Publicans should make the most of the money-spinning opportunity afforded by the World Cup, with fans likely to head to the pub to watch matches. As Nigel Huddleston discovers, it’s time for pubs to cash in.

C’mon England

The World Cup is, without question, the single biggest sporting event to bring customers into British pubs.

The market researcher Mintel suggests that 75% of the adult UK population will watch this year’s tournament, and that 20% of those who did so in 2010 watched games in a pub. This figure rose to more than four in 10 among men aged from 18 to 34, and a third of all those who watch World Cup matches are people who don’t normally watch football, confirming that the tournament brings more potential business for pubs than an average Premiership Super Sunday.

Figures from the Centre for Economics & Business Research show that the 2010 World Cup in South Africa contributed more than £1bn to the UK economy.

Beer was one of the main beneficiaries, with Kantar Worldpanel figures showing that sales were up by 13.2% over the period of the tournament, more than crisps, pizza, soft drink and barbecue sales.

Neither was beer growth confined to England – the only home nation to compete in the tournament, as it is again in 2014 – with double-digit growth experienced in Wales, Scotland and Northern Ireland.

With this year’s tournament taking place in Brazil, arguably the most famous footballing nation of all, there’s an extra frisson of excitement. Brazil play Croatia in the opening match on Friday, June 12, the first of 64 matches – including the final on 13 July – all on free-to-air TV.

Though there are some late-night games, match times are relatively kind to the pub trade, with the entire knockout stage based on 5pm and 8pm starts (UK time).

Jennifer Anton, UK marketing manager for official sponsor Budweiser, says: “One of the most exciting things is that the kick-off times couldn’t be much more suitable to the UK.

“People will be going to the pub for early games or staying out a little longer to watch the later ones.”

Make sure your World Cup runneth over
The booze from Brazil

Licenses should give their football World Cup offering a boost this summer by featuring Brazilian wines and spirits — and provide some mouth-watering cocktails for fans

Despite owning the big Brazilian beer brand Brahma, AB InBev UK is putting all its World Cup efforts behind Budweiser, which is being backed by a global marketing campaign.

The brand is the long-standing official beer sponsor of the tournament and TV ad spots under the Rise As One slogan will be shown this month, and again from 24 May.

The campaign is intended to stand out from an expected glut of technicolour Brazil-themed ads by shooting in black and white — and aims to celebrate fans from all nations coming together to celebrate the event.

There will also be outdoor ads, limited-edition on-trade bottles and a consumer competition to win tickets to the tournament, which pub customers will be able to enter by using a special Budweiser phone app to scan a logo on a bespoke pint glass or bottle. There will also be on-trade support with back-bar displays, table talkers and drip mats.

The company’s marketing manager Jennifer Anton says: “We want the world to rise as one to celebrate the great wins and commiserate over defeat, and to have a unique shared experience around football.”

Budweiser has produced a downloadable tips guide to help venues prepare, available at riseasone.com. Suggestions include serving ice buckets of beers to sharing groups to reduce the number of visits they have to make to the bar.

The official World Cup Champagne, Taittinger, has a limited-edition bottle of its Brut Reserve NV. The bottle has a gold label with an image of the trophy on the neck and means UK drinkers can watch games sipping on the same luxury fizz being enjoyed by VIP guests in Brazil.

Brazilian wine is getting a marketing push under the banner Wake Up The Brazilian In You, with a consumer competition on bottles to win a trip to the country, T-shirts, footballs and wine coolers. There are more than a dozen wineries exporting to the UK with leading wine suppliers PLB, Bibendum and Stevens Garnier among the importers.

HS Drinks has released a WKD Brazilian limited edition of its market-leading RTD brand. It is available in 27.5cl PET, as well as glass, to help pubs in areas subject to licensing restrictions.

Specially-created cocktail recipes — the Copacabana, Rio and Carnival — each contain WKD Brazilian, a spirit or liqueur, and lemonade.

The WKD Brazilian is being supported by a £1m marketing campaign including advertising and 300 on-trade parties. There are free PoS kits with posters, bunting, balloons and banners, while the promotional giveaway of the summer could be the WKD caxirola, a maraca-like instrument that the brand thinks could be “a far less intrusive” than the vuvuzela, which became infamous at the last World Cup in South Africa.

Marketing director Debs Carter says: “We’re focusing on providing support for licensees, helping them to drive football and bring some theatre and a party atmosphere to pubs and bars. The branded items will help build an authentic Brazilian atmosphere on matchdays.”

Pubs don’t have to look to global or British brands when the World Cup is on. Brazil has a national spirit of its own in cachaca — a distillation of sugar cane juice — and a cocktail derived from it, the Caipirinha. A classic Caipirinha can be made by dropping squeezed lime wedges into a Boston glass with 12.5ml of Caipirinha, a spirit or liqueur, and lemonade.

