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**Restaurants & Pubs increase items to drink menus to encourage price-conscious consumers**

Restaurants and Pubs have added additional alcoholic drinks to menus from June-September 2022, with average alcoholic drinks up +1.4% and +6.5%, respectively, as per the latest [Lumina Intelligence Menu Tracker](https://www.lumina-intelligence.com/product/menu-tracker/) report.

Lumina’s previously released [Restaurant Market Report 2022](https://store.lumina-intelligence.com/product/uk-restaurant-market-report-2022/#1666357153734-24da919f-fba9) showcased how lunch and dinner occasions are driving spending decline as consumers opt out of drinks: Average spending at lunch and dinner has decreased -20% and -12% year-on-year, respectively. This is being driven by consumers –especially younger consumers –opting out of purchasing drinks with food.

Offering consumers a wider array of drink options is expected to encourage consumers to purchase a drink alongside a meal and fight back against this diminished spending.

Pubs and bars have also adopted this strategy, and their non-alcoholic and alcoholic drink menus have increased by +13.5% and +6.5%, respectively, from June to September 2022, a move that also seeks to appeal to consumers who are on a drink-only occasion.

Vodka has increased in share of pub and bar spirit listings, up +1.3ppts from June to September 2022, to a 7.9% share, after operators expanded flavoured vodka following new product launches by Absolut and Smirnoff. It is important to note, however, that overall spirits are at the most risk by consumers to cut back on to save money, being the most expensive alcoholic drinks.

“*Younger consumers are leading this pattern of behaviour, as they are the most affected by financial uncertainty, and so operators should expand marketing efforts to this age demographic to re-engage with them,*” advised Senior Insight Manager Katherine Prowse.

ENDS

**Report Methodology**

Lumina Intelligence’s Menu Tracker enables you to track, compare & analyse the pricing & menu composition of 80 major UK pub, restaurant, QSR, sandwich, and coffee shop operators. Updated monthly, the tool allows for in-depth analysis of:

* Brand menus
* Menu price inflation
* Dietary requirements
* NPD
* Ingredients

The methodology for this report was the following:

* Data from Lumina Intelligence Menu Tracker Tool has been used to produce the analysis.
* Lumina Intelligence Menu Tracker Tool holds food and drink menu data, updated monthly, from the top 20 branded chains by outlets across restaurants, pubs & bars, QSR, and coffee & sandwich shops.
* One site from each brand is used to collect menu data, and a site in the Midlands in a suburban area has been selected. For regional brands, a site with a comparable population density as close to the Midlands as possible has been chosen.
* Same-line dishes are dishes that have the same name and description month on month.
* The data in this report is aggregated on an individual dish level and removes certain categories such as hampers, gift boxes, and multipacks, all pricing data is sense checked. As a result, this report features numbers that may vary from the data in Lumina Intelligence’s digital tool.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast-moving and growing markets to support business planning, strategic marketing, and new product development.