

Pub is the Hub Case Study

YE OLD SUN INN DELI, COLTON, NR TADCASTER, NORTH YORKSHIRE, LS24 8EP



APPLICANT AND BACKGROUND

The aim was to provide an extra service to the village, which does not have a shop, and to showcase the local produce that is available on the pub's restaurant menu. Many customers also used to ask Ashley & Kelly McCarthy where they could buy the ingredients featured in Ashley's regular cookery demonstrations held in the pub, and so from there the idea of a small shop was born.

PROJECT SUMMARY

The shop focuses on stocking quality food items from local suppliers, and Ashley and Kelly try to buy as much local produce as possible: jams and chutneys from Wheldrake, honey from Copmanthorpe, organically grown and milled flour from Spaunton near Pickering, sausages from the nearby Ledston estate, and Yorkshire cheeses such as Ribblesdale. The shop is a showcase for home made goods such as tubs of ice cream, pâtés, bread and pastries and items from further afield are chosen for their quality and individuality.

This is also a shop for local people, stocking daily essentials - a section full of all the 'day to day' things that people need in a hurry: tea bags, baked beans, tins of soup and lots more. Fresh meat and fish are also available and can be ordered for next day pick up from the daily deliveries to the pub.

The shop also offer hampers, seasonal items and special gifts and is open from 10.00am -4.00pm every day but Monday.

OUTCOMES

There is a focus on local producers and the shop acts as a showcase promoting some of the best foodstuffs in the region. The deli drives some extra business into the pub each week, as the focus on quality food links well with the pub business, and visitors to the shop frequently reserve a table for a meal at the pub.

Ye Old Sun Inn has recently won a series of prestigious awards, including:

- Publican Food and Drink Awards 2009: 'Front of House Team of the Year' and 'Local Food Pub of the Year'
- White Rose Awards 2009 'Yorkshire Pub of the Year'
- Yorkshire Life 2009 'Traditional Pub of the Year'

LESSONS TO LEARN

- Locating the deli shop in the pub provides a valuable additional service for local people and has the advantage of being able to share energy and insurance costs with the pub.
- The shop uses the same local producers that supply the pub kitchen, and increasing overall supplies benefits local suppliers and can result in improved overall purchasing power.
- There are further efficiencies, when the kitchen teams use quiet periods to make foodstuffs for sale in the shop.
- Cross utilisation of ingredients helps cut food waste, as products for sale in the deli can be used in the kitchen to make dishes for the pub menu.
- The shop has also 'pulled' customers into the pub, and helps to drive extra dining trade.

PROJECT CAPITAL COSTS

N/A

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