

CONSERVATIVE CLUBS MAGAZINE



April 2024 75p



Tooting Conservative & Unionist Club Holds Celebration For Alan Boniface

15 Tips For Maximising Club Revenue

Clubs Celebrate St Patricks Day

ACC 2024 AGM Notice

April 2024
75p



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Annual General Meeting 2024

The Annual General Meeting of the Association of Conservative Clubs Ltd shall be held on Saturday 18th May 2024 at the Carlton Club, London.

Formal notice of the Annual General Meeting and the ACC's 2023 Accounts have been enclosed with this edition of the Magazine.

Clubs wishing to attend should ensure a prompt return of the invitation since space is limited.

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CLUB LAW AND MANAGEMENT

2024 Legislation Updates

National Living Wage

The National Living Wage (NLW, also known as the Minimum Wage) will rise on 1st April 2024. For employees on the NLW this will mean that their hourly pay will go up from £10.42 to £11.44.

This is a lift of £1.02 per hour and a typical full time employee on the NLW will receive an average yearly pay increase of around £1,800.

Meanwhile, Clubs need to be aware the NLW will be extended to 21 and 22-year-olds, fulfilling a recommendation the Low Pay Commission first made in 2019.

The 18 to 20-year-olds rate rises by £1.11 to £8.60, and the 16 to 17-year-olds and apprentice rates both rise by £1.12 to £6.40.

This is clearly a challenge for many hospitality venues but it should also mean that people have more money in their pockets which can assist in boosting bar revenue.

In that vein it is worth mentioning that the State

Pension is also being increased. The amount applicable persons will get from the State Pension is going up in April 2024. This is because the government is keeping the triple lock – which came back into effect in 2023 after having been suspended.

It means that the State Pension will increase by 8.5%, in line with average earnings growth between May-July 2023, which is the second-biggest increase to the State Pension on record. The rise was confirmed in this year's Autumn Statement and affects people eligible for the new flat-rate State Pension, which was introduced in April 2016, or the older basic State Pension.

The rise means that those qualifying for a full new State Pension will now receive £221.20 a week (up from £203.85). And those who reached State Pension age before April 2016, who are on the older basic State Pension, will now receive £169.50 – up from £156.20.

Tipping

Clubs may have heard in the news of the Employee (Allocation of Tips) Act 2023. This means hospitality businesses must pass on 100% of gratuities received from customers without deductions. Most Clubs have rules which do not permit tipping so it is unlikely this Act when it

Business rates

In November last year, The Chancellor froze the small business multiplier at 49.9p but opted to uprate the standard multiplier by last September's CPI inflation rate of 6.7%.

Pavement licences

A consequences of the Covid pandemic meant pavement licences were made more readily available.

The pavement licence

Temporary event notices (TENs)

During and post-Covid, the number of Temporary Event Notices (TENs) pubs could apply for to allow licensed sales outside individual pubs' permitted hours were extended for 2022 and 2023.

However, at the start of 2024, these limits have

is formally introduced will have any effect on Clubs. That said, in the event that the Club is affected then please ensure that no 100% of tips go to Club employees without any deductions being made.

Currently the introduction of the legislation has been postponed until 1 July 2024.

Accordingly, the non-domestic standard rating multiplier in England of 51.2p for 2023-24 will increase to 54.6p from 1 April for 2024-25.

regime has been extended a number of times - the current extension currently runs until 30 September 2024 when it will be reviewed again.

now reverted back to their original maximums which are, for any calendar year:

- No more than 15 TENs per premises
- The maximum aggregate number of days those TENs can cover is 21.

15 Top Tips For Maximising Revenue


Broaden The Offer – Change the menu and run events that you never used to do, such as quiz nights, special events and coffee mornings. Think about having themed food nights with pizzas, curries and steaks – but you cannot do these too often as the novelty will wear off. You have to remain very mindful of what you are doing to maintain the basics whilst giving people a new reason to visit the Club.

Utilise Outdoor Space – Arguably the days of people just turning up and spending money are long gone. Clubs now need to stand out. If you have outdoor space make sure it is utilised, during Covid people even got use to sitting outside

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so it can even help all year round. Do not keep your garden space a secret – if you have it make sure it is advertised at the front of the Club. If you have live music inside on a Saturday evening, consider occasionally having it on a Sunday lunchtime in the garden.

Cocktail Madness – Clubs may be primarily wet led but given this is often the case make sure you do not discount what you can gain from a cocktail offering. It is great if you can mix cocktails to demand but if you cannot then cocktails now come in good quality in pre-made canned versions or you can easily pre-mix some cocktails like Negronis in advance. Think about having a themed night for a specific cocktail every now and then. Google Whitebox Freezer Martini for an idea of what you can offer straight from the fridge or freezer.

Be Creative – Clubs probably have a membership database which may comprise just three items of information – name, date of birth and contact details. Offer Members a free drink if they pop in on their birthdays.

