

# YOUR GUIDE TO **OUTDOOR DINING**



**RELAUNCH  
READY**

 **Bidfood**  
Inspired by you



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## INTRODUCTION

### Outdoor dining is back and the opportunities are endless!

Over the last summer and into the winter, we saw tepees, canopies, igloos, outdoor heaters and all sorts introduced to capitalise on outdoor dining opportunities. Whatever the rules are at the time, it is vital that you have the right offer which encourages an exciting, safe and memorable atmosphere/experience that protects customers from the elements of the unpredictable British weather.

However, not everyone is lucky enough to have lots of outdoor space to use, and this is driving innovative ideas and solutions to capture more spend per customer in a way that is safe, memorable and an experience to get people back time and time again. Throughout this guide, we've got lots of inspiration and ideas to help you make the most of this growing need for consumers.



# WHY SHOULD YOU BE INVESTING IN OUTDOOR DINING?

## Generating revenue opportunities

For those in England, from the 12<sup>th</sup> April, and those in Scotland from the 26<sup>th</sup> April, it'll give you the chance to open again and start capitalising on the pent up demand there is before you fully reopen. It also allows you to utilise more of your space and serve more people at peak times.

## Hygiene remains a top priority

Safety and hygiene should remain to be your biggest focus so you can allow people to feel comfortable when coming back. This is important in the short term and in the long term so you can cater for differing levels of confidence. Serving outdoors means there will be less chance of transmission which can ease the fears of many. Not only that, but if you can make their experience as comfortable and memorable as possible, customers will more likely become loyal to you.

## A new love for al fresco dining for Brits

A lasting legacy of the pandemic is the British adaption to al fresco dining. The industry has done a fantastic job to create experiences and comfortable eating experiences outside which will be adopted here well into the future.



**76% of consumers are likely to visit a venue with outdoor seating within a month of reopening.**<sup>[1]</sup>



According to a recent Lumina report, **50% of operators are planning to invest in outdoor dining.**



There is plenty of insight that suggest that, even in the winter, **75% of consumers said they'd be happy to eat/drink in a heated outdoor seating area vs. 70% of 65+ consumers.**<sup>[2]</sup>



**96% of leaders think technology will be important to their operations after lockdown.** Things like ordering from your table has become essential.<sup>[3]</sup>



**Consumers now expect operators to have invested in comfortable facilities such as heated areas.**<sup>[4]</sup>



## HOW TO CREATE AN INSPIRED OUTDOOR MENU

### Focus on what you're known for as a basis for your outdoor menu.

There's not necessarily any reason to change your menu too much if you are to cater for outdoor dining. In fact, you should **use this as an opportunity to simplify your menu and focus on what you're best known for**. Cutting down dishes leads to many benefits, such as, cutting costs and reducing waste, which has led to the average dish count in pubs and restaurants going down 21% over the summer <sup>(1)</sup>. So use this time to drive the specialism you have. Are you known for having the best stone baked pizza, burgers to die for, or for having steak like no other? Well, these are easily transformable to cater for outdoor dining.

Over the summer, we've seen fantastic use of pop-up stands for different food concepts, outdoor pizza ovens, street food shacks and more! This is a great way of creating a bit of theatre for your food offer which leads to people taking photos and sharing them on social media to help you reach new people.



(1) - Lumina Intelligence Food and Menu Trends Report December 2020

## THE CRAFTY PIZZA CO.

is a complete concept to create the perfect pizza offering.



## BRANDED SOLUTIONS

we have teamed up with some of our key suppliers, as well as taking advantage of some of our own in-house concepts to create a unique collection of solutions.



## STREET EATS

our street food range of products to support you with creating concepts that hit what's on-trend.



## Short term solutions, long-term investments

There's so much more you can do nowadays to create a really good experience with quality food. Our insights suggest that outdoor dining is going stay around in the UK, so what can you do now to prepare and reap the rewards in the long term?

**People are willing to sit out even in the winter if you have heating facilities, so what can you do?**

Outdoor BBQs don't have to be just for the summer. Last Christmas we saw growth in Christmas BBQ options, and then throughout the winter there are opportunities for warming foods like hog roasts, plus themed nights for things like Bonfire Night.

**People will come and will sit outside no matter the season, so long as they're able to eat in a comfortable environment.**

We recently spoke to our colleagues in Bidfood New Zealand as part of our Talking Food with Bidfood podcast series, where they have seen a surge in outdoor dining, suggesting that heating and cover is an absolute essential.

