



PREPARE TODAY FOR THE
PUB OF TOMORROW

WELCOME



Welcome to the first edition of **HEINEKEN's Pub of The Future** – this is our future-gazing report in which we take a look at the trends shaping our industry, and how they're likely to influence the Great British pub.

Despite recent challenges, we're seeing a period of real innovation with new and exciting trends emerging and taking shape. Within this report, we'll be sharing examples and advice on how you can best harness these trends to future-proof and grow your business.

Our businesses have adapted to new ways of operating to ensure a great customer experience, and these adaptations have prompted new and exciting developments for the UK on trade. While some of these advancements have been built from existing trends, others are completely new. What is true of each of them, however, is their influence in shaping the pub experience for years to come, and the potential opportunities they offer for growth and development.

As we embark upon reopening, it's an exciting time to look ahead to what the future has to hold. In this report, we've worked with leading technology researcher – **Elena Corchero** – to uncover what the Pub of the Future might look like.

I hope you find the following pages useful, and the contents inspires you to embrace the exciting opportunities that the Pub of the Future has to offer.

Stephen Watt,
On-Trade Director, HEINEKEN UK



ELENA CORCHERO

Elena Corchero is a multi-award winning designer in the area of meaningful innovation, sustainability and women in tech. With over 15 years of experience in hands-on Futurism and interdisciplinary technology research & development. Elena is currently the Director of Event Emerging Technology & Innovation at Dow Jones and previously worked as an independent Innovation Strategy consultant and product designer for renowned Fortune 500 companies.

THE PUB EXPERIENCE



When thinking about the Pub of the Future, there seemed no better place to start than the experience. Although the core ‘pub experience’ has remained consistent for generations, cultural shifts and behaviours have started to impact the way we enjoy the on trade.

The rise of the ‘experience economy’ sees consumers demand more from their visits to an outlet; no longer is a fruit machine or jukebox enough. Destination bars now prioritise ping pong or darts, gastro pubs specialise in particular cuisines and sports bars with multiple screens will simultaneously broadcast different events.

When we look at developments in the way we socialise, the rise of the ‘always on’ consumer means our need for connectivity is greater than ever before. Our increased use and understanding of technology has started to play a key role in making these experiences possible.

Meanwhile, innovations in Health & Safety have provided you with more tools to carry out necessary measures more efficiently and effectively. With increased focus on hygiene, the reassurance that best standards are being applied can enhance the customer experience where previously this may have only been a secondary thought.

Similarly, tech innovation provides operational and logistical efficiencies, enabling you to interpret business data more clearly and make savings. Data, when managed and understood correctly, can reveal opportunities to improve and grow your business.

Over the course of this report, we’ve identified three macro trends which will impact how the pub experience is likely to develop. These are:

- **Sustainable Hygiene in Hospitality** (pages 4 & 5)
- **Smart-Tech Insights** (pages 6 & 7)
- **Consumer Connections** (pages 8 & 9).

In each section, we’ll breakdown what each trend means and why it’s important to the Pub of the Future, while also offering some examples of these innovations in practice.



SUSTAINABLE HYGIENE IN HOSPITALITY: EXPLAINED



The health and safety of both guests and staff is a priority. However, as an area more concerned with prevention rather than outputs, it can often be forgotten when future-proofing a business.

Investing in sustainable safety solutions can have significant benefits when it comes to time, cost and efficiency of operations. It's an area which has seen acceleration in innovation and development, with leading tech companies paving the way to creating more sustainable cleaning and hygiene initiatives.

Self-cleaning solutions and antibacterial surfaces such as copper are likely to increase in usage, reducing water waste and the need for chemicals. Equally, touchless technologies and digital displays will become more commonplace to improve customer experience and staff efficiency. It's these enduring innovations in safety solutions that are likely to form part of the Pub of the Future, enabling you to maintain high standards of cleanliness in a more efficient and effective manner.

As always, convenience and accessibility will be fundamental in ensuring the most efficient and seamless process for both you and your customers, leaving your staff to focus on what matters most: delivering best-in-class service.