Bar Snacks – Go beyond crisps and nights with an offering such as Olives and Meze from the Real Olive Company. Or once a week on a Wednesday offer free cooked mini sausages to any Members to visit the Club. Cooked in bulk means it is inexpensive and gives people a reason to visit the Club.

CLUB BAR MANAGER OPPORTUNITY

Belmont Conservative Club is a large social club seeking applicants to take over the role of Club Bar Manager on the retirement of the present post holder. The Club has some 500 members, and facilities include 2 bars, 2 different sized function rooms, a pool table, and private car park.

We have a lively social calendar, and several local charities arrange to use the facilities from time to time.

The job involves the day-to-day management of the bar and staff, under the general direction of the Secretary, and includes bar, cellar and staffing management, stock taking and till reconciliation, managing private function bookings, and other routine tasks to ensure the smooth running of the Club.

The ideal candidate will have at least two years' experience in a similar role. In addition to the appropriate social skills, they should be energetic and ambitious, familiar with IT including Electronic Point of Sale systems. We will also consider someone who presently is an assistant manager and would provide full training to the way our club works.

This is a full-time position. 40 Hrs per week. The successful candidate will be expected to work flexibly when necessary. A competitive salary will be offered and there will be an opportunity to develop a limited bar food service at some time in the near future.

Applications will close on 30th June 2024. Interviews will be offered during the week beginning 5th August 2024, with some flexibility to allow for a promising candidate's availability.

Employment will begin on a mutually agreeable date in early October. The current bar manager will be available for as long a period as needed to assist with orientation and queries.

Applications and job descriptions are available by email: secretary@belmontconservativeclub.co.uk

Applications should be returned to the Club, and should include details of employment during the last five years, and any relevant qualifications.

Secretary, Belmont Conservative Club, 31-33 Station Road, Belmont, Surrey. SM2 6BX

Sort Out Your Wine Offering – These days replying 'white or red' when people ask about your wine selection is not good enough. Have a selection of wine – it does not need to be extensive but it does need to cover a few basis. Wines can be obtained in bag in box versions which eliminate waste and also small 175ml bottles to avoid the need of opening a small bottle but still allowing you to offer a good range of wine to Members.

Encourage Future Visits – Clubs are often busiest in November and December. Why not give everyone who visits during these months a voucher for a half price drink in January and February to encourage them to keep visiting the Club during the quieter months.

Sorry, I'm Driving – Make sure you are invested in a non-alcohol alternative – diet coke will not cut it anymore. Ensure you have at least one or two good quality non-alcohol beers on offer and consider adult soft drinks – why not stock kombucha in a can for those who want to go out but may not be drinking that night.

Know Your Regulars – All Clubs have a core membership component that are the hardcore. Make sure your employees greet these members by name and make a special effort in welcoming them each time they arrive. If you have just brought in a new beer or gin, make sure it is mentioned that it is something they might want to try.

Use Your Event Space – Have a great function room but no one knows? Publicise it to the local community, rent it out for weekend events to help your revenue and give the space away free for community groups that want to use it mid-week. The more people you can get through the door – for any reason – the more potential future members you have.

Promotions – Is the Club dead on a Tuesday night? Offer 10% off drinks for the entire evening. You are already paying for wages, heat and light – you may as well encourage Members to visit with a special drinks promotion.

Warm Space – When it is cold outside, encourage Members to stop by the Club and keep warm. They do not need to buy several drinks, encourage them to just pop in and say hello and keep warm if they want to.

Holding Beer Prices? – If you are holding beer prices do not keep it a secret – tell your Members what you are doing. If you have had to raise prices on some lines but not others, make a point of informing your Members that you are putting extra effort into keeping the prices on key beer lines as low as possible.

Free Prize Draw – Start a free prize draw on a quiet night. The only rules are it is drawn between 7pm-9pm, all Members are automatically entered and they need to present themselves within 5 minutes of their name being called. If they are not there in time add another £10 to the pot and it rolls over to the next week and someone else has a chance of winning the prize.

Keep the Momentum Going – Once you have done the above, do not stop. Keep thinking of ideas to motivate your Members. Put on a gin or wine tasting evening, host a local beer event. Having a Fawlty Towers themed quiz evening. Once you build the initial momentum you will find enthusiasm for many ideas going forwards.

Club Premises Certificates vs Premises Licences – The Pros and Cons

Clubs which meet specified criteria set out in the 2003 Act are known as ‘qualifying clubs.’ Clubs may conduct ‘qualifying club activities’ on their premises under the authority of a Club Premises Certificate (CPC) issued by the Licensing Authority. CPCs entitle clubs to certain benefits, which include supplying alcohol to members and selling it to guests without the need for any member or employee to hold a personal licence, and clubs are not required to specify a designated premises supervisor. There are more limited rights of entry for the Police and other authorised persons as the premises are considered private and not generally open to the public.