## Talking 6 predictions for the summer

with Gemma Benford, Head of Customer Marketing, Justine Hopkinson, Bidfood New Zealand & Shonay Shaw, Bidfood Australia



## Capture all the day-parts

Since the pandemic began, there has been many new consumer patterns and behaviours emerging. These new ways of life for many present many opportunities which you can use to generate more revenue on. In this section, we go through some of those opportunities, throughout the different day-parts, providing solutions to help you make the most of them.

### Breakfast

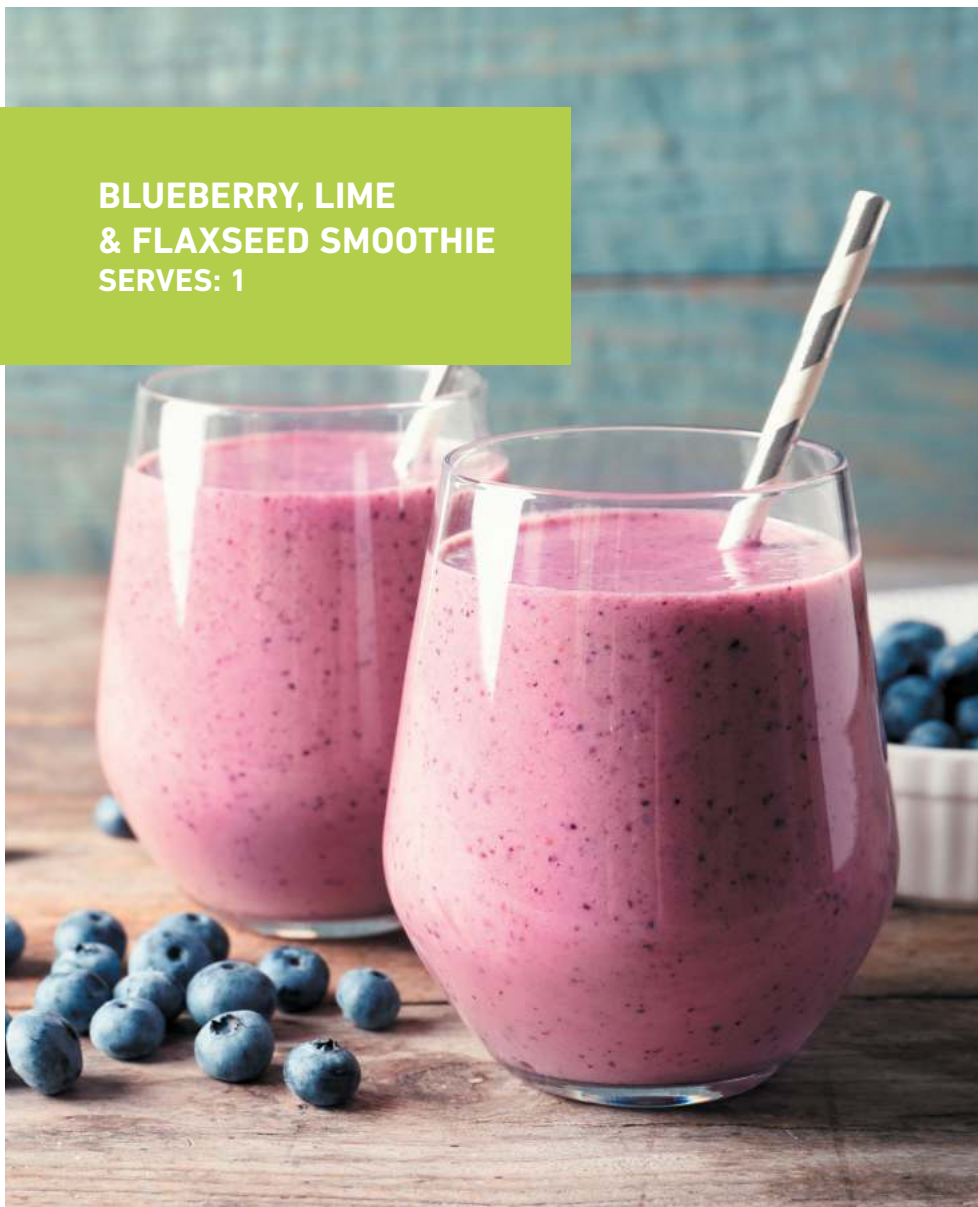
Diet, exercise and weight management is front of mind, as authorities like the WHO confirmed that a healthy diet plays a 'crucial role' in a stronger immune system. As a result, **73% of Brits say the pandemic has encouraged them to add more nutrients to support their diet** <sup>(2)</sup>. Customers are likely to continue with this mind-set, so how can you adapt your outdoor offer to support this? **In the morning, your outdoor area could include a smoothie bar as part of the breakfast offer.** This not only can help with getting nutrients into your customer's diets, but it also demonstrates the freshness and quality of ingredients you have in your offer.





