

A FAMILY BUSINESS

STEPHENSON'S

Supporting The Catering Trade Since 1868

Summer 2016



Let's Take This Outside

Outside Dining is GROWING

& with summer just round the corner there's no time like the present to get in on the trend.

Expand your square footage and give your customers more room to

SIT, STAY AND SPEND

Outside Dining is a HOT TREND

- John Calton,
Masterchef Finalist and
Head Chef at The Staith House

Outside Dining Areas
Increase Beer Sales
by **10-15%**

Outside Seating can
Increase Revenue
by **30%**

Last Summer, the Sun
Sent Brits to the
BEER GARDEN,
Helping to Push Spend up by
14.2%

¹ <http://www.foodfestivalfinder.co.uk/top-chef-2015-food-trend-predictions>

² <http://www.takestockmagazine.com/eating-outdoors/>

³ <http://www.shadefxcanopies.com/commercial-patio-covers/>



Setting the Scene

Offering space to sit in the sun will tempt customers through the gate, allowing them to stay outside whilst remaining fed and watered.

You can tap into the outdoor dining trend by investing in a few key pieces of equipment. Serve up your usual menu items on olive wood boards, interestingly different and ideally suited to outdoor dining.

Present drinks in colourful mismatch glassware, brightening up your outdoor space and giving drinks offerings more punch. Heat things up with a Kamado Joe barbecue, perfect for summertime gatherings in the beer garden.

Henry's Top Tips

- Barbecue season can mean big, meaty business, and a good grill is a must
- Continue your overall theme whilst considering the requirements of an outside space. Olive wood boards are durable and bang on trend – their natural aesthetic is perfectly suited to dining al fresco.
- Mismatched glassware is fun, quirky, and colourful. Invest in a selection of vessels to uniquely present each drink
- Premium plastic glassware delivers quality and durability for outdoor drinking
- 2-pint glasses, 4-pint jugs, beer buckets, and dispensers prevent drinks from running dry for longer



Henry Stephenson

What's on the Table?

Kamado Joe BBQ

Suitable for grilling, smoking, searing and baking, the Kamado Joe Classic is versatile, practical and fantastic to look at. For use both indoors and out, the grill heats up in 15 minutes, ready to produce moist meats, sizzling steaks, and pizzas baked to perfection.



Olive Wood Boards

Olive wood boards are ideal for outdoor use. Resilient, hygienic and attractively crafted, each piece offers its own rustic personality. Ideal for serving dishes from burgers and fries to antipasti and salad, the olive wood is ethically sourced and has high antibacterial properties.



Mismatched Glassware

Creating a cool and relaxed atmosphere, mismatched glassware is the ideal beer garden accessory. Present cocktails, beer, wine and spirits in individual glasses that express the drinks' - and the drinkers' - sunny personalities.