Premises Licences are what are commonly known as a ‘Pub Licence’. There are pros and cons to such a licence, some increased costs and administration but, certainly for Clubs which hold a lot of private events some advantages.

The statistics suggest that there has been a steady decline in the number of premises with club premises certificates whilst the number of Premises Licences have risen. This does not mean more pubs have opened as all premises which sell alcohol, such as restaurants will typically have a Premises Licence.

The benefits of a club premises certificate are widely understood. You do not have to have a designated premises supervisor, alcohol tends to be cheaper for the

members, you can (subject to appropriate approvals) have more lucrative gaming machines and as a private organisation, you are subject to less scrutiny from the local responsible authorities.

The provisions of the club premises certificate mean that only members and their guests can purchase alcohol from the club unless a temporary event notice is obtained. Whilst members can hire the Club for their own private events, if the Club has a busy function room which attracts lots of private bookings from non-members then these can be difficult to accommodate even utilising temporary event notices. That said, if a non-member chooses to become a member and hire out the room and invite their guests to their function then this would not need a temporary event notice (TEN) to be obtained. Clubs can have 15 TENs per year.

Clubs which have a Premises Licence still tend to operate primarily as a Members’ Club. This means only members and guests can ordinarily use the Club but the Club is promoted as a venue for hire so that non-members can hold parties and events at the Club. The Premises Licence in these situations tends to mainly assist with allowing private events to be held at the Club which can generate significant revenue to the Club’s finances.

One item to note is that for most Clubs their existing CPCs will not have many (if any) conditions on it.

Applying for a new premises licence is likely to attract requests for conditions relating to CCTV, security, incident logs, training and various policies to name but a few. You will, of course, need to have a personal licence holder to be your designated premises supervisor which is not a requirement of a CPC.

In addition corporation tax on the areas covered by the licence is likely to be higher than before since HMRC will take the view that mutual trade will form a smaller component of takings than previously and just a larger sum could be liable for corporation tax.

You will also not be able to have a B3A machine or

similar in the areas covered by the Premises Licence.

Therefore, your Committee should consider if the addition of a Premises Licence is required by the Club’s activities. Remember, you can obtain TENs to allow you to serve alcohol to non-members and should a Member wish to hold a function in the Club and invite their guests then they can do so and this will be covered under your existing licence. There is no limit to the number of guests that a member can invite to their private function within the Club.

Clubs wishing to discuss this further should contact the ACC directly for further information.

Employee Dismissals

A dismissal is when an employer ends an employee’s contract. It usually means the same as being sacked or fired.

It’s important that an employer uses a fair and reasonable procedure to decide whether to dismiss someone.

Before an employer dismisses an employee, they should:

- believe they have a valid reason – make sure your Committee is aware of types of dismissal and the valid reasons to dismiss someone fairly
- follow a full and fair procedure, usually in line with the Acas Code of Practice on disciplinary and grievance procedures
- make a decision that’s balanced, consistent and as fair as possible

The procedure an employer follows will be taken into account if an employee claims for unfair dismissal and the case reaches an employment tribunal.

An employer will usually be expected to follow a broadly standard procedure before dismissing an employee – for example, providing a written warning, a final written warning and then ultimately dismissal. At each stage the employee should go through a formal disciplinary procedure and meeting and be clearly told what they need to do to improve or change to prevent the next disciplinary step from occurring. If the employee needs more training or support, consider providing it to them.

The situation is different for cases of gross misconduct. Gross misconduct is when an employee has done something that’s very serious or has very serious effects.

Examples could include:

- fraud
- physical violence
- serious lack of care to their duties or other people (‘gross negligence’)
- serious insubordination,

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for example refusing to take lawful and reasonable orders from a supervisor

Gross misconduct will usually only be relevant in dismissals related to conduct – in other words, an employee's behaviour at work.

An employer must still follow a fair and reasonable procedure if someone is accused of gross misconduct.

Giving the reasons for dismissal

If an employer dismisses an employee, they should tell the employee:

- why they've been dismissed
- when their employment contract will end
- their notice period, if there is one
- their right to appeal the decision

It is a good idea to put it in writing.

When an employer must put the reasons in writing

An employer must put the reasons in writing for an employee who's pregnant or on maternity leave, regardless of how long they've been employed.

Other employees have the right to ask their employer for a written statement giving the reasons for their dismissal if they have:

- 'employee' employment status
- been employed for 2 years

If an employee asks, their employer must give them the reasons in writing within 14 days.

The two year rule

By law, you can usually dismiss an employee

with less than 2 years service without the need to demonstrate a fair reason for the dismissal, and with no positive obligation to go through a fair disciplinary or dismissal procedure. This is because employees only gain statutory protection against unfair dismissal after accruing two years' continuous service with the same employer.

