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**Pub food menus reduce in size by 24% since the coronavirus pandemic**

According to latest piece of monthly analysis from Lumina Intelligence’s Menu Tracker, on average, pub/bar operators have reduced the number of items on their food menus by 24%. The average number of items on a pub menu in spring/summer (SS) 2020 was 59, down from 78 in SS 2019.

Since lockdown measures have eased, operators across the hospitality industry have been faced with significant operational challenges, driven by strict health and safety guidelines and reduced capacities. Smaller menus are a key way to simplify operations and ensure consistent standards, speed up food preparation time and help employees social distance.

In addition to a reduction in menu size, 64% of same-line dishes on pub menus have increased in price between SS 2020 and SS 2019. Pub channel menu pricing has increased at a significantly higher rate this year from 2.9% to 5.4%. Operators are looking to offset lost revenue from closures and capacity restrictions.

On pub food menus, items tagged as vegan now account for, on average, 13% of a pub menu – up from 11% in SS 2019. The trend towards veganism continues to gather pace, with chain restaurants reacting quickly and putting pressure on the pub channel to follow suit, which they are.

Katherine Prowse, Insight Manager at Lumina Intelligence said, *“The pub and bar market in the UK has been one of the industries impacted most by the coronavirus pandemic. Temporary closures due to lockdown, and significant challenges and reduced footfall since, has seen sales plummet. As a result, we are seeing operators simplify their menus in order to maintain high standards, but also manage costs and the safety measures imposed. We have also seen prices increase at a significantly higher rate than last year, as operators look to recoup income lost during the lockdown period.”*

Find out more about Lumina Intelligence’s Menu Tracker [here](https://www.lumina-intelligence.com/product/menu-tracker/).

**ENDS**

**Report methodology**

Data for this report has been collated using the Lumina Intelligence Menu Tracker, which is a database of over half a million menu items across over 150 different foodservice operators.

Within this piece of analysis:

* A sample of 25 operators from the managed pub/bar channel
* All data is taken from a site within the operators “brand standard region”, i.e. the region with the highest number of sites.
* Only same line dishes are used for price analysis
* Same line dishes: Dishes retained on menus from Spring/Summer 2019 to Spring/Summer 2020 with the same dish name and description

**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.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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