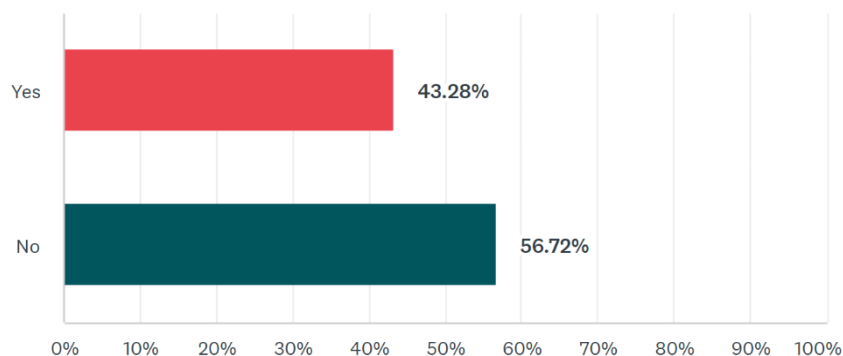


What your customers want to know survey

August 2023

What your customers want to know snapshot survey

Q.1. Do you apply any time limits on tables?



SELECTED COMMENTS:

No limit, but we do encourage guests to buy more if they have planted themselves during busy times. This normally gets them to move along. Sometimes we will also advise that we do need the table if they don't want more and we are busy.

On Fridays and Saturdays these are enforced, but on weekdays we tell people they can ignore the limits.

On busy nights we need to maximise numbers to break-even for the week.

Only for tables offered as an 'out by' before a later booking, this is after we're booked full.

Generally 2 hours but longer if for a larger group. If people specifically ask for longer we usually say yes.

2 hours... but we are very flexible

We don't take reservations and we find that those who stay longer tend to keep drinking and generally 'enjoying', so worth more than quick turnover. Others come for a 'quick bite' and are gone, so free up tables more quickly. It seems to balance out overall.

But we will ask if a table wants anymore food/drink if they are simply chatting and not spending as other people are waiting. This applies especially for our outside tables which are the most sought after.

Only when busy but an automatic message pops up when booking online with a 2 hour limit.

We are takeout only; so no dining available in-store.

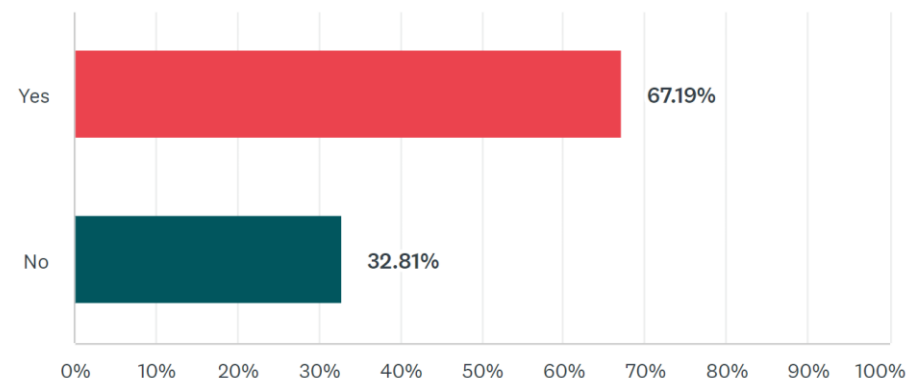
Only when we have the table booked afterwards.

Early tables we have a 2 hr limit so we can rebook them.

Yes, 2 hours, but we aren't strict about it. On occasion when there may only be a table available until or after a particular time.

Only in summer when we are very busy and need to turn over tables for a prior booking. But we let customers know whether a table is booked later in the evening.

Q.2. Have you changed your wine by the glass prices in the past six months?



SELECTED COMMENTS:

We've matched suppliers price increases.

This is to reflect cost increases and also delivery fee increases.

We have also adjusted the pour volume.

We're holding price increases until September, which we see as the start of our new season.

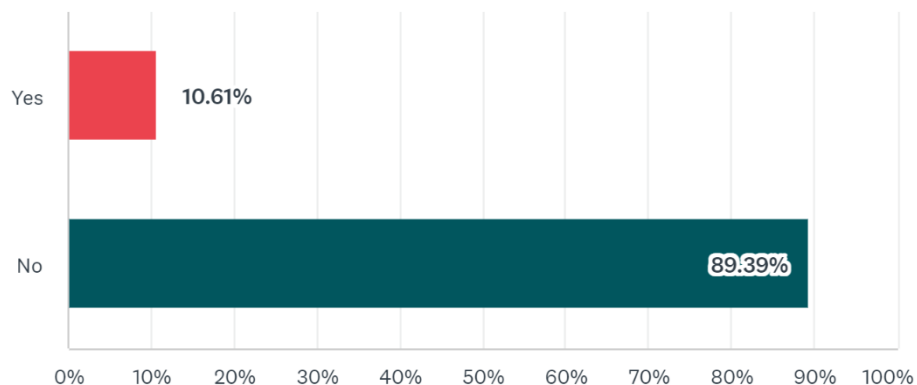
We haven't yet, but certainly thinking about it.

We have adjusted in line with our increased COGs.