It may be that you do not think an individual is the right fit for your company or organisation, or there could have been various conduct or capability issues that have raised legitimate concerns. For the employee with less than 2 years service, this may mean that their contract of employment can be lawfully terminated, without further investigation or prior warning, and without the need for you to defend either your decision to dismiss or the way in which this is handled.

When dismissing an employee with less than 2 years' service, there are certain circumstances in which a dismissal may be classed as automatically unfair, and for which there is no qualifying period of service. This is because the law affords special protection to employees who are dismissed in circumstances where the dismissal violates their basic employment rights.

There are around 60 different grounds upon which an employee can claim automatically unfair dismissal including, for example, any reason connected to pregnancy and maternity; racism or sexism based dismissals; for asserting any statutory rights, such as the right to annual leave or the national minimum wage; a dismissal based on an employee

disability; for making a protected disclosure about wrongdoing in the workplace; or for raising a health and safety concern.

If an employee believes the dismissal is unfair

An employee can appeal against a dismissal.

If the employer does not follow a fair and reasonable procedure the employee might be able to make a claim for unfair dismissal, even if the reason for dismissal was valid.

Informing your insurers

Many Clubs have legal cover provided by their insurance policies. Make sure you utilise these policies by informing your insurers of the situation as early as possible in any disciplinary process.

Telling other people at work

Employers should respect the confidentiality of the person who's been dismissed. For example, when they tell colleagues and clients that the employee has left. Any outcome of a disciplinary procedure must remain confidential.

Settlement agreements

A settlement agreement is sometimes used when an employer and employee agree to end their employment relationship because they both agree it's no longer working. This can include some dismissal situations.

Whilst settlement agreements are not always the solution for every difficult workplace situation, when used appropriately, they can be mutually beneficial to both employer and employee. However, there are a number of points to be aware of and to carefully

think through before entering into discussions with an employee.

Settlement agreements are legally binding, written agreements made between an employee and an employer, entered into as a way to settle a dispute, disagreement or area of concern. They are typically used for situations such as performance or conduct concerns, or in redundancy.

Settlement agreements can be used to bring employment to an end or can be agreed after employment has ended. Less usually, they can also be used without bringing employment to an end.

In terms of why employers might opt to use one, settlement agreements can be useful to control costs (for example, legal and award costs if a case is taken to tribunal), to manage time and organisational reputation, and to provide assurance that future claims will not be brought to tribunal. Settlement agreements will clearly set out the terms by which both parties are bound, including a list of the claims that cannot be brought by the employee.

In return for signing an agreement preventing an employee from raising future claims they may have considered, an employee is usually offered some form of financial compensation.

By signing a settlement agreement, an employee will also have the benefit of being able to exit an organisation quickly and with dignity, avoiding the stress of lengthy formal action, and often with an agreed reference and agreed organisational communication.

Clubs should consult a Solicitor or contact the ACC if they wish to consider the use of a Settlement Agreement.

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Industry Insights

Industry Insights aims to provide a whirlwind tour of who's doing what in the club sector, from latest launches and new products to business acquisitions and market research into the hospitality sector at large.

Ten key trends and opportunities in On Premise Beer sales

Beer sales have been under pressure in recent years, but there is plenty of headroom for growth in a fast-evolving market, says CGA by NIQ.

At a recent webinar from the British Beer and Pub Association and UKHospitality, client director Paul Bolton shared exclusive sales and consumer insights to pinpoint the big trends and opportunities to track.

1. Value sales up, volumes and distribution down

After a challenging 2023, CGA's On Premise Measurement service shows sales by value from all drinks categories were flat year-on-year. But beer comfortably outpaced this trend with 3% growth, despite a 4% drop in distribution and a 1% fall in sales by volume.

2. Driving growth

Growth in 2023 was largely powered by pubs, with other segments struggling to match 2022's numbers. Sales through food pubs and community pubs rose 4% and 2% respectively, but restaurants, bars and nightclubs all saw beer revenue fall.

3. Beer takes spirits' share

A solid year for beer is reflected in its market share gains. It attracted 42.9% of all spending on drinks in the On Premise in 2023, up by 1.3 percentage points year-on-year. Some of this came at the expense of the spirits category, which lost 1.5 percentage points of share.



4. Competition from no/low and soft drinks

Beer sales have been hit by the cost-of-living crisis, and 22% of consumers told CGA's Consumer Pulse survey in late 2023 that it had led them to choose pints of beer or cider less often—double the number (10%) who were buying them more. Some of these sales have migrated to cheaper no or low alcohol alternatives or soft drinks. A fifth (19%) of consumers now buy these more often—more than the number buying them less (18%). Positively however, 78% of category consumers are drinking the same amount of beer or more.

5. Consumers choose quality over quantity

While a squeeze on spending has led some people to drink fewer beers, many of them are looking for better options when they do so. Asked about purchases if their total spend were the same, three in five (60%)

say they would buy one or two high quality drinks—much more than the number (40%) who would buy three, four or five cheaper ones.

