



The data driving
delighted guests

The Experiential Economy: How restaurants are cashing in



Lavish

LOUNGE BAR



What we do



Happy clients

BE AT ONE
COCKTAIL BAR

PITCHER
&
PIANO

Dirty
martini



MARCO PIERRE WHITE
RESTAURANTS

LOUNGE
CAFÉ BARS

BISTROT
PIERRE
1994



dilm t

DISHOOM
FROM BOMBAY WITH LOVE



THAI DINING
CHAOPHRAYA
noun: chow-pry-ä



las
IGUANAS

Bella Italia
What will you find?

Est. CAFÉ ROUGE 1989

BELGO
MOULES • FRITES • BIÈRES



JPRESTAURANTS

WILDWOOD
PIZZA PASTA GRILL

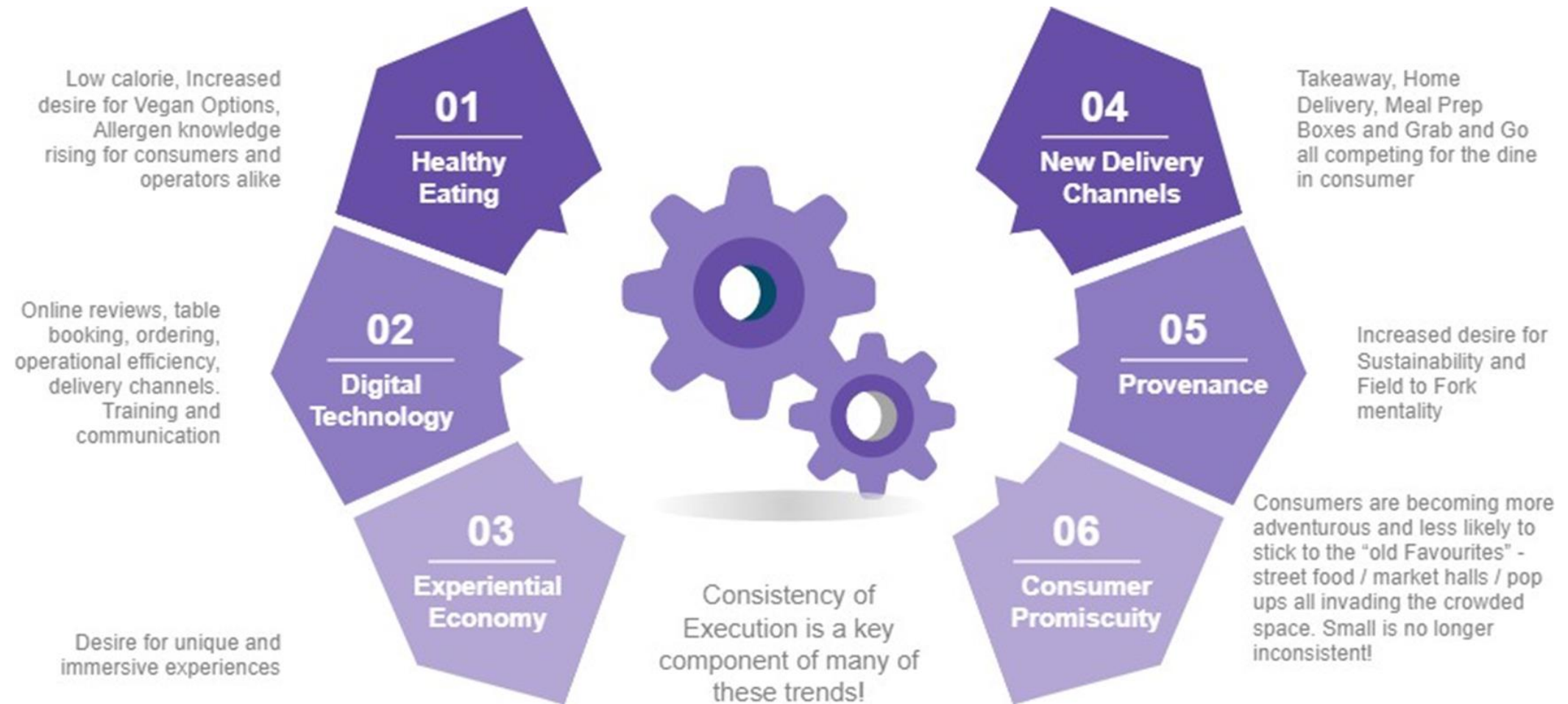