While pitcher cocktails work well for high-volume occasions such as the World Cup, Ponté says the Caipirinha works best as an individual drink. However, Cabana does serve other pitcher cocktails with cachaca in them, including ‘Brasilian Pimm’s’, which combines red wine, cachaca and guarana.

Campa of Sagatiba, distributed by Matthew Clark’s Catalyst Brands arm, is one of several cachacas in the UK market.

Pietro Mattioni, UK manager for Gruppo Campari, adds: “Sagatiba is supporting the UK trade with kits and PoS, making it easy to offer customers the perfect Caipirinha in bars this summer.” Kits can be obtained through Catalyst sales reps.

► World Cup images

Trophy tipple: both Taittinger Champagne and Budweiser beer use World Cup images
World Cup Special: the drinks opportunity

Team tipples

To play a full part in the World Cup experience, publicans can ensure their outlet stands out from the rest by featuring food and drink from some — or even all — of the 32 countries competing in the tournament. Adrian Tierney-Jones reports

From June onwards, many pubs and bars will be doing their best to celebrate the World Cup in Brazil (though it will take more than a few pints to imagine England ending up as winners on 13 July). Whether this will involve showing games on big-screen TVs or bringing in food and drinks from participating countries, it's a good chance for licensees to profit from the beautiful game — especially through drinks.

However, first of all, the publican needs to know what will go down best with their clientele. There's no point putting on a night dedicated to caipirinha cocktails if customers are keener on their pints of lager or ale. On the other hand, if your pub's food offerings are highly regarded, you might want to consider dishes from Brazil (or France, Italy, Spain or other footballing nations).

Something of this nature is on the cards in central London bar Jetlag (www.jetlagbar.com), where food and drink from World Cup countries will be available during the tournament.

The bar says that it will concentrate on international street food and craft beers, which means that — for instance — USA supporters can relax with Kona's Longboard, while those rooting for southern neighbours Mexico can pick up a Red Pig (other countries' beers will be available).

Those with a yearning for cocktails can turn to the likes of the Ipanema Thong, which mixes Brazilian spirit cachaça with Chambord and fresh blackberries. Brazilian food and drink is certainly on a roll at the moment: the beers of Cervejaria Amazon, seen as Brazil's most successful craft brewery, have been brought into the UK by speciality beer importer World Beers (www.world-beers.co.uk). Managing director Peter Karsten says: "The Amazon craft beers are premium quality, perfect for summer, beautifully packaged and tap into a real consumer trend for unique and creative brews. With the World Cup adding additional Latin flair to the summer, followed by the Olympics in 2016, we are very excited about the brand's prospects and feel it will see strong interest in the on-trade."

Other Brazilian beers available include the more traditional tropical lagers Brahma and Palma Louca, but beyond beer there is also the WKD Brazilian limited edition, a fruit-flavoured variant of the drink.

Of course, you don't have to go Brazilian if you want to celebrate the World Cup. There are 32 teams competing, all of which — apart from Iran — produce their own beers, spirits and wines. Here are six countries that licensees wanting to get into the World Cup spirit might want to feature in their beer selection.

Better known for their prowess at rugby and cricket, Australia are once again up for the cup, which allows licensees to look out for beers from the continent's thriving microbrewery scene. Stone & Wood's Pacific Ale (distributed by Camden Town Brewery) is a fresh, fragrant and refreshing pale ale, and Coopers Brewery's Sparkling Ale (available at www.pierhead.uk.com) is also well worth hunting down. Naturally, barbecued steaks have to be on the menu.

Japanese lagers are pretty well-known in the UK but — for something different — try Hitachino Nest White Ale, which is produced by a long-established sake maker. Influenced by Hoegaarden (though with added fruit and spices), it's a light and tangy beer with citrus and spice notes — an ideal accompaniment to tempura prawns.

The French qualified by the skin of their teeth and this can be celebrated with some of their finest wines. However, in the north of the country, there's a thriving brewing culture where the beers owe a lot to their Belgian neighbours.

La Brasserie de St-Sylvestre's 3 Monts (available at www.jamesclay.co.uk) is a powerful, golden beer that comes in a cobbled Champagne bottle and is ideal for sharing, perhaps with a plate of charcuterie.

Brazil's neighbours Argentina are pretty good at football as well (don't mention the 'Hand of God' though). The country is noted both for its rich, red wines and the light-coloured and crisp-tasting tropical lager Quilmes (available at www.matthewclark.co.uk). This is definitely one to serve to locals who fancy themselves as gauchos galloping across the Patagonian badlands with a nice slab of steak in tow.

