Amstel 20. Mike Tyson 21. Coffee 22. Cold 23. Pumpkin 24. Print font

25. Vitamin A 26. Species of salmon 27. Balti – Basil Fawly 28. Tomato 29. Loaf of bread 30. Marshmallow & peanut butter- gross 31. Salmon 32. Celery 33. Green 34. Ginger 35. Chicken McNuggets 36. Tomato 37. Tamarind 38. Chinese Five Spice 39. Carrots 40. New Zealand 41. Pitta 42. Drink from it 43. Gazpacho 44. Bubble and squeak 45. Squash 46. Humus 47. Parmesan 48. Garibaldi 49. Hops 50. Duck and chicken

Fifty years behind bars

Recollections from a long standing member
The Watts & Mackenzie years (1961 - 1980)

My partnership in Watts & MacKenzie came to an acrimonious end on the 28th of February 1980 after exactly nineteen years to the day. On Saturday the 1st March, after working until late the previous night, setting up all the information for a multi-bar job, that I had spent the previous day doing, I took all the books, together with my office keys, car keys, car and my final expenses into their office.

I had nothing arranged for the future so had to do some serious thinking. For the last few years I had always done the Compleat Angler Hotel on the 1st of the month, whatever day of the week it might be, and soon after 9 o'clock I had a call from their manager asking me why it was not me doing their stock that day. He had my home telephone number because I had often worked on it at week-ends from home, and he would phone me there with figures or I would call him with queries. He said that he had walked into the Dispense Bar that morning and asked the person doing the stock where I was? He was told that he thought I was doing something else. I told him that I had left Watt & McKenzie and would not be able to do their stock in future. He said that all the years that they had been having stock done it had been me and he wanted me to do it, not Watts & MacKenzie. I explained that my partnership terms meant that I was unable to take any work with me when I left. He said "well, we will see about that".

About a month before all this, the owner of an Hotel in Bridgwater, which I had been doing for seven or eight years had had a row with my senior partner and closed his account. I decided to phone him and tell him that I was now no longer part of W&M and could I continue with his stocktaking. He jumped at the chance, so we arranged a stock for the following weekend, and he said he would pick me up from the nearest station. I charged £50 and that was my only income for my first month.

The manager of the Compleat Angler soon phoned me back and said that his solicitor had told him that there was no way that W&M could stop them from using my services, but that the easiest way to do it would be to close their account with W&M first and then ask me to take over, which they then proceeded to do. Having given W&M a months notice, I was asked to start on the 1st May. He also told me that when he had given his notice to the second partner, Stuart Crabtree, he had told him that it was possibly for the best, because W&M no longer had anyone there that was really capable of handling jobs like theirs. This contract also included a second Hotel "The Lambert Arms" at Aston Rowant.

Early in May I had a phone call from John Eales who I had trained at W&M and who had left to manage a number of pubs for a former client. He had been doing stocktaking at his four pubs as well as all the other things needed to be done, and decided that he could not really handle it all. He had phoned W&M to ask them to take over the stocktaking, and had been put through to Stuart Crabtree. Stuart had listened to his request and said "can I call you back on this later". he then phoned John back from home that night and told him that I was no longer with them, he gave him my number, and told him that he would be better off using me. John was running The Eel Pie at Twickenham, The Railway at Barnes, the Woodman at Clapham Junction and the 101 Club at Battersea. He later purchased the Kings Arms at Hampton Court, a much bigger place



Gordon Andrews F.I.L.S.A.

The End of an Era

than the others. He was later able to do a really good deal selling them all on to Hall & Woodhouse.

John went from this into a large brewery managed house at which he asked me to look at the stocktaking reports which he was getting. John later left this company to set up his own. He took on three pubs and was being bank rolled by the multi millionaire owner of NCP. On a visit to one of his pubs he introduced me to this gentleman, Sir Donald Gosling, telling him that I was the person who had taught him all he knew.

After several years doing the stock at the Prince of Wales, Weybridge, the Archery Tavern at Lancaster Gate and the Pub with no Name in Norfolk Gardens, just off the Edgware Road, John again sold up to Hall & Woodhouse, and the last I heard he was running a bar in America. During this time he has sent me stock reports to look over, but has never asked me to go out there and do his stocktaking for him.

Considering the fact that I had started with nothing, by the end of the second year I had reached the point where I was sometimes doing over thirty jobs a month, and more was still to come.

PS I could have changed the name of this article this time to "60 years behind bars"

Pro-Eco

Audit Pro Plus



A warning for our clients

Be careful what you say on the phone - you can easily be duped into a legally binding contract ... Pro Eco takes up the story !

As soon as you take possession of the keys to your new site, the phone will start ringing, although the caller may sound genuine, quite often they are not!

Third Party Sales, the bane of Pro-Eco and our clients lives...the caller gets you to believe they are ringing on behalf of your brewery or your electricity supplier, when in fact they are commission based third party sales people. Ultimately they will say whatever they need to get your attention (because that part of the conversation is not recorded).

Even if you state Pro-Eco are looking after the energy for me, they may change their tactics and state "I'm Emma from Pro-Eco" or they may call back later or tomorrow, stating they are calling from Pro-Eco...

Clients have phoned us in a panic stating they have been told that unless they agree a contract by tea time, their electricity will be cut off. This is of course complete nonsense, as a process has to be followed before a supply can be disconnected. But a new tenant with a hundred things to think about may be duped, and unfortunately quite often are. Once the telephone recording of them agreeing to a contract and giving their direct debit details has been made, there is nothing that can be done, apart from complain, but as only the actual conversation of "yes I agree and here are my bank details" is recorded, this is legal and binding.

All new tenants need to be aware of these underhand tactics.

Working with ILTSA we can offer your clients free advice, whether you are dealing with a change of tenancy or a client that has been trading for many years, we can usually help save money and protect against some of the more unscrupulous suppliers.

For further details of how Pro-Eco can assist you and your clients:-

01323 400 800

eastbourne@pro-eco.co.uk

Answers to Dingbats

1. (Page 2)

Mother in law

2. (Page 9)

Honour amongst thieves

3. (Page 13)

It's a small world after all

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