



**REVERE**  
PUB COMPANY



# REVERE COUNTRY

**SPRING 2018 MENU**





# OVERVIEW

- Launch Wednesday 14<sup>th</sup> March
- New Main, Sunday and Light Bites Menu
- Light Bites Menu:
  - Removal of pizzas due to 2 for 1 pizza offer
  - £7 offer to run 12pm – 3pm, Monday – Friday
  - Removal of day & time from other menu due to so many variations – please continue to run yours as normal
- Changes focused around seasonality as well as ensuring a good balance of day time and evening dishes
- Two price bands – Lower & Higher
  - Higher Price Band: The White Lion, The Huntsman, The Farmhouse, The Manor House, The Curious Pig
- Menu GP for lower is 74%
- Promotions – you will continue to run the same promotions you are running now. Should you have any concerns about this, please speak to your AOM and Becky



# CROCKERY

We are introducing the below chip cup to several dishes to help with presentation and portion size:



Leon Jaeggi  
Galvanised Chip Cup, Hammered  
£ 2.50 each

You will receive the quantities shown w/c 5<sup>th</sup> March

The Angel & Blue Pig	60
The Elephant at the Market	60
The Huntsman of Brockenhurst	108
The Libertine	60
The White Hart	60
The Curious Pig In The Parlour	108
The White Lion	108
The White Hart on Godstone Green	108
Pointing Dog & Duck	60
Pointing Dog The Original	60
The Farmhouse	108
The Florentine	60
The Kings Head	60
The Manor House of Whittington	108
The Saracen's Head	108



# CROCKERY / CONSUMABLES

Due to the spec change for the Duck Salad, you will need to order metal skewers to cook the duck. There are two options for you below:

- 12 for £4 – Amazon, Metal Barbecue Skewers

[https://www.amazon.co.uk/Metal-Barbecue-Skewers-Cooking-Sticks/dp/B010BKYG4/ref=sr\\_1\\_5?s=kitchen&ie=UTF8&qid=1520248602&sr=1-5&keywords=metal+skewers&dpID=41g3jcsUssL&preST= SY300 QL70 &dpSrc=srch](https://www.amazon.co.uk/Metal-Barbecue-Skewers-Cooking-Sticks/dp/B010BKYG4/ref=sr_1_5?s=kitchen&ie=UTF8&qid=1520248602&sr=1-5&keywords=metal+skewers&dpID=41g3jcsUssL&preST= SY300 QL70 &dpSrc=srch)

- 12 for £12 – Amazon, Master Cook Skewers Stainless Grilling (probably better quality)

[https://www.amazon.co.uk/Master-Cook-Skewers-Stainless-Grilling/dp/B01EJ00SG2/ref=sr\\_1\\_7?s=kitchen&ie=UTF8&qid=1520248602&sr=1-7&keywords=metal+skewers&dpID=41M1dPsFgSL&preST= SY300 QL70 &dpSrc=srch](https://www.amazon.co.uk/Master-Cook-Skewers-Stainless-Grilling/dp/B01EJ00SG2/ref=sr_1_7?s=kitchen&ie=UTF8&qid=1520248602&sr=1-7&keywords=metal+skewers&dpID=41M1dPsFgSL&preST= SY300 QL70 &dpSrc=srch)



# MENUS & TILLS

## Menus

Everyone will receive the below menus on Monday 12<sup>th</sup> March:

- 300 Main Menus
- 200 Sunday Menus
- 200 Light Bites Menu
- Allergen Menu – PDF will be sent via email on 12<sup>th</sup> March

Websites will be updated on the morning of Wednesday 14<sup>th</sup> March with the new menu and allergen guide.

## Tills

New menus will be downloaded on to your tills overnight on Tuesday 13<sup>th</sup> March.

Please check your tills have the correct price point menu and let Becky know asap if not.



# BAR SNACKS

We won't be have a printed bar menu but we have several starters that you can add to a mini chalk board on the bar to encourage extra sales:

- Sausage Roll
- Scotch Egg
- Olives



# LAUNCH ACTIVITY

**Photoshoot:** this is taking place 19<sup>th</sup> March at The Huntsman. Images will be sent around straight after

**Emails:** these will be sent out each week focusing on new dishes to each of your databases

**PR / Journalists:** Roche are organising at least one reviewer per site in the first two weeks of launch. They will contact you directly to arrange this

## **Social Media:**

- Take lots of photos of the new dishes at the cook off and at your own cook offs and share on social media – good, colourful and enticing shot! ***Remember, if you saw that image on a competitors page would it make you visit?***
- Advertising: £10 spend on new menu post on Facebook targeting your local area
- Twitter: engage with people who have recently tagged you and let them know we've got a new menu

- Content ideas;

*Instagram: share your teams favourite new dishes – one a day – with a countdown to the new menu*

*Use Instagram stories with 'behind the scenes' or 'daily giveaways'*

*Facebook competition to win a meal for two if you tag the person you'd bring*

*Cook offs with the whole team*



# ACTIONS REQUIRED BY YOU...

- Arrange a cook off and training with your team
- Ensure the kitchen have all the new products
- Take lots of photos and start talking about the new menu launch across social media
- Make sure to check your menus and new crockery have arrived in time