



Food is back on track....!

Introduction

The Coach & Horses in Markfield is a lovely, community pub, with an inviting contemporary dining room, large attractive gardens and intimate bar spaces in the heart of a large Leicestershire village.

Business owners Larry and Janice took over in 2019 and been subject to Covid disruption and along with the usual challenges of chef turnover and trying to bounce back the business found itself with a confused food offer, multiple menus, excessive stock holding and a reduction in food revenue and profitability. Adding the food and energy inflation and it was hard to see a future for the business.

Simon from Profit Hound had been working with Martin Bailey BRM at Everards on a project to see Profit Hound become the **"Everards Food Champion"**, so it was an easy decision to make an introduction to The Coach & Horses for an intensive **"Support Package"** in January 2023.



".....working with Simon at Profit Hound has been like a breath of fresh air, looking at things from a different perspective has lit the fire in us to get the food operation back on course, very exciting!! Thank you for your time and guidance....."

**Larry & Janice - Owners
The Coach & Horses**

Profit Hound Solution

It was clear to see there were too many menus and products in the business which was causing excessive stock holding. Linking and rationalising menus would reduce stocked products, speed up service, improve consistency and guest satisfaction and ultimately lead to improved profitability. It was necessary to agree and roll out a plan to help build loyalty and trust with the local market over the short to medium term. Here's a summary of what happened next.

- Local competitor menus were gathered and assessed for offering and tariffs.
- Till sales were used to assess C&H current dish popularity, removing poor sellers.
- Quick costings were used to assess dish profitability and the need to amend tariff or contents.
- Products were carefully reviewed to avoid single use products and make retained products work harder

For an initial conversation about how Profit Hound Ltd can help you "unleashing your food potential" Contact Simon on 07774 844568 or simon@profithound.co.uk or via www.profithound.co.uk



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Main Menu

- **Light Bites & Sandwiches** – a new menu was introduced to cover lunchtime with dishes made from smaller portions of existing main menu dishes including Sausage & Mash, Scampi, Gammon.
- **Starters** – low sellers were removed and tariff structure amended from a flat to variable to drive revenue
- **Burgers** – Brisket Burger was changed to Steak Burger and reduced from 8oz to 6oz to match the chicken. Chicken was changed from “breaded” to “Cajun Spiced” to reduce labour and link to other chicken dishes. A Vegan and Gluten Free “Garden Burger” was added to broaden the burger section.
- **Pub Classics** – low selling items were removed, vegetarian/vegan dishes added for flexitarian diners.
- **Grill** – new dishes were added “Cajun Spiced Chicken Breast” and “English Breakfast” to utilise products already in the business
- **Pizza** – the section was expanded giving greater menu coverage.
- **Sides Dishes** – where possible and necessary we removed items from dishes that could be used as an upsell, to retain the existing tariffs and drive the potential for upselling. We added “Sides” to appropriate menu sections, Burger, Grill, Pizza, Sunday Lunch to drive complimentary selling.
- **Desserts** – “soft scoop ice-creams” were replaced by a high quality vanilla bean ice-cream, desserts were repriced in line with competitors. Hot Beverages were added to the dessert menu and expanded to include espresso based drinks and hot chocolate and tariffs increased to £3+ in line with expectations
- **Promotions** – steak promotion removed in favour of burger and pizza that carry much better margins
- **Provenance** – was harnessed where possible for example Aspinall’s Cider Batter, Owen Taylor Award Winning Pies, Yarde Farm Vanilla Bean Ice-cream.

Sunday Lunch

- **Starters and desserts** – were changed to match the main menu.
- **Roasts** – ½ roast chicken was replaced with the chicken fillet from the Pub Classics, Burger and Grills. Roast Leg of Lamb was removed and the remaining roasts tariffs changed from £13.45 to £14.95. A new “Coach & Horses Sunday Best” of beef, pork and chicken plus double YP’s at £17.95 was added.
- **Sides** – were added to drive upselling extra Roasties, extra YP, Cauliflower Cheese, Pigs in Blankets
- **Timings** – an existing 4.30 till 6pm menu was removed with Sunday Lunch menu to run from 12 to 6pm.

Summer Garden Menu

- The large garden offers great potential for the summer period but places great pressure on the kitchen and wait times, with that in mind we agreed the menu should be restricted to pizza, burgers and chips.

Additional Support Included

Procurement Support

- Once the menu is in place we will arrange a follow up session to focus on procurement with a view to fixing a tight but effective supplier to support food consistency.

Costings and Kitchen Management

- Simon recommended investing in <https://www.getjelly.co.uk/> giving the ability to accurately cost menus, create spec cards to support consistency and give visibility on weekly spend and profitability.

Staffing

- Simon introduced C&H to <https://www.elitepic.co.uk/> with a proven track record of helping businesses achieve a government license required to employ skilled migrant labour and mitigate UK chef shortages.

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