“95% of consumers are hoping to see as much, if not more, cleaning and sanitation practices in pubs”

**Laetitia Tettamanti -
Senior Communications Manager
Europe, [ECOLAB](#)**



SUSTAINABLE HYGIENE IN HOSPITALITY: IN PRACTICE



HYGIENE PRACTICES



DIGITAL MENUS



VENUE DESIGN



TOUCHSCREEN DISPLAYS

NOW

- Train your staff to champion higher hygiene practices
- Increase frequency and visibility of cleaning
- Use Biocidal Products Regulation (BPR) cleaning products
- Partner with an external company to audit your practices

1-2 YEARS

- Simplify the ordering process while reducing touchpoints.
- Ditch paper and instead provide tablets on tables
- Link with your ePOS and simply wipe clean

2-5 YEARS

- Alter your venue design or layout to create more open spaces
- Merge outdoor and indoor areas of the pub to maximise airflow
- **Reset-Certified** is a measure of exceptional indoor air quality, a new benchmark we expect to see in the UK

5-10 YEARS

- Commonplace in fast food restaurants, but we envision these will be integrated into tables.
- **Digital Touch Systems** in the US provide tables with up to 86" screens



“Infection prevention measures are expected to play a key role in the pubs and restaurants of the future. Solutions that can enhance operational efficiency and save vital resources like water and energy are already becoming available. **Autonomous disinfection systems such as UV-C light robots can help improve**

infection control while digital monitoring programs for dishwashing machines, like **Apex™**, can, reduce labour costs and a higher level of cleanliness, for both front and back of house.”

Laetitia Tettamanti - Senior Communications Manager, Europe, ECOLAB (hygiene solutions and services company)



“Hygiene has never, in our lifetimes, been such a priority and as operators it’s important you provide peace of mind for your customers upon every visit to your outlet. Hand sanitiser dispensers at entry and exit points, PPE for staff and a thorough cleaning process are all protocols expected by the customer now.

In the future I expect outlets will no longer need to manually disinfect surfaces and the process will be automated with auto-fogging overnight, potentially via a built-in sprinkler system. Outlet design and layouts will continue to change to allow for greater ventilation, so more windows, bi-fold doors and air conditioning systems to encourage airflow.”

Kevin Robertson - Health, Safety & Operational Compliance Manager

SMART-TECH INSIGHTS: EXPLAINED



It's a well-known fact that data insights can have a significant impact on behaviour – you only have to look at smart watches as an example. Figures relating to our heart rate, calorie consumption or sleep pattern mean very little as raw data. But, once visually represented and insights demonstrated, it drives behaviour and inspires action by predicting future positive and negative change. The way we engage with data is heavily dictated by its format and how accessible this makes it.

The first step in engaging with data insights is to differentiate between:

- Data to be shared sporadically for external communication (e.g. savings achieved over a period of time)
- Data needed in real time to make operational decisions (e.g. reduced throughput or under-staffing) for the benefit of the business

Understanding this data can be difficult - after all we're in hospitality not data analytics! Fortunately there are a number of easy-to-use platforms that can do this for you, such as GoodData and Tableau. These companies provide fully customisable business intelligence and analytics platforms that integrate with your existing systems, providing seamless, easy-to-read data whether in outlet or on mobile.

“Over the past 12 months the ability to be nimble and adapt to changing scenarios has been crucial, so being able to understand the data you have at your fingertips can be the difference maker for your business.”

Steven Kirby, Interim Operations Director, ETM Group

The second stage of Smart-Tech insights is centred around predictive AI. Predictive technology is increasingly going to play a key role to improve efficiencies and provide a 'complete service' model. 'Self-aware' A.I can predict busy trading periods, manage inventory and order processing, while reducing costs, energy wastage and wasted time. Don't worry, this isn't a sci-fi film that predicts robots replacing humans! This is how examples like Siri and Alexa can be incorporated into hospitality to better help with the background jobs, so you can concentrate on what matters most: your customers.



