

# IT'S BEERMUNCH



**ISSUE 01**

**THE TIME  
IS NOW  
JOIN THE  
REVOLUTION**

**BEST  
BEERMUNCH  
PUB CRAWL**

**PUB IN  
THE PARK  
THE VERDICT**



# We are in the midst of a revolution

**In some of the UK's coolest pubs and bars we are seeing a rebellion.**

**A rebellion against the bland and the boring... a revolution led by the consumer demand for premiumisation.**

The rebellion is still in its infancy but is changing consumer habits, raising expectations out of home and likely to influence venue choice when spending social time with friends over a beer.

We all recognise the explosion of craft beer with millennials preferring to spend £4.50 on a bottle of small batch brew. Every town now also seems to have a microbrewery popping up. More recently, Hopsters are diverting their attention to food, declaring time on boring bar snacks, turning their backs on crisps and nuts. No longer it seems will a packet of scampi fries hit the mark! Today young beer drinkers are abandoning traditional beer brands for new and exciting options, and that's true for bar snacks too.

Brilliant bar snacks are more likely to make your drinkers stay longer and spend more too so there is a real commercial benefit in pimping up your bar snacks, even if it does mean a bit more work.

## Let's do the maths

If you sell 3000 bags of standard bar snacks at £1 each that's probably around £1500 profit per year\*

By selling the same volume of premium hot bar snacks at around £4.50 per portion that's £13,500 in sales per year. With around the same profit margins that's a profit of £6,750... an extra £5,250. Add an extra pint on top because customers are staying for longer and that's an additional £12,810 in beer sales!\*\*

So with the extra revenue opportunity and the fact you will be offering a more memorable experience for your customers, the trend for premium "Beermunch" really is a no-brainer.

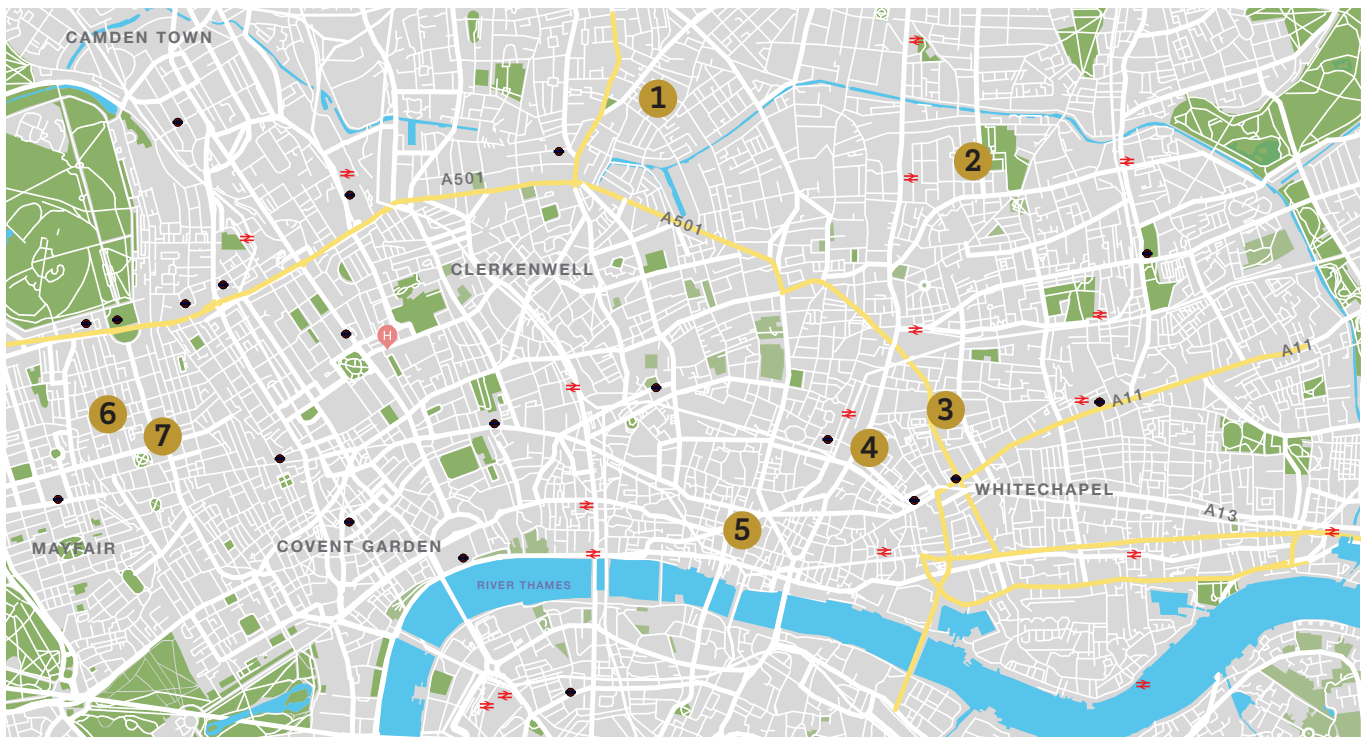
\* Based on 50-70% profit. William Read Morning Advertiser Snacks Report 2017