6. World lager beats standard

The premiumisation trend helped the world lager category to achieve a 23.3% share of LAD sales in 2023 – up by 2.6 percentage points year-on-year. Standard lager went the other way, dropping 1.4 percentage points to 20.8%. At the end of 2023, draught world lager was stocked in more than two thirds (69.1%) of outlets.

7. Stout in growth

Stout is another sub-category winner. It grew its volumes by 18%, and now has an 8.1% share of the LAD market. Its target market is widening fast, and BrandTrack research shows more women, younger adults and professionals are embracing it.

8. Cask ale declining

Some of stout's share has been taken from cask ale. Its sales by volume fell 5.7% in 2023, extending a longer term downward trend. Craft keg sales were a rare bright spot in this category, with sales flat.

9. Draught dominates

Draught serves took 94.1% of all beer volumes in 2023. While packaged volumes were down 5.9%, no and low alcohol beers achieved an eye-catching increase of 28.6%. With abstinence and moderation becoming more popular, more gains can be expected in 2024.

10. Sport drives sales

Beer sales tend to spike around big sporting occasions. CGA's data revealed an average uplift of 23% on matchdays during the Rugby World Cup, and the ongoing Six Nations will have a similar effect. Capitalising on big events will be crucial to growth for brands and venues in 2024.

• cgastrategy.com



Belgian pastry specialist Pidy has expanded its range of ready-to-fill pastry bases with a miniature version of its popular tulip cups. Crafted to give the appearance of delicate, overlapping petals, the mini tulip cups have a natural vanilla aroma, which pairs best with sweet fillings such as chocolate mousse, ice cream, or fruit and yoghurt. Arriving in packs of 90, the mini tulip cups are free from palm oil or artificial colourants and have an ambient shelf life of six months.

• www.pidy.co.uk



Record-breaking 24 races for Formula 1, 2024

The FIA Formula 1 Championship will feature 24 races from 21 countries in 2024. Last year the opening Bahrain Grand Prix attracted almost one million viewers in bars and pubs, one of the highest ever for Formula 1. With more than two thirds of sport viewers agreeing that it is a good idea for licensees to show Formula 1, this season is sure to be an exciting one for sports fans, says Sky Sports.

All race weekends will be exclusively live on Sky Sports F1 and available to watch in Ultra HD.

Grand Prix	Date		
Japan	5-7 April	Canada	7-9 June
China	19-21 April	Spain	21-23 June
Miami	3-5 May	Austria	28-30 June
Emilia Romagna	17-19 May	Great Britain	5-7 July
Monaco	24-26 May	Hungary	19-21 July
		Belgium	26-28 July
		Netherlands	23-25 August
		Italy	30 August-1 September
		Azerbaijan	13-15 September
		Singapore	20-22 September
		United States	18-20 October
		Mexico	25-27 October
		Brazil	1-3 November
		Las Vegas	21-23 November
		Qatar	29 November- 1 December
		Abu Dhabi	6-8 December

•skysports.com

Perfect serve campaign from Stella Artois

Stella Artois, the official beer partner of the Wimbledon Championships and part of the Budweiser Brewing Group (BBG), has launched its new 'Perfect Serve' campaign.

Consumers are encouraged to rate the quality of their Stella Artois or Stella Artois Unfiltered and are then rewarded with cashback on the full price of their pint, driving footfall to on-trade venue stockists. Running until 26 June, participating consumers are then entered into a prize draw for a chance to win a pair of tickets to the Wimbledon Tennis Championships.

As part of the campaign, BBG will also help outlets to ensure serve quality by refreshing tap lines, training staff on the perfect serve ritual as well as using targeted ads to drive local customer traffic into participating outlets.

Elise Dickinson, Stella Artois Marketing Director, said. "By focusing on the Perfect Serve, we aim to boost dwell time and keep customers coming back for the perfect pint."

The 'Perfect Serve' uses the Stella Artois chalice, pouring at a 45-degree angle whilst allowing the foam to spill over the top of the chalice. The skim-



mer is then used to slice the excess foam off the top to create a smooth foam barrier that locks in the CO2 bubbles. The final step is the placement, with the brand's emblem facing towards the consumer.

•budweiserbrewinggroup.co.uk

Cardhu celebrates 200 years of boldness



Cardhu Distillery in Speyside is marking its 200-year anniversary this year. Celebrations began with a free event on International Women's Day (8 March) to celebrate the ground-breaking women of Cardhu's past and present, as well the release of a limited-edition bottling created and inspired by the innovative women at its core. The original female pioneers were Helen and Elizabeth Cumming. The packaging of the commemorative edition depicts the image of Helen Cumming waving the red flag she used to signal for neighbours to hide their illicit stills from the approaching authorities.

Whisky expert Eve Murphy, who led on the development of the special release, said: "Myself and the team at Cardhu have worked hard to make the 200-year-anniversary bottle something which speaks to the inspiring example which Helen and Elizabeth set two centuries ago. Never afraid to test boundaries, the women who were, and remain a huge part of Cardhu, have once again achieved something special with this beautiful red-wine-cask edition."