STRADA
RESTAURANTS



LIVING
VENTURES

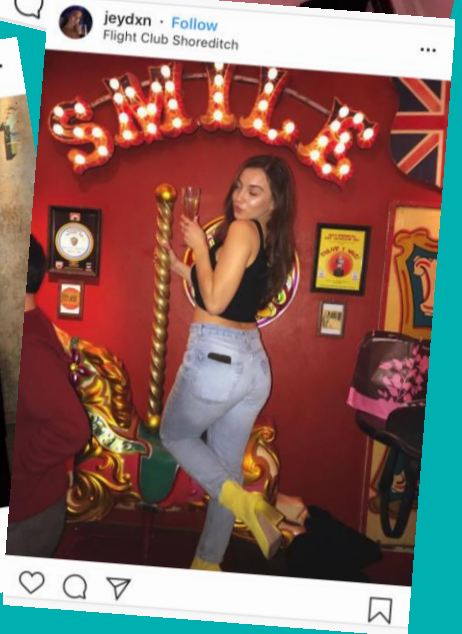
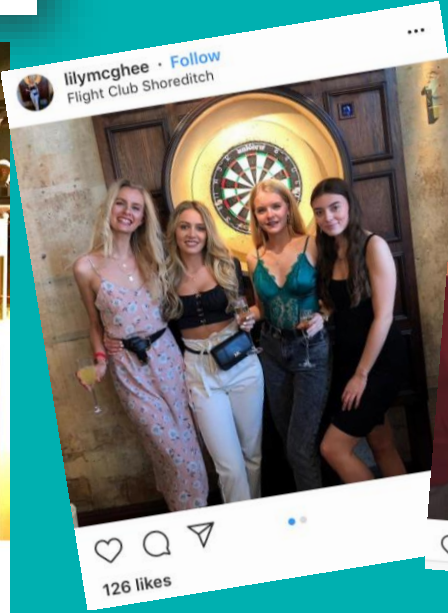
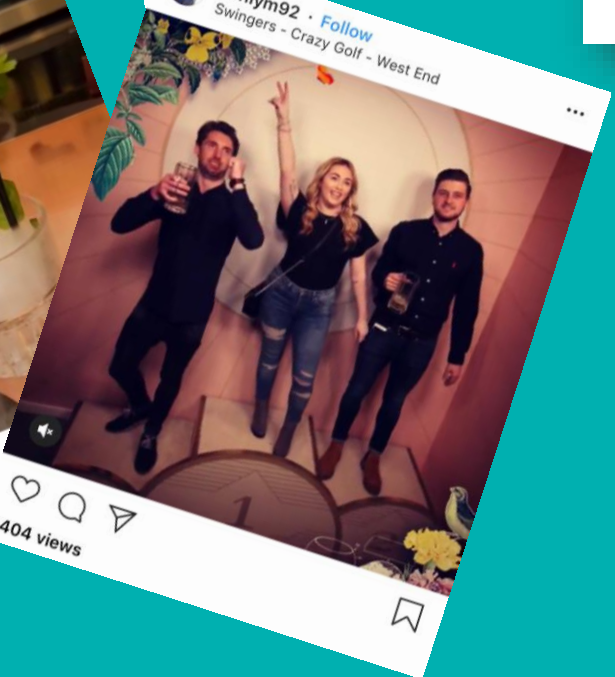
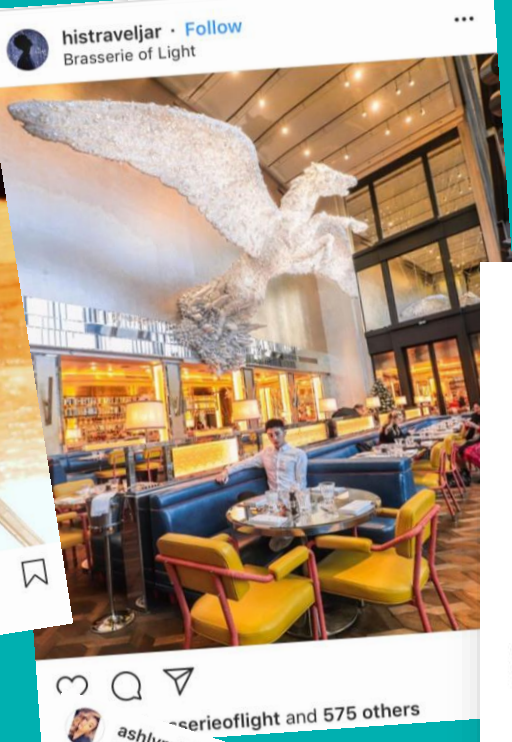
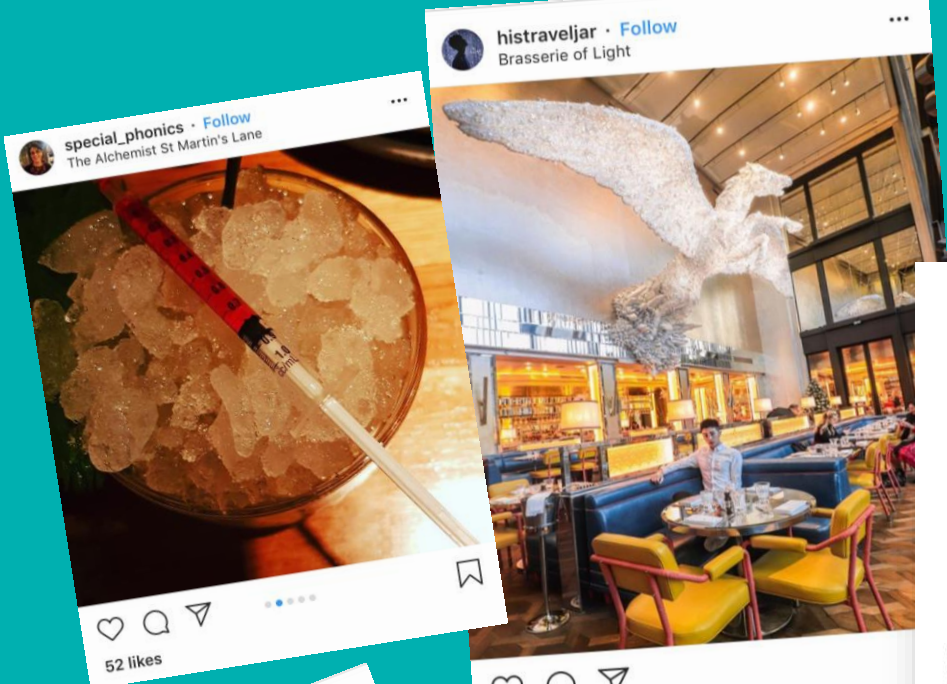