\*\* Based on CGA average cost per pint of beer at £4.27



To see how this “Beermunch” trend is emerging, we went on a pub crawl around some of London’s hipster hangouts to discover for ourselves the upspring of “beermunch”. That’s food specifically designed to make beer even better and keep the good times going when the munchies kick in.

## Our Pub crawl



- 1. Earl of Essex • 2. The Marksman
- 3. The Culpeper • 4. Duck and Waffle
- 5. Brigadiers • 6. The Wigmore • 7. Flesh & Buns

*"The British beer market – helped along by new, interesting, and genuine brewers – is now the biggest it's been in almost half a century. Increasingly, drinkers want something to eat that matches the quality of what's in their glass. And operators, seeing a win-win opportunity, are happy to give it to them. From Edinburgh to Leeds to Brighton, there's a penchant for the premium and a definitive demand for a so called "Beermunch" occasion."*

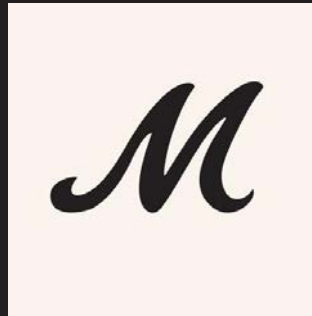
**Hugh Thomas**

*Freelance food & beer writer*

*[hughlthomas.com](http://hughlthomas.com) | [@hughwrites](https://twitter.com/hughwrites)*







## The Marksman

254 Hackney Road, London E2 7SJ  
[marksmanpublichouse.com](http://marksmanpublichouse.com)

### Pub and restaurant

**Customer base:** Local regulars,  
 young professionals

**Most profitable Beermunch moment:**  
 Thursday After work, Saturday afternoons

**Average price:** Between £3 - £10 per portion



As shown below the Marksman's beef and horseradish bun borders on legendary. The bacon and ketchup variant is more practical for the business – billed as a breakfast item, it's just as well suited alongside a pint (Five Point's Best, in this case) at 6pm. The "bacon" more resembles thick pork belly (a rich and fatty filling) that the sweet, house-made ketchup does well to cut through. While the pub's ethos leans towards a modern restaurant, it still retains its Victorian pub furnishings and remains a true "London boozier".



The Marksman's beef and horseradish bun



## The Culpeper

40 Commercial Street,  
London E1 6LP  
[theculpeper.com](http://theculpeper.com)

### Pub and restaurant

**Customer base:** Post-work crowd,  
visitors to London, Sunday lunch-ers

**Most profitable Beermunch moment:**  
Thursday, Friday & Sunday evenings

**Average price:**  
Between £4 - £9 per portion

The Culpeper does typical bar food, but probably the best example of it in East London. Deep fried black pudding balls are worth burning your mouth on, but the cod brandade croquettes are the most transportive. Served with a parsley and lemon mayo, they're like a visit to the coastal chippy all in one neat round package. Harvey's Best, in peak condition, is a worthy sidekick. Meanwhile up on the top floor, find the coolest rooftop in Shoreditch (and that's saying something).