•cardhudistillery.com

Penderyn raises a glass



In celebration of last month's International Women's Day, Penderyn Distillery, the home and birthplace of Welsh whisky, raised a glass to accomplishments of their all-women distilling team lead by Laura Davies, Head Distiller and General Manager of Distilleries (pictured). Davies joined Penderyn in 2012 as a Trainee Distiller and by 2021 had been appointed General Manager of Distilleries for the brand's three distillery sites in Brecon Beacons, Llandudno and Swansea.

•www.penderyn.wales



Hot drinks and Gen Z trends

Shifting trends in the out-of-home hot beverage consumption of younger consumers highlights significant opportunities to target efforts for optimal returns, according to CGA by NIQ's Hot Beverages Spotlight Report.

The recently released Hot Beverages Spotlight Report reveals that 76% of Great Britain's out-of-home consumers enjoy hot and/or iced beverages, but now younger generations are steering away from traditional hot coffee.

Despite remaining in favour with 63% of British consumers overall, hot coffee is showing a -18 per person (pp) decline below the average with Gen Z. Nonetheless, they're far from calling time on the hot beverage category. Even though their love affair with coffee is currently on a downward trajectory, there's a notable surge in their overall hot beverage purchases, with a +13pp increase vs 2022.

Gen Z's diverse choices reflect their taste for experimentation. This is evident in their over-indexed preference for hot chocolate (+14pp versus average), iced coffee (+16pp), and iced tea (+16pp). In addition, Gen Z demonstrate a broader engagement with flavoured teas, such as green (+13pp) and matcha (+9pp) teas.

A telling factor of Gen Z's beverage consumption is the desire for customisation. There's a high expectancy for alternative plant-based milks, with mainstream options like oat (38%), almond (32%) and soya (24%)[ST4] being the most popular. This is accompanied by an appreciation for varied syrup flavours and staff recommendations.

As Gen Z's relationship with hot beverages evolves, there's a compelling opportunity to leverage the Report's insights for inspiration – creative recipes and serving suggestions are key for meeting the demand for customisation and flavour diversity.

It's equally important to recognise the impact of pricing on consumer choices. Appropriate costing enables the adaption of the preferred formats driving these trends.

• nielseniq.com



Hendrick's Grand Cabaret launches

Hendrick's Grand Cabaret is a new limited release gin 'for dreamers, artists and free-spirited souls'.

Master Distiller, Lesley Gracie, was inspired to create the new addition after reading about a stone fruit eau de vie that was served with a dash of gin and scented with rose, which gained popularity at fashionable Parisian parties in the early 1900s. This eau de vie was in turn inspired by a 17th Century revelation: the distilling of stone fruit yielded a wildly indulgent tasty portion.

Ally Martin, Hendrick's Global Brand Ambassador, said: "It's fascinating to dig deep into

cocktail history and see what flavour combinations were captivating creative minds in Paris at the turn of the 20th Century. It seems that stone fruit flavours, rose scents and gin were a magical combination in the most opulent of establishments, and who better to deftly combine these flavours today into a ravishingly fruity spirit than Hendrick's Master Distiller, alchemist and liquid poet, Lesley Gracie."

The gin will be the biggest release yet from Hendrick's Cabinet of Curiosities and will be available in over 50 markets internationally.

• hendricksgin.com

Greene King launches new vision for ale excellence

Greene King Brewery plans to transform the way the industry looks at the ale category with the launch of its innovative proposal on 'How to Win with Ale'.

Greene King's vision embraces the importance and role of ale on the bar, the challenges and opportunities for the category and provides a fresh perspective on innovation, quality, and presentation for

the industry.

Ale represents one in five of the pints of beer ordered in the UK (twice the amount of stout*). Cask ale is also the 3rd biggest category for rate of sale of pints, with over 130 pints sold per week, followed by keg ale in 4th.

Understanding the different areas of ale and how these then match with the venue and guest profiles can ensure that the range on offer is the most profitable. To provide an elevated experience for guests, venues need more than just a good range of ales on the bar, they need the correct ales in that range too. Reviewing what works best for the venue, guest and even region will ensure those pints fly off the bar, says the brewer.

Angie May, On Trade Category Manager at Greene King, said: "The aim of our vision is to get the industry feeling the passion and motivation we have for ale, and understand how to make the best out of it for now and make it successful for the future. Greene King wants to make it as easy as possible for our customers to win with ale and in turn seek the rewards from guests too."

• www.greeneking.co.uk



Brand refresh for St Austell Brewery's Proper Job IPA

Cornwall's St Austell Brewery has unveiled a new look for one of its flagship brands, Proper Job IPA. 'Proper job' is a well-known Cornish phrase meaning 'a job well done'.