SMART-TECH INSIGHTS: IN PRACTICE



ORDER & PAY HERE TO STAY



HOUSE IN ORDER



A.I EFFICIENCIES



“HEY BARMAN”

NOW

- Order & Pay apps will have greater functionality than their name suggests
- By analysing purchase data these apps will enable you to send personalised offers and rewards direct to your customers
- This ability to target consumers when outside of your pub can help you increase footfall

1-2 YEARS

- Review your back of house and consider how tech can assist your workload
- [GoodData](#) and [Tableau](#) assist with the everyday staff rotas and inventory, but also provide bespoke data visualisation to help you make sense of the insights
- These tools can help identify areas of your business that need optimising and aid you in predicting customer behaviour
- Capitalise on these trends and fix issues thanks to this real-time, easy-to-understand data

2-5 YEARS

- Restaurants in the US are trialling AI-enabled software to improve efficiency
- Tools like [Satis](#) can assist with prioritising orders, monitoring preparation times and updating staff in real-time
- Via live-feed cameras, staff can monitor every stage of an order to maximise speed of service
- This live feedback can help deliver a 50% reduction in refunds and waste¹

5-10 YEARS

- Household phrases, “Hey Google” or “Alexa”, are expected to make the leap from the home into the on trade
- In pubs this could be used to help customers order another round or ask a question about a menu item, without having to wait for a member of staff
- A faster response time will help in converting orders previously lost due to long wait-times



“Here at HEINEKEN, we’re at the forefront of bar technology and continuously review how tech can be integrated into pubs in order to improve efficiency and profitability. SmartDispense™ is our industry-leading

business solution, connecting dispense technology with the service and insights an operator needs to improve their outlet’s quality, reduce waste and save time. Our technology limits waste and reduces your environmental impact, **by extending line cleaning intervals to six or twelve-weekly cycles, you can reduce water, CO2, beer and cider wastage by 85-92%².** This is

all great data worth shouting about to consumers, that’s why we’ve launched Green Pint, an awareness driving campaign that showcases pubs that go the extra mile when it comes to sustainability.”

**Richard Stephens -
Head of Technical Services at
HEINEKEN UK**



“Tech is vital for publicans and the hospitality industry, and it will continue to play an even bigger role in the pubs of the future.

Operators currently use tech for accounting, payroll, ePOS, inventory management and more. These systems provide a rich source

of data, and through the correct analysis, operators’ can make decisions that impact the bottom line. We analyse operators business data for them, for free, helping answer any questions they may have with the intention of helping them save vital cash.”

Tesh Srivastava – CEO [Business Buddy](#) (free business data analysis)

Sources: 1. Satis. 2. When compared to a UK standard, dispense 10-tap system clean to industry guidelines every 7-days.

CONSUMER CONNECTIONS: EXPLAINED



The trend for ‘experiences’ has grown significantly, be it a six course tasting menu at a gastro pub, an award-winning cocktail menu with theatrical bartenders, or simply a welcoming pub that provides competitive entertainment such as ping pong, pool or arcade games. Consumers are increasingly looking for an ‘experiential’ layer when visiting the on trade.

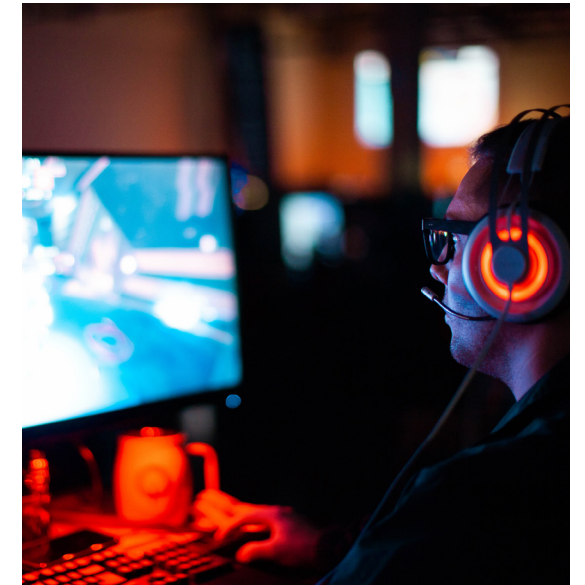
Progressively, technology has started to play a role in these experiences. Helping create an added dimension to both physical and virtual occasions, with the ability to deliver the ‘experience’ of large-scale events to consumers without leaving the comfort of their local. The challenge, therefore, will be in adapting your approach to consumers’ changing behaviours and expectations. If successful, it will not only cement loyalty with your existing customer base but may also engage a new consumer demographic with your adapted offering.