## BLUEBERRY, LIME & FLAXSEED SMOOTHIE

SERVES: 1



# BREAKFAST

## Ingredients

- 100g | Individually Quick Frozen Blueberries (04614)
- 20g | Quaker Gluten Free Original Porridge Oats 510g (74742)
- 1 pce | Lime (72433)
- 5g | Flax Seed (24811)
- 200ml | The Original Oatly Barista Mylk (31923)
- 14g | Baby Kale And Spinach Mix (99984)
- 40g | Banana (42603)

## Method

1. Place all ingredients into a blender and pulse on high speed for 20-30 seconds until all ingredients are smooth.
2. Pour into a glass and top with a few banana slices or fresh blueberries

## Midday service

There is lots you can do for brunch/lunch depending on the demographic of customer you have coming through the doors. Boozy brunches continue to be hugely popular, and are set to continue to be when hospitality returns as people want to catch up on missed celebrations. This is a great way to increase customer spend but in a way that encourages a great experience.

If you're targeting a bit less hectic experience for customers, coffee and a cake/light bite occasions, plus work lunches are likely to be really popular throughout the week too. We all have a lot of catching up to do and food has a great opportunity to be at the centre of that, so make sure you're pushing that in all of your promotion!

If you are looking to target trade in-between midday and evening services, afternoon tea is another great opportunity to capture. **The demand for a good 'experience/atmosphere' has seen the largest growth (up to 27%)** for when consumers are considering a venue to visit post-lockdown<sup>(1)</sup> and afternoon tea is a great way to add a premium offer to your menu.





## ALFRESCO BEAN POT WITH TAMARIND GLAZED BACON SERVES: 10



# MIDDAY SERVICE

## Ingredients

200g	Diced Onion (01623)
60g	Arla Pro Unsalted Butter (44922)
12g	Chopped Garlic in Oil (37540)
12g	Green Chillies (75187)
75g	Masala Spice Blend (97930)
800g	Gustoso Multi Use Tomato Base (34200)
10g	Coriander (75256)
500g	Triple Lion Haricot Beans (56622)
20 rashers	Farmstead Unsmoked Rindless Streaky Bacon (43397)
100g	Street Food Sweet Tamarind Sauce (35315)
6g	Everyday Favourites Cooking Salt (04439)
1g	Everyday Favourites Cracked Black Peppercorn (50396)

## Method

1. Heat a pan and add the onions and butter - cook until golden brown and slightly caramelised
2. Add the garlic, chopped chilli and the masala spices, then cook for a further 5-6 minutes
3. Add the cooked beans and tomato and continue to cook for another 15 minutes
4. Chop the coriander and add in
5. Season with salt and black pepper and keep warm
6. Heat the grill
7. Then lay the bacon onto a grill tray and brush with 1/2 the tamarind sauce, then grill - turn the bacon halfway through cooking and brush with more paste - keep basting until cooked
8. Cut the bacon into even size pieces and serve with the beans

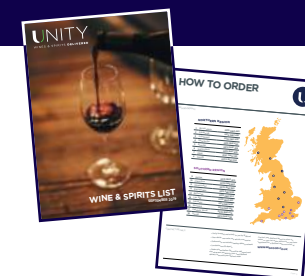
## Evening service

There is a huge amount you can do to generate more revenue from your menu during your evening service. Remember, focus on what you are good at and do it well. However, to counter menu fatigue, try themed evenings on your menus. Due to the summer of sport ahead, around the world flavours would be great to tie into your outdoor menu. Here are our chef's top menu suggestions:

- **Spanish night** - Think tapas and exciting Mediterranean flavours on your menu. If you have outdoor cooking facilities, paella is a great way of adding theatre to your offer.
- **Italian pizza night** - If you want to be known for the best pizza, then wood fire smoked pizzas or outdoor pizza ovens are a great way to demonstrate fantastic quality.
- **British night** - bring out the best of British on your menu with dishes like pies and roasts. Consumer interest in supporting local is constantly growing and your menu should leverage this as a selling point by stating when ingredients are locally sourced. Speak to your account manager to see how we can support you source these products!
- **Jamaican theme** - Add a Caribbean summery feel to your menu with jerk chicken grilled on your BBQ. When doing the theme, make sure you go big on flavour, spice and colours.
- **American night** - Cook up really indulgent American classics like smoked meats (tastes even better if you have a smokehouse!), dirty burgers and wings. Up-sell by using combo deals, such as a beer and wings combo.