The rebrand of the beer, which was first launched in 2006, is being supported with a Spring marketing campaign. The beer now features a new typeface and more prominent use of green for stand out, with new glassware and pump clips available.

Laura McKay, St Austell Brewery's Marketing & Communications Director, said: "Just like its name, we've spent over a year perfecting the beer's new look and testing it with beer drinkers and fans of the brand. Our investment in the brand is all about honouring Proper Job's loyal drinkers with a design that doesn't stray too far from its roots, as well as reaching new audiences with its fresh look and feel. There's absolutely no change to the much-loved IPA's recipe."

Proper Job was one of the first IPAs to hit the



mainstream beer scene in the UK in 2006 and has gone on to become a well-recognised and award-winning premium ale.

• staustellbrewery.co.uk

Cod continues to reel them in

Cod remains a popular dish in the UK. It's the third most imported species by volume – 13.2% of all seafood imports are cod – and the third most popular seafood species by volume sales in retail.

When it comes to foodservice, of the total seafood servings Out of Home (977m servings), cod accounts for 21% (203m servings), approximately 28,501 tonnes.

It's no surprise that fish & chip shops are the major cod seller – two-fifths of all cod servings are sold through this channel (43%) – but the licensed trade, in this instance pubs, came in at a healthy 28%, a full 18% above full-service restaurants (10%) and 20% above quick service restaurants (8%).

So who are the cod lovers? Overall, over 65% of all servings are to a more affluent consumer, according to the report. Cod also over indexes with the youngest age category 0 to 17 years of age, but almost half of all servings (48.2%) are to those over 50 years of age. This is particular the case in pubs where over 57% of all servings are to those 50 and over.



Consumption over indexes at weekends, being most popular on Fridays and Saturdays, and the report suggests that there's an opportunity to appeal to families, with weekdays providing a good growth opportunity too. Consumers, says the report, turn to cod during a social occasion, and there is an opportunity for the fish to be seen as both a more functional and a 'treating' food type.

Seafish was set up by the Fisheries Act 1981 and is sponsored by the Department for Environment, Food and Rural Affairs (Defra). It also works with the Scottish, Welsh and Northern Irish devolved administrations.

• Seafish.org

New whisky launch – helping Mull survive

Tobermory Distillery has launched Ledaig Triple Wood, a celebration of its partnerships with Gordon Buchanan and Mull and Iona Community Trust.

Triple Wood is a marriage of three casks: Bourbon, Port and Wine. The three casks symbolise each partner working together to support, protect and conserve the distillery's unique island home, aiming to help the natural landscapes of Mull survive and thrive.

For every bottle of Ledaig Triple Wood produced, a £2 donation has been given to charity partner, Mull and Iona Community Trust, to support the restoration of



Ardura Forest. The Forest is home to a rich and diverse array of wildlife, and provides a space for islanders to socialise. The charity's long-term vision is to regenerate, protect and enhance Ardura's biodiversity and create a beautiful, healthy and accessible place for future generations and visitors alike.

• www.tobermorydistillery.com

Crystal clear ice on demand

Bright, transparent and well-structured ice cubes, with a rounded surface for prolonged beverage cooling, the Crystal Tips G Series of ice machines boasts innovative features to deliver a constant supply of crystal clear ice. For venues with limited space, the G Series is described as the perfect compact ice machine that fits into tight spaces or undercounter.

Alistair Farquhar, National Sales Manager UK & Ireland, Welbilt, said:

"The real game-changer for the G Series is the Ice World app. This allows complete control of each machine via a mobile phone, connected by Wi-Fi or Bluetooth. Easily start or schedule production, controlling when you want the ice to be ready for use, monitor wash cycles, and should you need any assistance, real time help with servicing and troubleshooting. Creating perfect ice has never been so easy!"

• welbilt.uk



Starnberger Hell joins Krombacher's UK draught line-up

Germany's family-owned and operated Krombacher Brewery is helping to bring one of Bavaria's most exciting craft breweries to a wider audience by launching the Starnberger brand in the UK.

Brewed according to the German Purity Law, Reinheitsgebot, Starnberger Hell (4.8% abv) is an easy-drinking, refreshing Bavarian lager, full-bodied with a round taste and a golden shine, delivering what's described as a refreshingly modern interpretation of Bavarian beers and their culture.

Starnberger Hell joins the Krombacher Drinks UK stable ahead of a busy summer including the European Football Championships in Germany and well in advance of this autumn's Bavarian Oktoberfest celebrations.

It is available in a 30-litre keg from importer Morgenrot with accompanying glassware available for an authentic Bavarian serve.

• krombacher.co.uk



Tooting Conservative & Unionist Club Hosts Surprise Retirement Party For Alan Boniface

Tooting Conservative Club secretly planned and successfully pulled off a surprise retirement party for Alan Boniface, who was leaving the Club's Committee after a tenure of 40 years.