Current and future food service trends





Fully immersive, with spectacular
animations and performances



Trading in an experience economy

“To create long-lasting relationships brands need to offer more than the best product or service – they need to tap into consumers’ hearts and minds too. Our data shows that consumers now seek out entertainment above all else when deciding how to spend their money, so focusing on seizing this opportunity should be priority.”

“By providing something extra, whether that’s engaging with music fans by being present at their favourite festival or creating pop-up stores in new locations, brands that are part of shaping meaningful and shareable memories will be the ones that thrive in an experience-led economy.”

Barclaycard Head of Sponsorship, Daniel Mathieson

Source:

<https://www.experienceuk.org/news/2018-10-24-growth-of-the-experience-economy/367>

?



PizzaExpress trials fresh approach to 'future proof' its business

By Sophie Witts

28-Mar-2019 - Last updated on 28-Mar-2019 at 12:34 GMT



The redesigned PizzaExpress Oxford Circus

RELATED TAGS: Casual dining, Restaurant, PizzaExpress

PizzaExpress is the latest Italian casual dining chain to trial an overhaul of its design and service in a bid to 'future-proof' the business.

The company, which operates over 600 sites worldwide, is relaunching its Langham Place, Oxford Circus restaurant today (28 March) as a test-bed for its new offer.

The refurbishment includes a more defined bar space for up to 30-covers, and an extended cocktail list featuring a Bloody Mary made using fresh passata.

PizzaExpress is also introducing a 'leadership programme' to develop restaurant management teams and has updated its uniforms with input from staff.

This 'test and learn' strategy will be rolled out to its upcoming Leeds arena restaurant, opening in April, and will be used to inform future openings and refurbishments.

Source: William Reed Business Media Ltd
<https://www.bighospitality.co.uk/Article/2019/03/28/PizzaExpress-trials-fresh-approach-to-future-proof-its-business>



WWW.PROPELHOSPITALITY.COM FORWARD | WEB VERSION | SUBSCRIBE | UNSUBSCRIBE

Propel info

 **cpltraining**

 @paulcharity1

CPL Training - the sector's leading provider of face-to-face training - [CLICK HERE](#) - to find out more

Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies

NEW  **SHIPYARD**  **AMERICAN LOW TIDE PALE ALE** **LOW ALCOHOL 0.5%** **TO STOCK CALL 01902 329141**  **@shipyardbeeruk** drinkaware.co.uk for the facts

MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

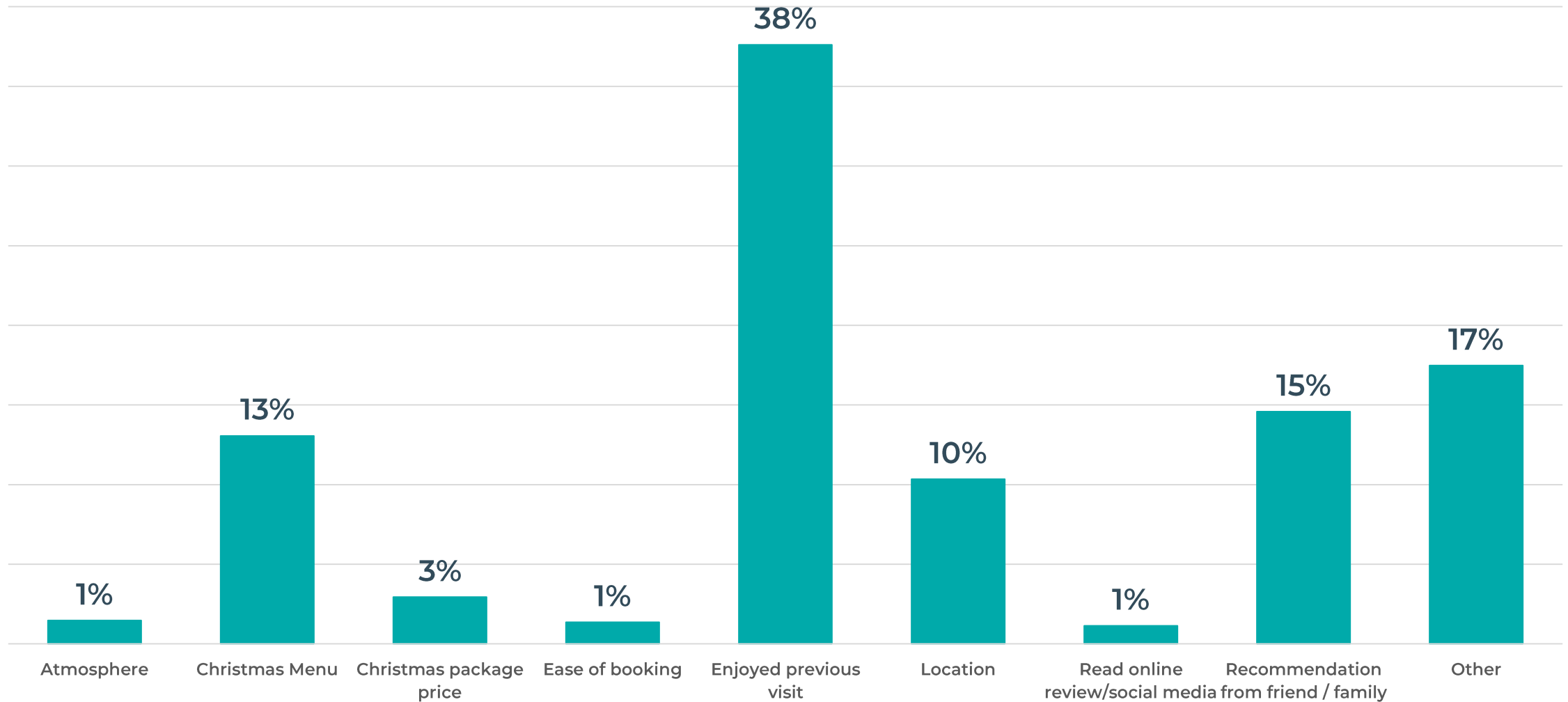
Tue 25th Jun 2019 - Propel Tuesday News Briefing