## UNITY

Through our partnership with Enotria&Coe, who are the UK's leading premium wine and spirits importer, we bring you the very best alcohol at competitive pricing



## BRITISH PLUS

Our British + guide breaks down the top pub and restaurant dishes across each course and provides you with serving suggestions to help complete the offer.



## FARMSTEAD MEAT

You can trust our meats for high quality, consistency, value and full traceability.



# SPANISH NIGHT

## Ingredients

Large pinch	Chef William Saffron Strands (10312)
800ml	Essential Cuisine Stock Mix Chicken (51918)
6tbsp	Pure Olive Oil Tin (13644)
200g chopped	Brindisa Mini Chorizo Dulce (50054)
500g chopped	Farmstead Chicken Fillet Skinless 75-90g (73895)
150g	Everyday Favourites Diced Onions (01623)
3tsp	Garlic Puree (46574)
100g	Everyday Favourites Diced Mixed Peppers (88853)
3tsp	Everyday Favourites Paprika (70375)
600g	Tilda Arborio Risotto Rice (12055)
200g chopped	Everyday Favourites Chopped Tomatoes (48576)
150g	Everyday Favourites Petit Pois (04456)
400g cooked	Cooked Tiger Prawns (38718)
400g	Pie Mix White fish (70167)
400g	Connemara Irish Cooked Mussels in Shell (61506)
0.5 bunch	Parsley (75245)
1 lemon	Pack of 5 lemons (98770)



## SPANISH PAELLA SERVES: 10

**FOR A FULL  
SPANISH  
EXPERIENCE  
PAIR WITH...**  
Ramon Bilbao  
Monte Llano Rioja  
48203



## Method

1. Stir the saffron strands into the stock and set aside to infuse while you prepare the rest of the paella. Heat 1 tbsp of oil in a paella pan or a large deep frying pan with a lid. Tip in the chorizo and fry for about 3 minutes until crisp and the oil has been released. Remove the chorizo and drain on kitchen paper, leaving the oil in the pan.
2. Stir the chicken into the pan and fry over a high heat for 7-8 minutes, or until the meat is golden and cooked through. Transfer the chicken to a bowl and set aside. Pour another 1 tbsp of oil into the pan, tip in the chopped onion and garlic and stir-fry for 4-5 minutes, until softened and just starting to colour. Stir in the pepper and paprika with the remaining tablespoon of oil and stir-fry for a further 1-2 minutes. The pan should have lots of crispy, brown bits on the bottom, which will all add flavour.
3. With the heat still quite high, quickly stir in the rice so it is well-coated in the oil, then pour in the saffron-infused stock plus 450ml boiling water, scraping up the sticky brown bits from the bottom of the pan with a wooden spoon. Return the browned chicken pieces to the pan, then add the chopped tomatoes. Cover the pan and cook on a medium heat for 10 minutes, stirring once or twice. Scatter the peas, mussels, prawns, fried chorizo and white fish mix, then stir and cover the top to leave to cook a further 5 minutes, or until the rice is just cooked and most of the liquid in the pan has been absorbed.
4. Remove the pan from the heat, put the lid on and leave to rest for 5 minutes. Stir a few times to mix the ingredients, season to taste and scatter over the chopped parsley. Serve with lemon wedges and an extra drizzle of oil, if you like.



## VEGAN BBQ ALFRESCO

SERVES: 1



FOR A FULL  
ITALIAN  
EXPERIENCE  
PAIR WITH...