Alan arrived at the Club as usual on a Friday evening and had no idea what was about to happen. Inside the Club was fully packed with his friends and colleagues from the past 40 years all there to thank him for his tireless efforts on behalf of the Club.

Everyone had an amazing night and Alan was very touched by the entire event and that so many people had turned out to thank him.

Whilst Alan has formally retired even he cannot completely leave his Committee work behind and even since his retirement he has still been helping out the Club, much to the relief of the current Committee who think of him as an invaluable source Club knowledge and its history.

We are delighted to enclose photos highlighting the evening.





Salisbury Club Celebrates St Patricks Day

The Salisbury, Droylsden, Greater Manchester held a St Patricks Day party for members with the Ward-Mallinson Dance School of Irish Dancing providing entertainment.

Members wore fancy dress,

posed for photographs, and danced the night away.

The committee would like to thank the Stewardess and Steward Adele and Chris, the bar staff, Irish singing sensation Gus Glynn, and all the children from the Ward-Mallinson Dance School.



Waterloo and Taunton Celebrate St Patricks Day

Waterloo and Taunton Conservative Club, Ashton-under-Lyne, celebrated St Patricks Day in style.

Members were kitted out in fancy dress and were entertained by male vocalist Curtis Lee. The Guinness was certainly flowing,

and a fantastic evening was had by all.

Leon Tamcken, Club Chairman, said, "Our club members always get behind our themed parties, and it is so nice people can come together to celebrate this cultural event."



Pages From The Past

In this month's Pages From The Past we go back to July 1957 for an article on the explanation on the rules of snooker.

A fascinating look at the type of articles and information that the Magazine sought to publicise in that era.

It is all too easy to assume people always know the rules to popular sports but sometimes it is the key way to get people involved in Club sports by making sure there

are introductory evenings and that help is given if people are not completely sure of the way the game works. Club sports and teams are a big part of a lot of Clubs and getting new people involved is crucial to sustain these always enjoyable parts of Club life.

The page finishes by reminding readers of the magazine to get in touch if they are due to change their address.



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THE RULES OF SNOOKER— Further Explanations

YOU should know that after pocketing a red ball you are then on a colour, and so on alternately until all the reds have been pocketed. You then pocket the colours in sequence—yellow, green, brown, blue, pink and black.

Supposing, however, that during the making of a break you should pocket the pink, but find that its spot is covered by a red or other colour, where does the pink ball go? It is placed on the *highest* vacant spot, i.e. the black spot, unless this is covered, then it is placed on the blue, brown, green or yellow spot in that order. If all the spots are occupied, the pink would be placed *behind* its own spot facing to the top of the table and without touching any other ball.

The great mistake which so many thousands of players make is in placing the pink against the top cushion rail when all the spots are covered. Supposing you should pocket each colour in a break and red balls cover all spots, would you place all the six colours against the top rail?

From this example you can see how silly this would look! If you pocketed the black and the only vacant spot was the yellow, then black is spotted on the yellow *position*. Note the "position." There are only four official spots on a billiard table—not six—these are billiards spot (black), pyramid spot (pink), centre spot (blue), and middle of the baulk line (brown). The green and yellow are placed where the "D" half-circle meets the baulk line, and these are not official spots.

It is not compulsory to name your colour each time you pocket a red, for this can break your concentration and in ninety-nine per cent. of the cases it is obvious to everyone the colour at which you aim. You may, however, nominate a colour for your own protection or, if asked by the referee. He will ask you this if there are two or more colours close together and it is not obvious at which colour you are aiming. But to keep saying during a break, "I am on the brown," "I am on the pink," etc., when it might well be the only colour at that particular end of the table which you can play, is wasting your concentration.

The same as above applies when you are on a "free ball." The ball you are *obviously* aiming at must be the ball you have chosen as your free ball. But remember, you *do not* have to claim a free ball, it is awarded you by the referee. Many players are under the impression that if you do not ask for a free ball you will not get one from a referee. Note this carefully because your opponent has not nominated his free ball when he plays it, and you

cannot claim a foul against him, although many have "got away" with this!

Penalties

A red ball has been pocketed and the striker walks round the table sizing up the position. He then chalks his cue, has another look round and strikes a red ball. The penalty is 7 away and not 4—the value of the red ball. He should have played a colour after his first red, but as no colour was struck, nominated or aimed at, he has to forfeit the value of the highest ball on the table. This "absent-mindedness" has happened on more than one occasion.

Another 7 penalty not known by many players is in playing "with other than the cue ball," i.e. the striker plays perhaps the pink or yellow instead of the white ball, and this has happened hundreds of times.

* * *

Have you an official referee in YOUR Club? If not, have you a member who would like advance tuition on the Rules and then an examination by one of our official examiners.

Why not take advantage of this offer and write to the Secretary of the London and Home Counties Certificated Referees Association, Mr. S. Blackwell, 73 East Dulwich Road, London, S.E.22.



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