New look drives sales at PizzaExpress as company shuffles management team: PizzaExpress, the Hony Capital-backed chain, has seen an impressive sales uptick at the first batch of sites updated to its new format, managing director Zoe Bowley has told Propel. The company launched future-proofing strategy "Future Express" at the start of this year. The move includes refurbishments, updates and innovation across its portfolio, with its Langham Place and Leeds Arena sites the first to be updated. A further handful of sites have now been upgraded, including Putney, Loughton and Blackheath, with sales significantly up on pre-refurbishment performance and running ahead of expectations. The new look and feel is themed around the "sociable pizzeria". The company runs circa 490 restaurants in the UK and about 60 overseas. At the same time, the company has widened the remit of Lee Homer and Matt Ward as it looks to streamline its management team. Homer, who has been with the business for five years, the past two as brand director, becomes brand and operations director. At the same time Ward, who has been with the company for more than four years, the past two and a half as commercial director also takes over responsibility for its property function after the departure of Mark Jones

Source:
<http://www.propelinfo.com>



What was the main reason for choosing us for your Christmas celebration?





Trading in an
experience
economy

FOMO

The logo for 'The Perfume Shop' features the brand name in a white, serif, all-caps font, centered within a black square. This square is framed by a thick red border. The entire logo is positioned inside a large, light blue circle that has a textured, watercolor-like edge.

THE PERFUME SHOP

“Ten years ago people walked into our stores and headed for the men’s section, or women’s section or just the brand they knew. Today’s customers are very different, they don’t shop by gender anymore, they want to explore different notes and be transported emotionally by their perfume.

The Perfume Shop Marketing and Customer Experience Director, Cathy Newman

- 4 day Pop up shop
- Displayed scents by mood
- Played on the link between scents and memory

Social Media Influencers

Mrs Hinch Recommends



Grab Your Hinch Haul...

<p>1.35l</p> <p>Fairy Original Washing Up Liquid Dark Green</p> <p>1.35l</p> <p>★★★★★ (2)</p> <p>RollBack</p> <p>£2.50 £2.00 (£1.48/lit)</p> <p>Add</p>	<p>285g</p> <p>Lenor Unstoppables Fresh In-Wash Scent Booster Beads</p> <p>285g</p> <p>★★★★★ (50+)</p> <p>RollBack</p> <p>£7.00 £4.00 (£14.04/kg)</p> <p>Add</p>	<p>1.9l</p> <p>Lenor Fabric Conditioner Spring Awakening Scent 54 Washes</p> <p>1.9l</p> <p>★★★★★ (50+)</p> <p>LOW PRICE EVERY DAY</p> <p>£3.00 (£1.58/lit)</p> <p>Add</p>	<p>400ml</p> <p>Flash Ultra Power Multi Surface Cleaner Blossom & Breeze Gel</p> <p>400ml</p> <p>★★★★★ (50+)</p> <p>RollBack</p> <p>£2.00 £1.00 (£2.50/lit)</p> <p>Add</p>	<p>300ml</p> <p>Febreze Aerosol Spray Cotton Fresh Air Freshener</p> <p>300ml</p> <p>★★★★★ (50+)</p> <p>3 for £5 View all</p> <p>£2.00 (£6.67/lit)</p> <p>Add</p>
<p>1.99l</p> <p>Fairy Non Bio Washing Liquid 57 Washes</p> <p>1.99l</p> <p>LOW PRICE EVERY DAY</p> <p>£7.00 (£3.52/lit)</p> <p>Add</p>	<p>375ml</p> <p>Febreze Fabric Freshener Spray Pet</p> <p>375ml</p> <p>★★★★★ (1)</p> <p>£2.00 (£5.41/lit)</p> <p>Add</p>	<p>1.15l</p> <p>Lenor Fabric Conditioner Sparkling Bloom & Yellow Poppy Scent 33 Washes</p> <p>1.15l</p> <p>★★★★★ (50+)</p> <p>RollBack</p> <p>£3.00 £2.00 (£1.73/lit)</p> <p>Add</p>	<p>1.99l</p> <p>Ariel Washing Liquid Original 57 Washes</p> <p>1.99l</p> <p>★★★★★ (50+)</p> <p>LOW PRICE EVERY DAY</p> <p>£7.00 (£3.52/lit)</p> <p>Add</p>	<p>each</p> <p>Hardback Hinch Yourself Happy by Mrs Hinch</p> <p>RollBack</p> <p>Available In-Store Only</p>