Caleo Pecorino  
43448



# ITALIAN PIZZA NIGHT

## Ingredients

- 1 pce | Pan Artisan Sourdough Pizza Dough Balls (56003)
- 170g | Gustoso Italian Pizza Sauce (01596)
- 45g | Vegan Grated Mozzarella Style Cheese (38141)
- 40g | Vegan Mozzarisella Cheese (36766)
- 20g | Red Onion Sliced (74984)
- 50g | Naked Glory Frozen Smokey Barbecue Tenderstrips (63164)
- 30ml | Lion Hickory BBQ Sauce (70416)
- 0.5g | Everyday Favourites Oregano (70348)

## Method

1. Defrost the dough balls in the fridge for at least 12 hours
2. Remove from the fridge and leave at ambient room temperature for 1-2 hours
3. Pin out the dough to 10-12 inches
4. Top with vegan grated mozzarella style cheese, 4 slices of mozzarisella, red onions, and torn smokey barbecue tenderstrips
5. Cook for 8-10 minutes (ideally in a pizza oven) until golden and cooked, then finish it with a drizzle of BBQ sauce and oregano

# BRITISH NIGHT

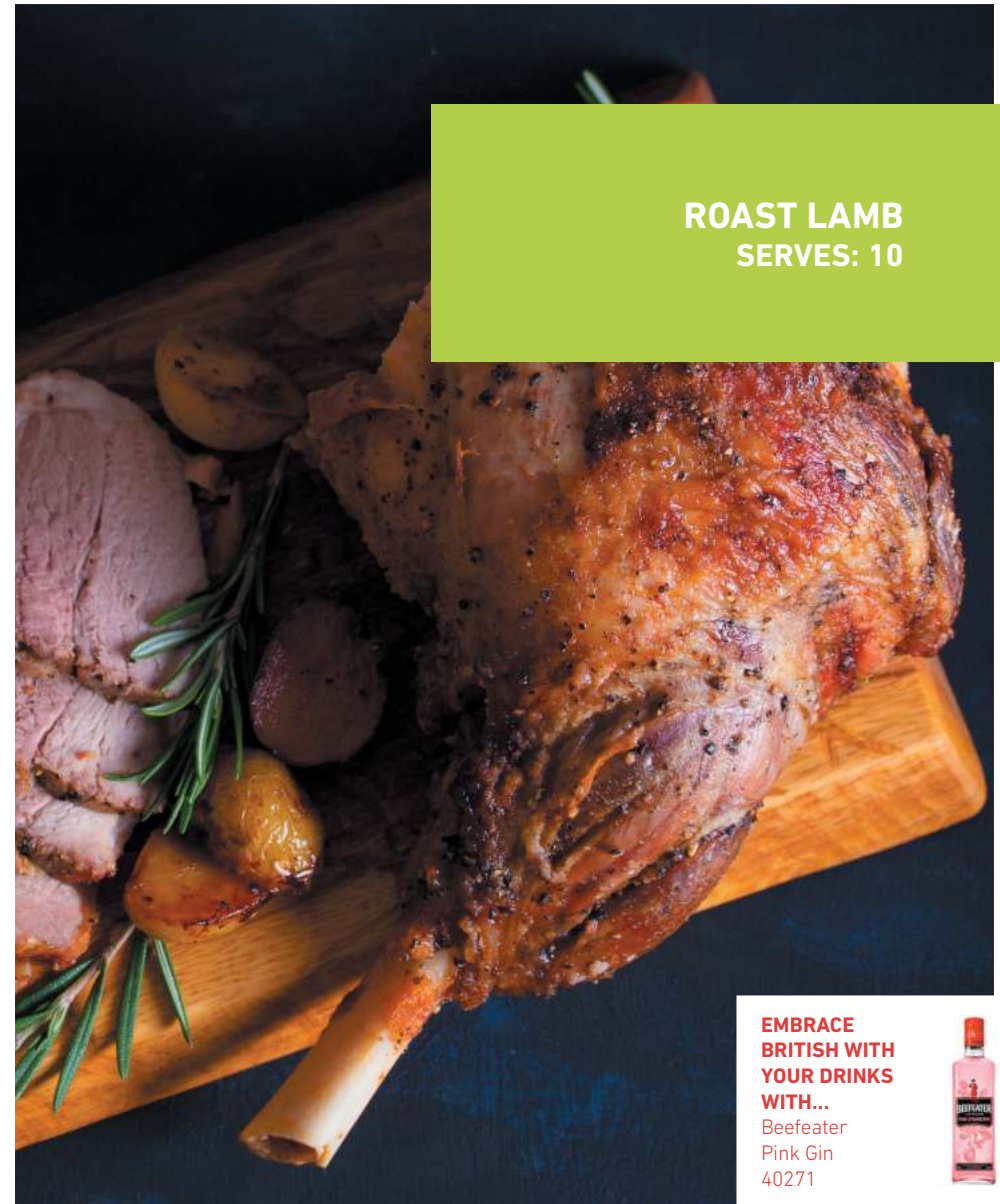
## Ingredients

- 1 | Farmstead Red Tractor Lamb Leg Boneless (71301)
- 60ml | La Espanola Pure Olive Oil Glass (13685)
- 12 bulbs | Garlic (16900)
- 200g | Rosemary (75677)
- 5 | Lemons (98770)
- 15g | Maldon Sea Salt - Organic (07650)
- 5g | Everyday Favourites Cracked Black Peppercorn (50396)