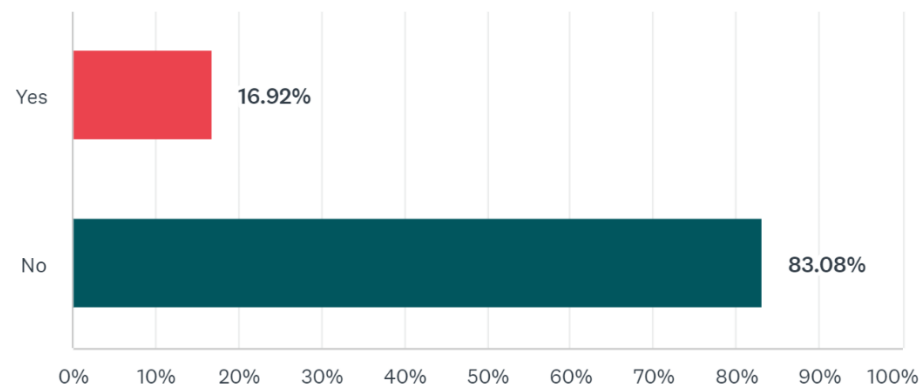
We have natural and organic wines, our price per glass range from \$15 to \$18.

What your customers want to know snapshot survey

Q.3. Do you have any mains priced at \$50 or more?

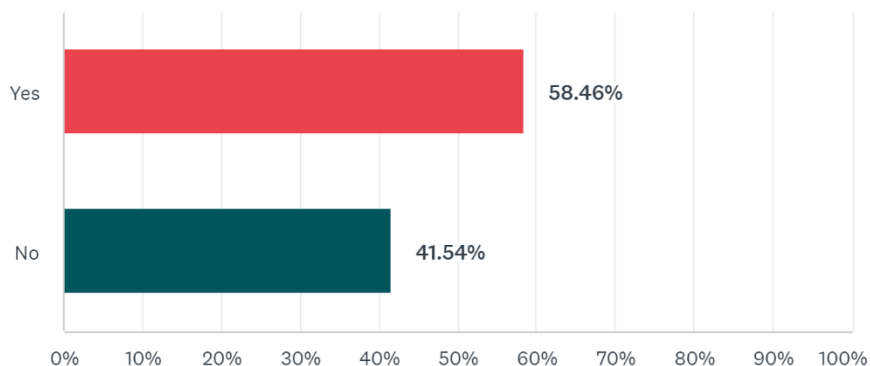


Q.4. Some customers say they have noticed more "snack" options being available that are priced per piece. Do you price 'snacks' per item? tables ?

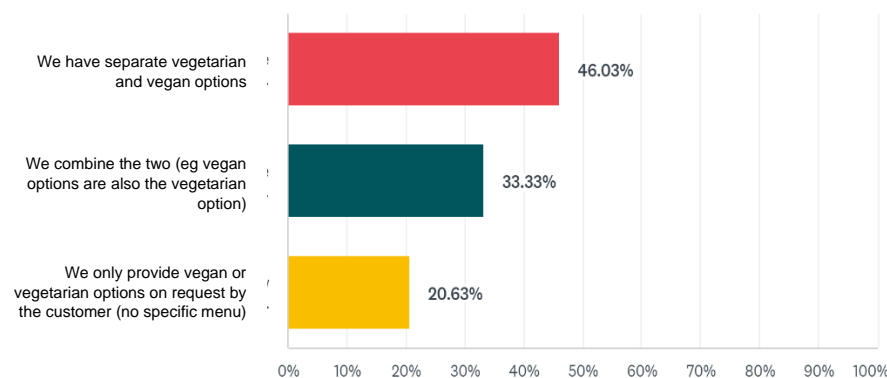


'Per piece' pricing ranges from \$4 - \$10 on average.

Q.5. Do you close the kitchen earlier than pre-Covid?



Q.6. Do you offer both a vegetarian and vegan menu?



What your customers want to know snapshot survey

Q.7. What percentage of tables do you make available for a 7pm Saturday booking?

Of those that operate an evening reservation system:

% of tables available	% of responders operating to this formula
0-10%	29%
10-20%	9%
21-30%	14%
30-50%	8%
50% or above	40%

SELECTED FINAL COMMENTS (other trends noted by operators)

We notice more people sharing meals than previously.

We've noticed it getting very quiet, with people going for coffee and a treat rather than lunch.

We are selling more cabinet as customers become more price-spend conscious.

I'm not sure that customers understand the labour costs attached to meals/table service etc. They do seem to understand the food costs as they are impacted by this in their own supermarket trolley but I think when they look at price increases they fail to realise that it is equal portion food increase and labour.

It is getting harder as constant price increases. Stuff recently reported that potatoes have increased 48%, which makes chips increase yet again.

Our focus since re-opening post-Covid has been on maximising efficiency, regularly increasing menu prices, incorporating technology and incorporating 'price conscious options' into our menu offering.

Despite putting prices up, all four of our (completely different venues and spread out across a region) are slightly down on the same trading period as last year. So if we hadn't put prices up, we would be further down.

We have increased our prices (10-20% and more for some meat based items) to cover increased food and labour costs. Customers seem to understand and accept this.

We are finding that with the borders having reopened, travellers don't seem to be bothered with our menu pricing and appreciate the breadth of choice, smart branding, cleanliness and efficiency in getting well cooked food out on fast turnaround times.