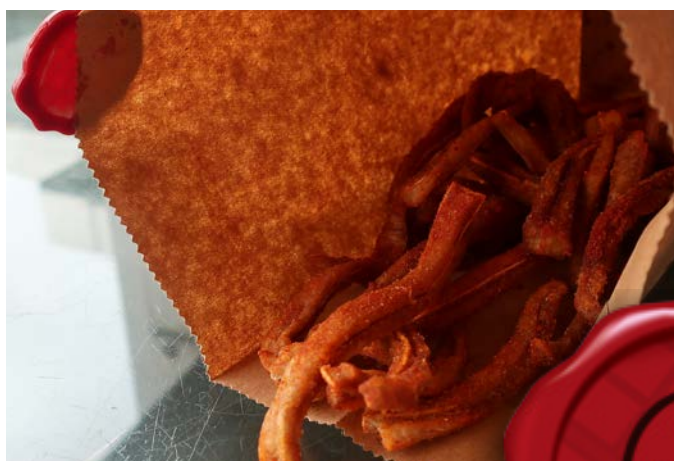


*"Our bar food does well during the early evenings, between 3 and 6pm"*



*"Sometimes customers come in and just want something with their beer, so we want to serve them something really interesting"* Pawel Ojdowski - Head Chef, The Culpeper





## Duck & Waffle

110 Bishopsgate, London EC2N 4AY  
[duckandwaffle.com](http://duckandwaffle.com)

**London's second highest restaurant and bar**

**Customer base:** Partygoers, those out for a special occasion

**Most profitable Beermunch moment:** Party crowd a few drinks in

**Average price:** Between £6 & £12

Sure, the views are something else, but if there's one thing that makes Duck and Waffle's bar stand high above the competition, it's the crispy pigs' ears. Sliced thin, and seasoned with paprika, they're an incredibly moreish accompaniment to Redchurch's Great Eastern IPA and a real crowd pleaser with many guests coming specifically to try them





# BRIGADIERS



Goat Belly Vindaloo Samosas

## Brigadiers

1-5 Bloomberg Arcade, London EC4N 8AR  
brigadierslondon.com

### Sports Bar and Restaurant

**Customer base:** City workers and sports fans

**Most profitable Beermunch moment:** An hour before the game, After work socialising

**Average price:** Between £5 - £12 per portion

Welcome to London's most luxurious sports bar, where the goat belly vindaloo samosas and chilli pork scratchings with cod's roe raita keep the cricket-watchers fuelled up all day. The chilli pork scratchings in particular offer something different to the average beer snack, with the chilli kept in check by the tempering raita. It's matched with Brigadiers and Harbour Brewing's Tropical Cyclone Mango IPA.

## BEER SNACKS & BITINGS

Brigadiers Mess Mix 3.50

Lotus Root & Puff Chaat 4.00

Chilli Pork Scratchings,  
Cods Roe Raita 5.50

Masala Chicken Skins 6.00

Pappadums & Chutneys 7.50

Cheese & Onion Bhajias 6.00

Goat Belly Vindaloo Samosas 10.00

Prawn, Softshell Crab & Squid Telicherry Fry,  
Tomato Pachadi 12.00



Brigadiers Full Indian Nashta



Masala Chicken Skins



Chili Pork Scratchings  
with Cod's Roe Raita





## The Wigmore

15 Langham Place, Marylebone,  
London W1B 3DE  
[the-wigmore.co.uk](http://the-wigmore.co.uk)

### Upmarket pub

**Customer base:** Office workers, ladies and gentlemen of leisure

**Most profitable Beermunch moment:**  
After work crowd

**Average price:** £5.50 - £10 per portion

Introducing the scotch egg, Michel Roux Jr. style: Bright orange yolk, crunchy exterior, spiked with masala, and served in a rich dhal relish. Indian spice has always got on with hoppier beers and, thanks to Wild Beer's Nebula IPA, it's no exception here. These are modern flavours for a very modern interpretation of the British pub. No one else in W1 takes food and beer this seriously.