## Method

1. Marinate the lamb with the next few steps for 2 hours or over night
2. Make 6 cuts in the lamb and fill with 6 peeled cloves of garlic and rosemary
3. Create the marinade by combining olive oil, chopped rosemary, chopped garlic, lemon juice and lemon zest.
4. Rub the marinade into the lamb and then rub salt and black pepper all over
5. Cook the lamb for 1 hour 30 minutes or until the required temperature is met. If possible, keep drizzling cooking juices over the lamb whilst cooking.
6. Rest, then carve and serve!

## ROAST LAMB SERVES: 10



**EMBRACE  
BRITISH WITH  
YOUR DRINKS  
WITH...**  
Beefeater  
Pink Gin  
40271



## JERK CHICKEN RECIPE

SERVES: 10

FOR A FULL  
JAMAICAN  
EXPERIENCE  
PAIR WITH...

Red Stripe beer  
82086



# JAMAICAN NIGHT

## Ingredients

### For the chicken:

- 10 | Farmstead Chicken Thigh Boneless Skin On (72712)
- 200g | Major Caribbean Jerk Mari-Base (09083)
- 30g | World of Spice Jerk Seasoning (84045)

### For the rice and peas:

- 10ml | Extended Life Vegetable Oil (45950)
- 3g | Brown Onion (75585)
- 850g | Everyday Favourites Quick Cook Long Grain Rice (04291)
- 1ltr | Essential Cuisine Chicken Stock Mix (51918)
- 1ltr | Cook Asia Rich & Creamy Coconut Milk (18853)
- 800g | Royal Crown Red Kidney Beans (03350)
- 50g | Thyme (75129)
- Pinch | Coriander (75256)

## Method

### For the chicken:

1. Marinade the chicken in the mari-base for a minimum of 2 hours or ideally overnight
2. BBQ for 10 minutes, turning to stop it from burning until it reaches the required temperature or the minimum of 75c

### For the rice and peas:

1. Peel the onion and dice
2. Heat the oil and sweat off the onions. Add the rice with the coconut milk and stock (follow the user instructions for the stock)
3. Add the kidney beans and thyme, then simmer for 20 minutes or until the rice is cooked. Season and garnish it with chopped coriander



