



Wednesday 12 November – Wednesday 31 December

PUB MANAGER BRIEF

PRIVATE AND CONFIDENTIAL

Contents

Christmas-planning checklist	4
Food offer	7
Last Years Stock.....	11
Staff Feeding	11
Allocations.....	11
Bookings.....	11
Drinks Offer	12
Mulled cider	12
Festive ales.....	12
Festive cocktails	13
Stock & Deliveries	14
Delivery Schedules	14
Tradeteam Stock Build and Ordering.....	14
Matthew Clark Stock Build and Ordering	14
DHL Food Deliveries	14
Christmas Menu Stock	14
Non Consumable Ordering	14
Christmas POS.....	15
Christmas POS order codes.....	15
New Year’s Eve poster order codes	15
Decorations	16
Christmas decorations	16
Key dates.....	16
Health and safety	16
Planning	16
Hanging and fixing decorations	16
Storing decorations safely.....	16
Decorations order codes.....	16
Speed of service bar and floor	17
The Wetherspoon app	18
Running a successful Christmas Day	19
Christmas Day rota-planning	19
Christmas recruitment and personnel	20
Top tips	20

Training courses	20
Gift cards	21
Order codes	21
Loading a gift card	21
Redeeming a gift card	21
Checking the balance	21
Door staff	22
Booking door supervisors early	22
Door supervisors	22
Pub security and fire safety management	23
Fire safety management	23
Pub alarm	23
Pub security	23
Notes	24

Christmas-planning checklist

Please use the dates below to guide this year's Christmas-planning.

Ensure that this document is reviewed weekly, in line with your blue-bag actions.

October

WEEK COMMENCING	TASK	COMPLETED
6 October Week minus 11	We will be applying for TENS centrally this year, so ensure that you have completed the TEN checklist on myLibrary and returned it by Friday 31 October to: tens@jdwetherspoon.co.uk	
	Ensure that all fire places are checked/working. Agree on your cold-weather plan with your area manager, ensuring full use of fires over the Christmas period.	
	Ensure that you have ordered sufficient supplies of glasses, crockery, cutlery, uniforms, chemicals etc to see you through the festive period without going overboard.	
	Check that you have plenty of gift cards.	
	Double check 2024's sales, taking note of any key sessions where you were caught out, eg Mad Friday breakfast, New Year's Eve breakfast. Refer to sales by timeslot by day report for Christmas day takings.	
	Update your Forecast Bar, Food and Hotel Sales in mySchedule up to the end of January, your target hours based on these sales can then be seen in the Weekly View.	
CHECKED BY AREA MANAGER		
13 October Week minus 10	Agree with your area manager your Christmas and new-year opening hours. this should reflect the TENS applications (1am trading Mon 22, Tue 23, Wed 24, Mon 30 and Wed 31 Dec).	
	Agree, with your team, on who will be working the festive period's key shifts (Christmas Eve, Christmas Day, New Year's Eve, New Year's Day).	
	Complete the security risk assessment for the pub. Consider any additional controls that may be needed on the key shifts.	
	Confirm, with your area manager and door staff company, your agreed door staff requirements. Ensure, with your area manager, that door staff reductions for January have been agreed on, communicated to the door staff company and forecast door staff costs updated in mySchedule.	
	All Christmas recruitment needs should now be identified and vacancies (whether permanent or temporary) posted on AMRIS. Consider whether you will be enhancing GMH levels for existing staff over the festive period and what GMH allocations you will give on fixed-term contracts.	
CHECKED BY AREA MANAGER		
20 October Week minus 9	Hold a meeting with your kitchen manager, Christmas co-ordinator and key staff, to plan your Christmas preparations. NB: We are not taking bookings this year.	
	Confirm Christmas lights switch-on dates, late-night shopping times and any other local events and ensure that rotas reflect the potential uplift in trade. Check for local bonfire events and adjust rotas accordingly.	
CHECKED BY AREA MANAGER		