@MercadoLounge · 17 Jun
raised over £1,000 for #BBSUK this #
that came to our events, sponsored
everything helps! The money we have raised
and his family who have Bardet-Biedl Syndrome



↻ 2

♡ 3

@castello_lounge · 17 Jun
play session runs every Monday morning from 9.
#learnthroughplay #stayandplay #community #Monday
lounge



@castello_lounge · 22 Jun
itis uk are here today if you'd like to pop in for
do ❤️ #crohnsandcolitusuk #CommunityEngag
g #communitysupport #TogetherStronger



Community Engagement



thelouniges • Following



thelouniges Just to let you know that all Lounges and Cosy Clubs will be closed today for our annual staff bash - #Loungefest! We'll all be open again tomorrow from 10am. See you then for Lounge eggs!
#StaffParty #KneesUp
#BestStaffPartyEver #Closed
#TheLounges #Loungefest2019 #LF19

3w

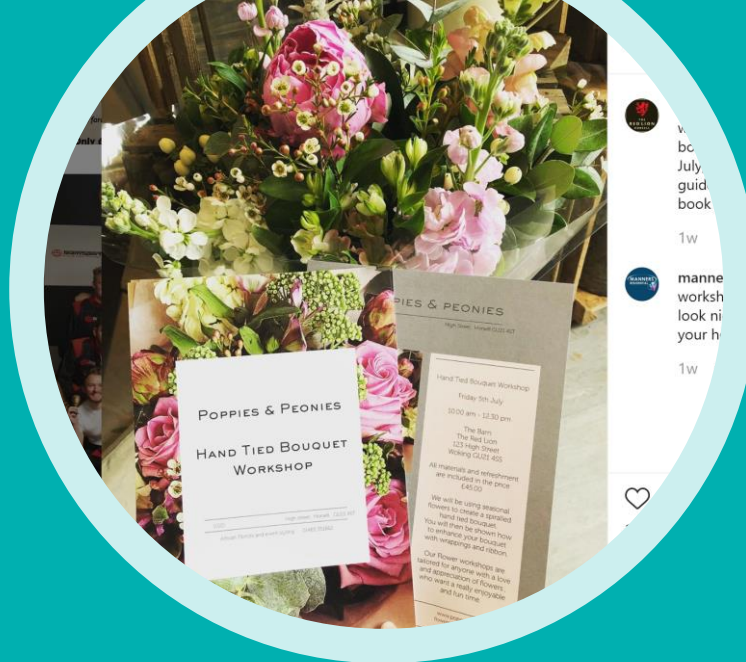
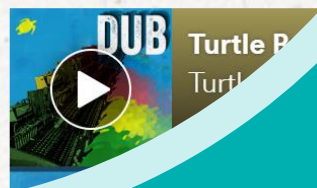
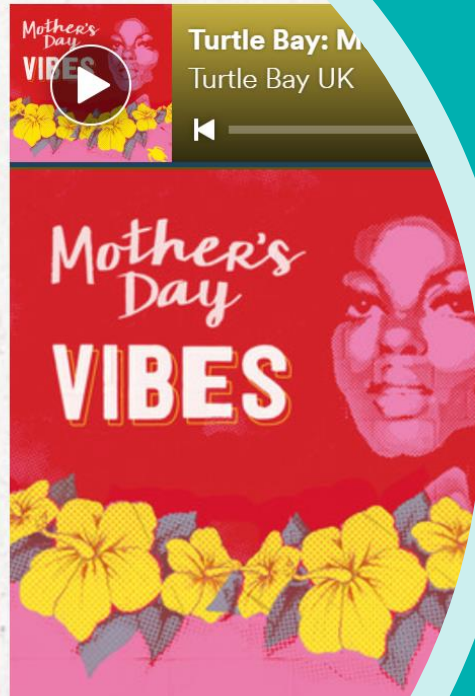