# AMERICAN NIGHT

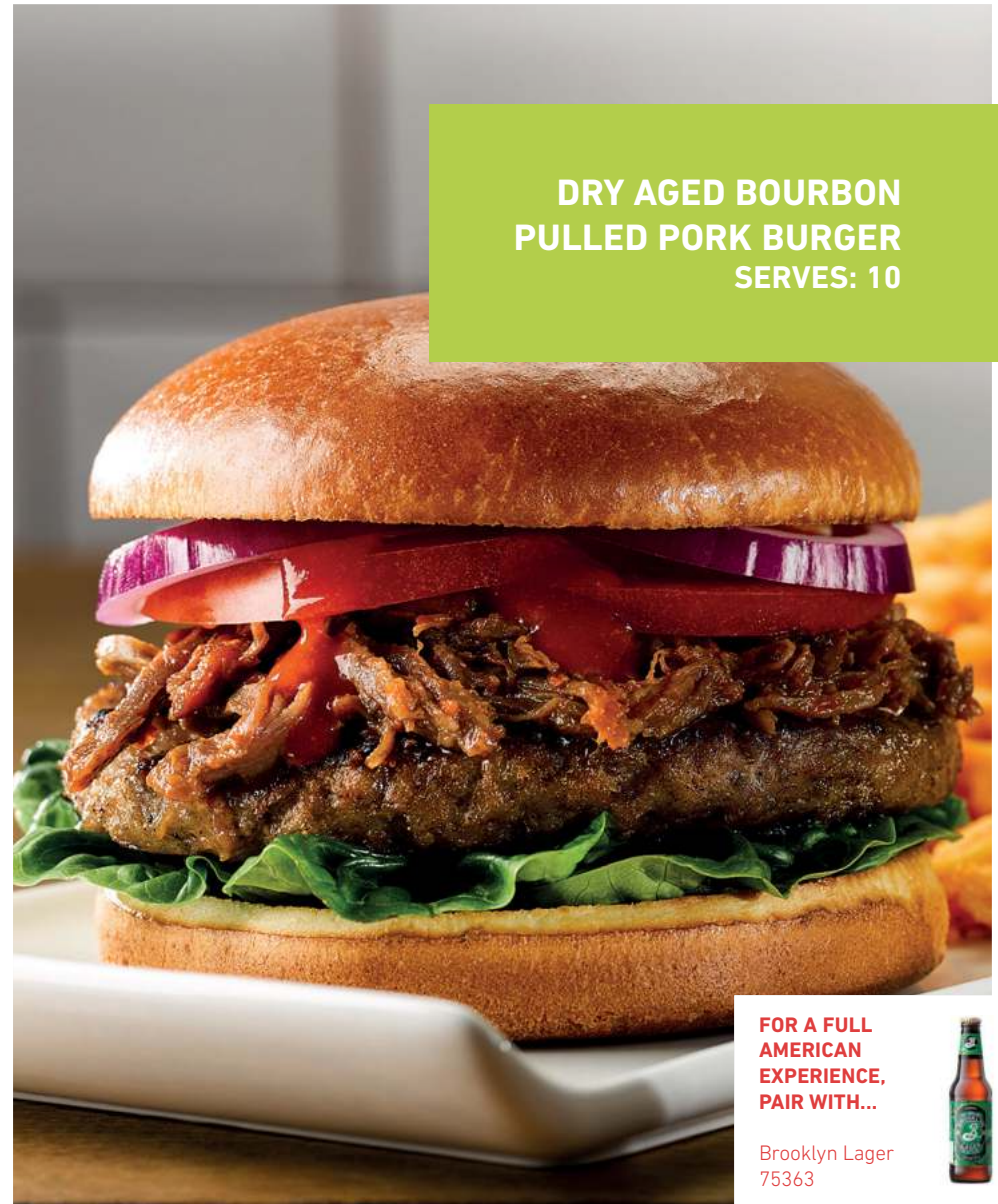
## Ingredients

- 10 | Farmstead 99% Beefburger 4oz (12380)
- 10 | Kara Vegan Brioche Style Burger Bun Sliced 4.5" (45103)
- 200g | Lion Maple & Bourbon BBQ Sauce (95690)
- 150g | Streetfood Mozambican Coconut Piri Piri Paste (26059)
- 200g | Onions Diced (14522)
- 200g | Everyday Favourites Mayonnaise (04135)
- 10 | Arla Mozzarella Cheese Slices (77357)
- 250g | Little & Cull Seasoned Pulled Pork (74479)
- 100g | Knorr Blue Dragon Sweet Chilli Dipping Sauce (Squeeze) (06203)
- 250g | McCain Surecrisp Skin-On Julienne Fries 6mm (20103)

## Method

1. Peel and slice the onions and cook till soft and caramelised.
2. Mix the BBQ sauce with the pulled pork and heat through - keep it warm
3. Cook the burger and mix the sweetchilli with the mozambique paste for the dressing.
4. Toast the bun and fry the chips, top the base of the bun with soft onions, a burger, the cheese, the pulled pork, mayonnaise and dressing.

**DRY AGED BOURBON  
PULLED PORK BURGER**  
SERVES: 10



**FOR A FULL  
AMERICAN  
EXPERIENCE,  
PAIR WITH...**

Brooklyn Lager  
75363





## Enjoying sports with friends is back!

This summer is set to be another big summer of sport due to the European Championship and the Olympics. If you can set up a premium outside experience, we know based off the last World Cup, that it will create excitement and plenty of sharing on social media to grow your audience. Don't just focus on your drinks here, there's opportunity to upsell meals and provide food offers too!