November

WEEK COMMENCING	TASK	COMPLETED
27 October Week minus 8	All kitchen staff to have been briefed on Christmas dish specs. A quick spec poster will be allocated to all pubs and should be displayed in a prominent position for the team to refer to. Individual spec cards and video specs will also be available on myJDW.	
	Check that festive opening times have been updated on the website.	
	Ensure your app station is set up for success. Follow the app station set up and operating guide on myJDW.	
	Christmas food allocations begin Thurs 30 Oct – Thurs 6 Nov. If you do not currently stock mashed potato (FVEGE190) this will be auto allocated however you will then need to maintain your stock levels.	
	Decorations will be allocated based on the survey completed at the start of the year. There will be no new trees allocated this year, allowing us to maximise covers. Placement of existing trees should not reduce covers.	
	New starters should be in place for the peak Christmas period, with inductions completed. Any enhancement to GMH levels should be confirmed, using the template letter on myLibrary.	
CHECKED BY AREA MANAGER		
3 November Week minus 7	Set up a Christmas hamper raffle for Young Lives vs Cancer.	
	Christmas food allocations begin Sunday 30 Oct – Thurs 6 Nov. If you do not currently stock mashed potato (FVEGE190) this will be auto allocated however you will then need to maintain your stock levels.	
	Online Christmas menu training will be assigned via myLearning Centre. All employees must complete.	
CHECKED BY AREA MANAGER		
10 November Week minus 6	<ul style="list-style-type: none"> KEY DATE – Tuesday 11 November* Please ensure that no decorations are displayed before close of play as this date is Armistice Day. Complete any defrost ready for the walk-in offer starting on Wednesday 12 November; refer to 2025 sales for your daily averages. 	
	Free ordering of Christmas food items available from Monday 10 November.	
	Christmas offer starts on Wednesday 12 October.	
	Manually add Christmas items to the 'Additional items' tab of the Automated defrost and Prep Calculator (ADC).	
CHECKED BY AREA MANAGER		
17 November Week minus 5	Although historically we have looked at sales from the last time Christmas fell on a certain day, in this year's case a Thursday, this last happened in 2014 so will not be relevant. Use the sales reports from last year, which can be found on Sharepoint (To Review/Half Hourly Sales Report folder) and adjust sales patterns accordingly.	
	Rotas complete in mySchedule for w/c 1 December until w/c 29 December. (NB: It is double time for hourly employees on Christmas Day.)	
	Christmas Delivery Schedules available on Sharepoint. Review delivery dates for each supplier noting day changes over Christmas Bank holidays.	
	Matthew Clark stock build week 1 – Review build requirements for Christmas. APOS suggested ordering will not account for sales uplifts. Bulk orders should be placed this week. We are expecting some of our busiest days ever both wc 15 December and wc 22 December.	
CHECKED BY AREA MANAGER		
24 November Week minus 4	Rotas for the entire festive period should be completed this week, to include all of January. You will need to identify by this point which shifts need to be worked, but may not have names for those shifts. End date of fixed-term contracts should be established and written on contracts. (Anyone terminated before this date, with over four weeks' service, should be given one week's notice.)	
	Matthew Clark stock build week 2 – Review build requirements for Christmas. APOS suggested ordering will not account for sales uplifts. Bulk orders should be placed this week. We are expecting some of our busiest days ever both wc 15 December and wc 22 December.	
	There will be a small Tradeteam keg allocation to support volume initiatives in December. Each pub is still required to stock build through APOS orders this week.	
CHECKED BY AREA MANAGER		