Another team with flair is the current World Cup holders Spain, and an equally stylish choice is Alhambra Reserva 1925 (available at www.matthewclark.co.uk), a full-textured premium lager with a crisp, clean and refreshing mouthfeel. This is one to get the party going with a selection of tapas.

Finally, when it comes to penalties the Germans usually have the English well beaten, but licensees wishing to enjoy the best of both worlds might want to plump for the elegant and slightly bitter Veltins lager (available at www.westsidedrinks.co.uk) alongside a classic such as St Austell's Proper Job or Adnams’ Ghost Ship. May the best beer win (after extra-time, of course).
Creating the Rio deal

Brazil's national dish is feijoada, a complex black bean stew made with various cuts of pork, ham, bacon or sausage, with the exact ingredients fine-tuned to the availability and preferences of the chef.

If you can pin down a doable recipe and successfully test it before the tournament, it's worth it for a period when there will be high traffic because it can be made relatively cheaply and in big quantities for quick service.

It can be served either with rice or chips made from cassava, a starchy Brazilian root vegetable.

Cassava can also be used to bake bread, while David Ponté, founder of the Cabana restaurant chain, says it can be turned into flour for crispy pancakes or dough balls, ground to make farofa — a breadcrumb condiment that gives Brazilian dishes a crunch — or squeezed into the sauce of a traditional duck dish called pato no tucupi. He observes: “The biggest pitfall of working with cassava is that the skin is very tough and fibrous. To get the best out of working with it, cut the vegetable into long quarters and then use a paring knife – rather than a vegetable peeler – to cut away all the brown skin on the outside.”

Cassava should be par-boiled before deep-frying.

Other dishes pub chefs could try their hand at include a sandwich popular in Brazil called a bauru, which features melted cheese (usually mozzarella), slices of roast beef, tomato and pickled cucumber in a French bun.

In addition, there is something known as misto in Brazil – a simple ham and cheese sandwich that can be served with or without butter, hot or cold.

Finally, and fortunately, Brazilians love torresmo – or pork scratchings, as they are known over here, so this is a great opportunity for pubs to promote this traditional snack.

And don't forget there are plenty of other countries competing in the World Cup that pub chefs can focus on when it comes to food and drink.

For example, you could lay on: hot dogs for USA games; paella (Spain); pizza (Italy); steaks (Argentina); tortillas (Mexico) and bratwurst (Germany), just for starters.

It’s probably wise not to get too adventurous with your dishes, as you don't want to bite off more than you can chew (excuse the pun).

However, serving a few straightforward treats – therefore demonstrating that your pub really wants to get involved with the tournament – will ensure you will create interest and stand out from your rivals.
England’s matches prepare for screening
advice on how to
information and
Here is some helpful
foul of the authorities.
Cup to avoid falling
ahead of the World
cup special: licensing

The move represented a U-turn from the Government, which des-
cribed England’s presence at the
tournament as “an occasion of
national significance” and relaxed
licensing laws for England games
starting at 8pm or after. This will
allow pubs to serve for four hours
after kick-off until 1am at the latest.

It means pubs will be able to take
advantage of extra hours in a late
window, although if you apply
online, the council will contact
to make sure things run
smoothly and that they stay on the
right side of the police and local
authorities during the World Cup.
The British Beer & Pub Association
(BBPA) – with the support of the
Local Government Association and
the Association of Chief Police Offi-
cers – has issued guidance, which is
downloadable at beerandpub.com.

It includes carrying out risk assess-
ments for each game you cover and
contacting police to tell them about
your plans.

Publicans need to
be aware of a range
of licensing issues
ahead of the World
Cup to avoid falling
foul of the authorities.
Here is some helpful
information and
advice on how to
prepare for screening
England’s matches

The council cannot refuse a notice
unless the police or environmental
health department objects to it, and it
must do this within three days of
receiving it. In addition, it can object
only if it thinks your event could:
(a) lead to crime and disorder
(b) cause a public nuisance
(c) be a threat to public safety
d) put children at risk of harm

Licensing solicitor Poppleston
Allen suggests getting the TEN appli-
cation in as early as possible will
smoothly and that they stay on the
licensing laws for England games
starting at 8pm or after. This will
allow pubs to serve for four hours
after kick-off until 1am at the latest.

It means pubs will be able to take
advantage of extra time for Eng-
lanc’s opener against Italy on Sat-
urday, 14 June (11pm ko) and the Uru-
uguay game on Thursday, 19 June (6pm).
Prior to this, a consultation on the
issue had been held, sparked by calls
from PM David Cameron, who
ordered the Home Office to recon-
sider its earlier decision not to allow
late licences.

It had rejected an application on
behalf of all pubs to allow them to
stay open between 8pm and 1am on
13/14 June, adding that the World
Cup was not a “one-off event” like a
royal wedding.