Liked by julia platia and 117 others

JUNE 3

Engage your team

PLAYLISTS



Engage your customer

The Rodboro Buildings ⓘ

[Return to menu >](#)

Mains (1)

1x 8oz sirloin steak

£11

Market potato, Medium-well

Drink, appetiser or
small plate

800

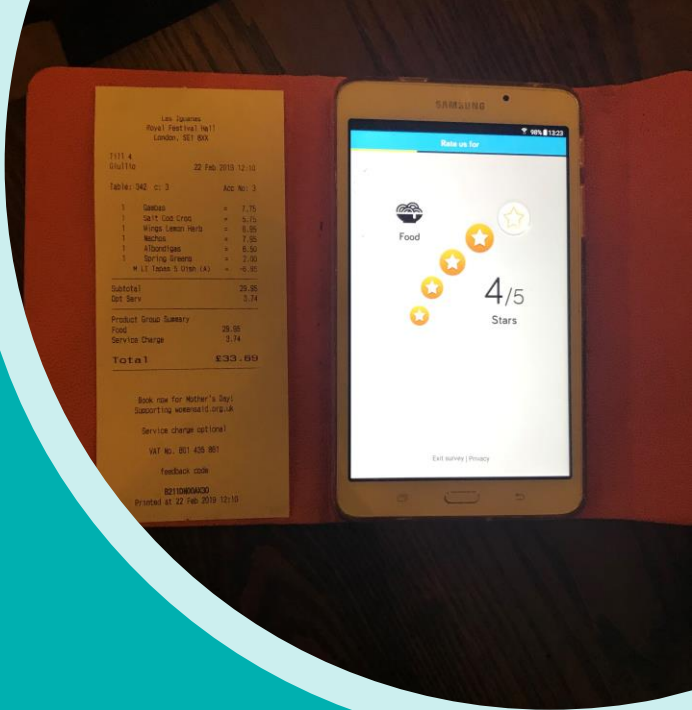
Starter, dessert or
small breakfast

1,000

One course lunch or
large breakfast

1,250

Two course Prix fixe
lunch or carafe of Cuvée
94



Tech can enhance the customer experience

All Day

CREATE YOUR OWN MEAL

Choose your ingredients > Adjust your quantities > Pay by weight



CHOOSE / CUSTOMISE

St. Paul's
31.61 miles away - Open





Tweet



James Hacon
@jameshacon

Great experience click and collecting w/ [@Argos_Online](#), terrible follow up survey. 38 non-personalised questions and no dynamic response hierarchy for £10 purchase. Nuts. You have my transaction data, you know answer to 50% of questions. Very old school approach from [@██████████](#).

Challenge the way you gather feedback

Your solution needs to be:

- Flexible
- Personalised
- Measurable
- Actionable
- Real time

Better listening will deliver better experiences



las
IGUANAS

“As a direct result of working with Feed It Back, we’ve seen a 25% reduction in in-venue bill comps – saving hundreds of thousands of pounds.”



 Julia Platia

 @juliaplattia

 julia@feeditback.com

 juliaplattia

Feed It Back Limited

Stevenson House, 16a Tunsgate

Guildford, Surrey, GU1 3QT

+44(0) 1483 478985

allears@feeditback.co.uk

feeditback.com