December

WEEK COMMENCING	TASK	COMPLETED
1 December Week minus 3	Review the plan for Monday 22 and Tuesday 23 and Wednesday 24 December, as we expect to see a big uplift in sales on these dates.	
	Review G4S change order and collection schedule.	
	Complete weekly debrief with area manager.	
CHECKED BY AREA MANAGER		
8 December Week minus 2	Final review of New Year's Eve rotas and preparations.	
	Complete a full review of January's sales, hours and door staff requirements up to the end of January. Sales forecasts should be in line with January last year, with hours adjusted as per flexed hours targets.	
	Review defrost and prep levels for the week ahead. Ensure an accurate sales forecast is entered into the ADC, refer to SOP K0101 setting up the automated defrost and prep calculator. For club and fish volumes, refer to last year's sales as a guide using AZTEC sales reporting and KSRS - SOP K0132 using the kitchen screen reporting system KSRS. You will also need to consider sales for the new clubs which have been added this year.	
	Final preparations for Christmas stock build – Do not leave it until "Mad" Friday. We are expecting some of our busiest days ever both wc 15 December and wc 22 December.	
	Complete weekly debrief with area manager.	
CHECKED BY AREA MANAGER		
15 December Week minus 1	*MOS* Continue to complete your food and liquor MOS as per your current frequency schedule.	
	Ensure that you remind those employees on fixed-term contracts that they finish on Sunday 4 January 2025 and are not on the rota for wc 5 January.	
	Increase non-consumable order as there will be no delivery next week, wc 22 December.	
	Review defrost and prep levels for the week ahead. Ensure an accurate sales forecast is entered into the ADC, refer to SOP K0101 setting up the automated defrost and prep calculator. For club and fish volumes, refer to last year's sales as a guide using AZTEC sales reporting and KSRS - SOP K0132 using the kitchen screen reporting system KSRS. This year, Boxing Day falls on a Friday. (Review last year's Boxing Day food sales and ensure the sales forecast is accurately entered into the ADC with fish defrost levels adjusted).	
	Complete weekly debrief with area manager.	
CHECKED BY AREA MANAGER		
22 December Christmas week	*KEY DATES* Thursday 25 and Friday 26 will be bank holidays, owing to how Christmas Day has fallen.	
	MOS Continue to complete your food and liquor MOS as per your current frequency schedule.	
	LINE-CLEANING Full availability required during the festive period. Ensure all line-cleaning completed on Monday 22 and Tuesday 23 December – and that you have enough staff on duty to have full availability by start of licensing hours.	
	Review defrost and prep levels for the week ahead. Ensure an accurate sales forecast is entered into the ADC, refer to SOP K0101 setting up the automated defrost and prep calculator. For club and fish volumes, refer to last year's sales as a guide using AZTEC sales reporting and KSRS - SOP K0132 using the kitchen screen reporting system KSRS. This year, New Year's Day falls on a Thursday. Review levels of breakfast/brunch items for this day, refer to last year's sales as a guide.	
	Complete weekly debrief with area manager.	
CHECKED BY AREA MANAGER		

December/January

WEEK COMMENCING	TASK	COMPLETED
New Year's week 29 December	*KEY DATES* Thursday 1 January will be a bank holiday.	
	All Christmas decorations and POS to be removed by the close of Thursday 1 January.	
	MOS Continue to complete your food and liquor MOS as per your current frequency schedule.	
	LINE-CLEANING Full availability required during the festive period. Ensure all line-cleaning completed on Monday 29 and Tuesday 30 December – and that you have enough staff on duty to have full availability by start of licensing hours.	
	Last day for employees on fixed-term contracts; ensure termination on ResourceLink.	
	Complete weekly debrief with area manager.	

Food offer

The offer will run from Wednesday 12 November – Wednesday 31 December (inclusive).

Christmas at Wetherspoon just wouldn't be the same without some festive food to offer customers! Following our most successful Christmas yet last year, along with plenty of feedback that last year's Christmas menu was great, we have kept the menu broadly the same. The Christmas menu brings back all the best parts of last year's menu with just a few new options and improvements.

Summary of Christmas dishes

Small plates

- Pigs-in-blankets
- 8" chicken, stuffing, bacon & brie pizza
- NEW 8" Brie & garlic mushroom pizza

Festive sharer

- NEW Festive loaded chips - For the first time we will be offering a Christmas sharing option. This dish uses the Emmental & Cheddar cheese sauce smothered over a larger bowl of chips. It is rich indulgent and perfect for the festive period. It is topped with our much loved pigs in blankets and served with cranberry sauce.



Deli Deals

- Chicken, stuffing, bacon & cranberry panini
- Brie & cranberry panini
- 12" Southern-fried chicken & stuffing wrap- back from last year, only this year, following feedback, this will be made with cranberry sauce instead of mayonnaise for a more festive twist!

Festive meals

- Sliced turkey breast and winter vegetables
- The big cheeseburger- always a firm favourite. Served with Emmental cheese sauce this year for some extra luxury.
- Brie & bacon burger

- Chicken & stuffing burger
- **NEW** – Mushroom & garlic burger- This is our vegan option for the Christmas menu this year, combining the much-loved flavour combination of mushrooms and garlic.
- **NEW** - 11” Brie & garlic mushroom pizza- Back by popular demand, we listed this option a couple of years back and haven’t stopped hearing about it since!
- 11” chicken, stuffing, bacon & Brie pizza

Extras

- Pigs in blankets
- Cranberry sauce (now delivered ambient with a reduced shelf life in UK pubs).
- **NEW** Pork, sage & onion stuffing ball - Following great results from numerous blind tastings we have listed a brand new stuffing this year with a more traditional taste profile of sage & onion. This improved product will have a positive impact on a number of dishes across the festive menu!