One area which offers substantial opportunity is gaming and gamification, which has soared in popularity. These can range from the simpler virtual pub quizzes, and pool competitions, to futuristic virtual reality experiences. While pubs are not the traditional home of gaming, the combination of large screens, space for social interaction and plentiful supply of food and drink make them ideal locations for creating virtually-led experiences.



“Society is starting to explore the way physical and virtual spaces can interact – with the entertainment and hospitality industries already evolving to encompass virtual and interactive innovations.”

**Murdo MacLeod – Director,
Zest Mixology
(pop-up bar & events company)**



SMART-TECH INSIGHTS: IN PRACTICE



DIGITAL SETUP



ONLINE ENTERTAINMENT



GAMES NIGHT



SEASON OF ESPORTS

NOW

- Offer free WIFI, install plug sockets at tables and create quiet seating spaces for remote workers
- This setup will also benefit your main customers due to the recent surge in video calls and streaming
- Providing these resources for your customers will not only help encourage dwell-time, but increase spend

1-2 YEARS

- Traditional pub entertainment has always been confined to only the patrons in your outlet
- Consider live streaming your local band, darts competition or weekly pub quiz to engage new customers
- Sharing via your social media platforms will help advertise your venue and showcase your offering

2-5 YEARS

- Gaming has been a growing trend with more Brits playing than ever before, 36.3m¹
- This is an untapped opportunity for hospitality, so consider diversifying your pub entertainment and host console gaming nights
- Gaming nights are a great way to increase footfall or dwell-time on quieter evening occasions and increase spend through food and drink promotions

5-10 YEARS

- Esports has been a growing trend and is showing no signs of slowing down
- Earlier this year, streaming platform Twitch hit peak average viewership of 2.9m²
- We expect customers to take their enjoyment of streaming into pubs and bars
- With no licences required to stream esports in outlet, broadcasting the latest competitions on your TV screens is a cost-free opportunity



“For as long as there have been pubs, people have played games in them. We’ve previously worked with large managed pub chains to create games for their apps and found them to be an effective vehicle for driving positive consumer behaviour change. **In fact, after social media, games are the second most popular**

use for mobile phones³. As the penetration of on trade apps grows into the independent free trade channel, we want to bring these same ideas to a broader audience by working with pubs to create gamified promotions, that help them drive their business objectives.”

Matt Rix - Head of IDDC On Trade at HEINEKEN UK



“Technology has always been at the forefront of our offerings. Our patented scoring systems combined with bespoke immersive multiplayer games enable us to deliver truly unique experiences, housing them in spectacular bars. **Consumers are becoming more**

selective in how and where they spend their time, so it’s crucial to consider their needs in everything we do. It’s not just about having push for service buttons, apps for ordering, but also how the experience itself can seamlessly incorporate technology for socialising. A pub or bar of the future will need to embrace technology in a way that best suits them”

Julia Keyte, Marketing Director , Flight Club



Thank you to our contributors

Elena Corchero – Director of Emerging Technology

Laetitia Tettamanti - Senior Communications Manager, Europe at ECOLAB

Tesh Srivastava – CEO, Business Buddy

Murdo MacLeod – Director, Zest Mixology

Steven Kirby, Interim Operations Director, ETM Group

Julia Keyte, Marketing Director, Flight Club

Adam Whyte, Founder & CEO of Edge

Kevin Robertson, Health, Safety & Operational Compliance Manager, Star Pubs & Bars

Richard Stephens, Head of Technical Services at HEINEKEN UK

Matt Rix, Head of IDDC On Trade, HEINEKEN UK

To find out how you can bring your pub into the future with SmartDispense™, get in touch with our dedicated sales team below and they'd be delighted to chat:

E: SDenquiries@heineken.co.uk **T:** 0344 556 0109