## SNACKS

XXL stovetop 3 cheese & mustard toastie	9.75
Ham croquetas	5.50
Artichoke, pea and broad bean hummus, Graceburn cheese	6.00
Masala spiced scotch-egg, dahl relish	6.25
Macaroni cheese sticks, blue cheese dip	5.75
Buttered crumpets, steamed cock crab	7.75
Fat chips, Bloody Mary salt	5.00
Devils on horseback	6.50
British cured meats from Cannon & Cannon (to share)	19.00



## Flesh & Buns

32 Berners Street, London W1T 3LR  
[fleshandbuns.com](http://fleshandbuns.com)

### Japanese-inspired bar

**Customer base:** Young professionals,  
birthday celebrators

**Most profitable Beermunch moment:**  
After work crowd

**Average price:** Between £4.90 - £14 per portion

Flesh & Buns' nori popcorn is a stroke of genius, the dried seaweed producing a more wholesome and multi-dimensional briny sensation in place of refined salt. Highlights also include parsley rice crackers as big as you could possibly eat, providing a vehicle for the avocado shiso and spicy tomato dips. Paired with Siren's Yuzu Tea Leaf, an IPA carrying plenty of citrus notes befitting the Japanese inspired bar snacks.





Oh, and we went to Leeds too....

# BUNDOBUST



## **Bundobust**

*6 Mill Hill, Leeds LS1 5DQ*  
[bundobust.com/leeds](http://bundobust.com/leeds)

**Beer bar serving Indian street food**

**Customer base:** Local families, urbanites aged 20-35

**Most profitable Beermunch moment:** After work crowd Monday – Friday

**Average price:** Between £3 – £8 per portion



Bundobust is doing a great job of mimicking the canteens and mess halls of New Delhi and Mumbai. Their okra fries are a must-order alongside any beer – incredibly moreish, the salt and mustard seed batter distracts from earthy and vegetative notes of the okra. Kale bhajis, are a revelation. All food is more often than not best taken with Bundobust's Indian spiced pale ale, brewed with Northern Monk one of Leeds' cutting edge breweries.



# BE PART OF THE REVOLUTION

Five top tips  
to creating a  
well-crafted  
"beermunch"  
menu



## 1 **KEEP IT SIMPLE**

Great quality will outweigh big portions of average snacks. You are not replacing your core menu – you are enhancing your pre-packed snacks so don't add too much complexity in the kitchen.

## 2 **KEEP THE GOOD TIMES GOING**

You want customers to enjoy their time and keep the good times going so offer them good value for money with deals on 2 or 3 dishes.

## 3 **CROWD PLEASERS**

Offer something for everyone. Not all your beer drinkers will love hot and spicy, so balance their choice with a range of hot snacks that complement each other and give you a great profit margin when sold as a deal / bundle.

## 4 **NO MESS**

Make sure they are easy to eat and share, snacking at the bar is a sociable occasion so whatever you serve needs to be picked up with fingers ideally and eaten in one or two bites.

## 5 **MENU STANDOUT**

Make sure you signpost your bar snacks. On the bar, on the menu, on your website. Don't worry about cannibalising your main menu, those ordering snacks were more than likely to only order drinks, crisps and nuts anyway so you have up-graded them.





Here is a NEW and easy way to offer an authentic and well thought through bar snacks menu...

# IT'S BEERMUNCH

Made with authentic ingredients specifically to match brilliantly with beers. With Brew City, you can turn bar snacks into a real event

## THE RANGE

### SALT AND PEPPER POTATO POPS

The soaker-upper

### IPA FRIES

Fries and beer – a perfect pairing

### FRICKLES

The quirky one

### FIERY JALAPEÑO SLICES

The daring one

### GOUDA MOZZARELLA BITES

Authentic cheese one

### ONION STRAWS

The moreish onion one

### MAC 'N' JACK

The nostalgic one

### HERBY TOMATO & MOZZARELLA ARANCINI BITES

The familiar tomato one





# THE PROOF

We took Brew city to Pub in the Park....  
here's what pub customers thought.

PUB IN THE  
PARK

[WATCH VIDEO](#)

Tell your customers

IT'S  
BEERMUNCH

Click here if we can give  
you a call about  
BEERMUNCH