Desserts

- Cookies & cream blondie - back by popular demand. This year we have added an extra drizzle of chocolate sauce to make it even more tempting!
- **NEW** Giant profiterole - Having trialled well in our set of ‘trial pubs’ we thought this dessert would be a great choice for those looking for something indulgent and a bit different at Christmas. This dessert provides a ‘wow’ for the customer while being easy to deliver in the kitchen, cook from frozen and slightly warmed in the microwave.

Children’s meal

- Pigs in blankets meal

Menu example (please note pricing varies by pub)

Festive meals INCLUDES A DRINK*		soft drink*	alcoholic drink*
Sliced turkey breast and winter vegetables ● 1011 kcal Four turkey breast slices, a pork, sage & onion stuffing, roasted Chantenay carrots and parsnips, Maris Piper mash, two pigs-in-blankets, peas, cranberry sauce, gravy		13.99	15.52
The big cheese burger Brie slices, topped with two halloumi fries, with an Emmental & Cheddar cheese sauce for pouring or dipping – with chips Choose: Plant-based patty ● 1327 kcal; 6oz beef patty 1511 kcal Grilled chicken breast 1362 kcal; Fried buttermilk chicken 1647 kcal		10.89	12.42
Brie & bacon burger 1544 kcal 6oz beef patty, Brie slices, maple-cured bacon, cranberry sauce, topped with two pigs-in-blankets – with chips		10.89	12.42
Chicken & stuffing burger Maple-cured bacon, a pork, sage & onion stuffing, cranberry sauce, topped with two pigs-in-blankets – with chips Choose: Grilled chicken breast 1400 kcal; Fried buttermilk chicken 1696 kcal		10.89	12.42
Mushroom & garlic burger ● 1477 kcal Plant-based patty, garlic & herb sauce, mushrooms, topped with onion rings – with chips		10.89	12.42
11” chicken, stuffing, bacon & Brie pizza 1388 kcal Mozzarella, chicken breast, a pork, sage & onion stuffing, maple-cured bacon, Brie, rocket		11.52	13.05
11” Brie & garlic mushroom pizza ● 1934 kcal Brie, mushroom, garlic, rocket		10.34	11.87

Add:
 Two pigs-in-blankets (108 kcal) **£1.62**
 Cranberry sauce ● (54 kcal) **99p**
 A pork, sage & onion stuffing ball (154 kcal) **£1.62**

Festive loaded chips; Fried buttermilk chicken & stuffing burger; 11” Brie & garlic mushroom pizza



Deli Deals® | INCLUDES A DRINK* |

Chicken, stuffing & bacon panini 🍔 489 kcal A pork, sage & onion stuffing, cranberry sauce	soft drink* 6.00 alcoholic drink* 7.53
Brie & cranberry panini 🍔 543 kcal Add: Maple-cured bacon (91 kcal) 1.62	6.00 7.53
12" southern-fried chicken & stuffing wrap 🌯 582 kcal. Iceberg lettuce, a pork, sage & onion stuffing, cranberry sauce Add: Side salad 🥗 (111 kcal); Spicy rice 🍚 (203 kcal); Chips 🍟 (602 kcal) 1.54 each	6.00 7.53

Children's meal | Includes a children's drink and fruit*
Pigs-in-blankets 215 kcal, 17g salt* 5.75
 With two side options – refer to the children's menu 'bigger appetites' steps 2 and 3, for sides and Calories/salt. *Also, in that menu, you'll find children's drinks and fruit choices.

Small plates | Any 3 for £14.99 (see below)

Pigs-in-blankets 🍔 430 kcal. Cranberry sauce	5.45
8" chicken, stuffing, bacon & Brie pizza 731 kcal Chicken breast, a pork, sage & onion stuffing, maple-cured bacon, Brie, rocket	7.34
8" Brie & garlic mushroom pizza 🍕 717 kcal Brie, mushroom, garlic, rocket	6.76

Other small plates available as part of the 3-for-£14.99 offer; see main menu for details; mix and match to create a sharing option for a group.

Festive sharer
Festive loaded chips 1477 kcal 8.99
 Pigs-in-blankets, Emmental & Cheddar cheese sauce, cranberry sauce

Festive treats

Giant profiterole 🍩 429 kcal 5.58 Choux pastry filled with vanilla cream, Belgian chocolate sauce, topped with a fresh strawberry	5.58
Cookies & cream blondie 🍪 737 kcal 5.58 Warm white chocolate brownie with cookie pieces, vanilla ice cream, chocolate cookie crumb, Belgian chocolate sauce	5.58



Cookies & cream blondie; Giant profiterole

Training materials

A Christmas quick spec guide poster will be allocated to all pubs and should be displayed in a prominent position for the team to refer to. For pubs with larger kitchens, it could be worthwhile cutting this poster into the individual sections to be displayed on each workstation.