The Government says it expects
to show World Cup
clashes. It estimates between 28,000 and
32,000 pubs will show the games,
with 9,000 to 17,000 other licensed
premises also screening them.

However, if venues want to show
non-England matches with a late
start/finish but their permitted
hours don’t allow them to trade until the
final whistle, they will have to apply for a temporary event notice
(TEN) at a fixed cost of £21.

If a TEN is needed, the applica-
tion needs to be made at least 20
working days before the event, not counting the date of the
event or the application date.

Licensees must also send a copy of
the TEN to police within the same
timeframe, although if you apply
online, the council will contact
to make sure things run
smoothly and that they stay on the

right side of the police and local
authorities during the World Cup.
The British Beer & Pub Association
(BBPA) – with the support of the
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cers – has issued guidance, which is
downloadable at beerandpub.com.

It includes carrying out risk assess-
ments for each game you cover and
contacting police to tell them about
your plans.

You should make sure
the designated premises
supervisor or an ap-
pointed duty manager
is on-site at all times
and that your staff
are aware of

the principle of
affected premises.

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Is your pub match-fit?

If you want to be a winner in this year’s tournament, it will pay for licensees to be well prepared, instead of trying to play catch-up as the tournament nears. Here are some of the key steps to take and areas to consider.

Rehearse your offering

Many people will visit your pub for the first time in years to watch football. What you don’t want is them coming to an early game, having a bad experience and going elsewhere for the rest of the tournament.

Getting sight lines on screens is important, making sure that wherever anyone is in the venue they can see what’s going on. Domestic football goes into lockdown for the weeks leading up to the tournament, so if you want to check out whether your set-up works, you might need to get handy extra screens well in advance and fine-tune their positioning.

The second bank holiday weekend in May features plenty of top-notch sport, with the Champions League final (24 May), Heineken Cup final (24 May) and football league play-off finals (24 to 26 May). It’s a chance to test your systems in a ‘live’ setting and get an idea about the likes of kitchen workload or anticipated staff levels ahead of the big tournament.

If you’re planning to add a Brazilian touch to your food or try your hand at Caipirinhas, the weekend ahead of the tournament provides an opportunity to get things polished before the big kick-off.

Ask your team to see if anyone knows their samba from their Tropicália and can set you up with a Spotify playlist of Brazilian beats.

Publicise in advance

No one will come to watch the football unless they know you’re going to be showing it. Use A-boards and blackboards to build up anticipation with teasers from two to three weeks in advance, to make it clear yours will be a World Cup venue.

From one week out, start advertising specific fixtures, with clear kick-off times and any promotions or entertainment you’re providing before, during, or after games.

Also publicise your Twitter and Facebook feeds, making it clear that you’ll be sending regular updates on your activity through social media as the tournament progresses — and follow this through. You could also offer specific deals and offers to followers to generate loyalty.

Increase dwell time

While it’s a positive to be prepared, it’s also good if things don’t have a chance to become stale before the tournament even kicks off. Keeping aspects of your offer, such as any special décor, under wraps until the last minute could help create a wow factor and show that you have moved up a gear as the event gets under way.

Hold something back

While it’s a positive to be prepared, it’s also good if things don’t have a chance to become stale before the tournament even kicks off. Keeping aspects of your offer, such as any special décor, under wraps until the last minute could help create a wow factor and show that you have moved up a gear as the event gets under way.

Covent Garden-based UK Tropical imports (020 8944 7299) but you should also check with regular food-service suppliers as pre-prepared cassava chips are widely available.

Identify peak times

There will be excitement around the opening match, featuring host nation Brazil on 12 June, with England opening their campaign against Italy on 14 June. England then play Uruguay on 19 June and Costa Rica on 24 June. Second-round games will take place between 20 June and 1 July, with quarter-finals on 4 and 5 July. The semi-finals are on 8 and 9 July, with the final on the evening of 13 July. This is a Sunday, so you will need to consider your staff rota, plus take into account the fact that food planning will be impacted for the whole day, assuming you’ll want to retain a Sunday lunch offering.

42 the number of days to go before the tournament kicks off

44 the number of days to go before England start their campaign

32 the number of countries that will be vying for the trophy

64 the number of matches that will take place to find a winner

Start now

If you plan to go the whole hog on the Brazilian theme it might mean looking outside your normal supplier base for specific products or ingredients.

The likes of Brazilian wine, cachaça and cassava can be obtained through established UK suppliers but it might mean looking around and thinking long-term to ensure initial availability and continuity – what are normally low-volume products are going to experience unusually high demand for a short period.

In addition to Sagatiba, several cachacas have established UK agents representing them in the UK, including Spivaca (Marblehead Brand Development) and Piti O’Farrell Trends. Suppliers of fresh cassava include

Morning Advertiser