## Bring your bar outside too

We can support you with a number of solutions to help you bring your drinks offer outside. For example, we have multiple beer draught solutions from our partners, such as the Heineken Blade, Heineken Bar systems, and the Carlsberg Draughtmaster, which are all ideal for mobile bar set-ups. If you want to know more, email [info@unitywines.co.uk](mailto:info@unitywines.co.uk)

## To share or not to share?

That is the uncertain question for the future. A recent report by Lumina suggests that sharing food is unlikely to come back fast but it doesn't mean you can't create dishes that have that style of food. Customisable food options are set to be one of the biggest drivers for eating and drinking out<sup>(1)</sup>. Therefore, our chefs recommend the following options for your sharing menus for one or more:

- Personalised tapas
- Build your own burgers
- Ribs and wings combos



## HOW TO MAKE THE MOST OF YOUR SPACE

### Use bookings to generate more revenue

With reduced capacity, most have become accustomed to booking tables for both indoor and outdoor. However, there is an opportunity around using bookings to encourage more revenue through package deals. From set quality meals, to mini beer kegs to your table to watch the Euros, make sure you offer your customers what they come to you for in a package that they'll love.

### Premiumise your offer where possible

**Value for money is really rising as a key driver for customers, with 49% of people saying it's a consideration for when choosing where to eat<sup>(1)</sup>.** In a recession, customers' wallets will tighten as expected, and instead, they will look more towards a treat mentality when going out. If you are willing to invest in creating a really nice experience for your outdoor dining, such as igloo pods, heating facilities, live music, really nice aesthetics, or any extra touches to make it special, then you will capture this customer segment's spend.

Even if you have a limited space, how can you use that space to make it a little bit more special and increase the revenue for those who use it? Adding little touches that add quality to your offer is the solution.



[1] - CGA BrandTrack, Oct 2020



## HELPING YOU WITH HYGIENE...

To support you with keeping your customers and staff safe, our guide has all you need to provide the right cleaning solution.



### KEEP IT CLEAN



50% of customers with a bad experience with cleanliness will spread the word <sup>(1)</sup>.

### PAPER TOWELS ARE THE BEST!

The World Health Organisation recommends single-use paper towels as the most hygienic way to dry hands.

### FOOD HYGIENE RATINGS FOR BUSINESSES

customers will become more conscious about hygiene standards so work towards receiving a 5 star rating.

### SANITISING

Different products will need to be used to ensure a deep, hygienic clean is achieved i.e. soft and hard surfaces.



## Safety remains first

Hygiene and safety of your business will remain top of mind for trusting and returning to eat at your site. If a customer can clearly see that you have done all you can to promote a safe environment for them, then it gives them that extra confidence. From protective screens to cleaning products, we've got all you need to help you with keeping customers safe in our 'Helping you with hygiene' guide.

## Continue to adapt and utilise technology

Technology has become absolutely vital for most outlets for keeping customers and staff safe. With outdoor dining, we've seen the rise of QR codes/self-ordering tablets at tables and increasing contactless payments over the last year.

According to the BBC, **£8.4bn was spent using contactless payments during the Eat Out To Help Out scheme**, and there is absolutely no sign of technology adoption slowing as we go forward. New technology has been great for simplifying processes for all, and it also helps ease anxieties too, since **55% of consumers are more confident when a restaurant or pub has implemented technology** into their offer<sup>(2)</sup>.

It's not all about safety though, when creating menus you should now always think about how this would look digitally and aim to reduce the amount of scrolling a user has to do. This has further benefits since shorter menus make things easier back of house and reduce wastage!

## Make your outdoor space “Insta-worthy” and you’ll grow your customer base

The power of social media is quite remarkable these days. If you are looking for tips on what you can do to help generate revenue from your social media, we recently wrote a blog on the topic.

**1 in 3 18-34 year olds state that they plan to visit all the new/trendy/instagrammable places they have missed out on as soon as they can<sup>(1)</sup>.** If the aesthetics of a place is really good, consumers are more likely to take pictures and share their experiences. This in-return will give you more of an opportunity to show what you do to more people and it will increase footfall. This is absolutely vital if you are a business that capitalises on tourism and for the upcoming boom in staycations, since a huge amount of people now use social media to find good food choices in the area they are going.

### SEE OUR BLOG

Our Social Media Manager, Emily Lowery, recently wrote a blog and featured as a guest on our Talking food with Bidfood podcast to discuss reaching customers, building brand awareness and driving engagement.





# USEFUL RESOURCES

Find out more on how we can support you with getting Relaunch Ready

Contact your account manager for more support or visit: [bidfood.co.uk/covid-19-support](https://bidfood.co.uk/covid-19-support)

Hear more ideas and inspiration from industry experts on our Talking food with Bidfood podcast: [bidfood.co.uk/podcast](https://bidfood.co.uk/podcast)



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