CHRISTMAS QUICK SPEC GUIDE 2025

GOURMET BURGERS - SERVED WITH 375g CHIPS (FROZEN WEIGHT)

PANINIS

WRAP

DESSERTS

PIZZA

MICROWAVES

RATIONAL

FRYERS

SPEED DATE COOKING

Additional workstation specific quick spec guide posters are available on myJDW and BOX. These should be printed and displayed on the relevant workstation.



CHRISTMAS FRYERS QSG 2025

CHRISTMAS BURGER QUICK SPEC BUILD GUIDE 2025

CHRISTMAS SALADETTE QSG 2025

CHRISTMAS QUICK SPEC GUIDE 2025

All individual spec cards and video specs can be accessed on myJDW or BOX. The video specs give step-by-step guidance on preparing and presenting the dishes correctly alongside the spec cards which should be printed and displayed in the kitchen. All kitchen staff to be briefed on the Christmas dish specs. (There are some minor differences in ROI which will be communicated separately).

Kitchen screen names

Small plates

1 PIGS IN BLANKETS
1 SMLPZACHICKSTUFF
1 SMLPZABRIE&MUSH

Festive sharer

1 FESTIVE CHIPS

Deli Deals

1 PAN CHICK STUFF
1 PAN BRIE&CRANBER
1 WR CHIC&STUFFING

Festive meals

1 TURKEY XMAS MEAL
1 BEEF BIGCHEEBURG
1 BTMK BIG BURG
1 CHIC BIG BURG
1 VEGAN BIG CHEES
1 BRIE&BACXMASBURG
1 BTMK STUFFINBURG
1 CHIC STUFF BURG
1 MUSH&GARL BURG

Pizzas

1 PIZZA BRIE&MUSH
1 PIZZA CHICK STUF

Extras

1 EX PIGS IN BLANK
1 CRANBERRY SAUCE
1 EX STUFFING BALL

Desserts

1 COOKIES&CREAM BL
1 PROFITEROLE

Children's meal

1 KIDS PIGSINBLANK

Last Years Stock

If you are currently still holding stock from last year that is within the BBD of the following products this is fine to use at the start of this year's Christmas menu.

- Brie slices
- Pigs in blankets
- Turkey
- Cookies & cream blondie

The following products from last year cannot be used for this menu and should be disposed of as they may contain different allergens, regardless of if they are within the BBD.

- Pork, apricot & cranberry stuffing balls
- Cranberry sauce (last year's frozen product)

Staff Feeding

All Christmas meals will be available to order as part of your staff meal on shift. The only exception to this will be the sliced turkey and winter vegetables meal.

Allocations

You will receive all of the products listed in the table, ahead of launch, as part of your Christmas allocation. The allocation will cover approximately two weeks' worth of stock based on your pubs 2024 Christmas sales.

Product Code	Product Description	Pack Size	Shelf life
FDESS345	Cookie & cream blondie	24 x 120g	CFF
ABEV253	Espresso Martini	48 x 125ml	BBD
FMISC327	Frozen brie	8 x 650g	3 days
FVEGE190	Mash	78 x 200g	5 days
DSAUC371	Belgian chocolate sauce	1 x 1 KG	BBD
FMISC346	Pigs in blankets	5 x 45	5 days
FMISC362	Sliced turkey in gravy	24 x 425g	5 days
FMISC379	Stuffing balls	2 x 25	5 days
DMISC400	Walkers Belgian choc	100 x 28	BBD
DSAUC382	Cranberry sauce	1 x 1 KG	5 days
FDESS341	Giant profiterole	12 x 123g	CFF
FSAUC127	Cheese sauce	48 x 50g	5 days

Food allocations are being delivered Thurs 30 Oct – Thurs 6 Nov. All products will be available to order freely from Monday 10 November.

Some pubs will be receiving additional products to the above. This will be the case where pubs do not currently stock some of the core lines needed to for the Christmas menu e.g. mash potato. These pubs will be notified by email directly.

Bookings

We WILL NOT be offering bookings this year.

- With this in mind, we will not be providing any booking POS.
- Instead, our focus will be on doing what we do best, serving customers on a first-come first-served basis and turning tables quickly.

Drinks Offer

Mulled cider

- Following feedback, mulled cider **WILL NOT** form part of our Christmas offer this year.

Festive ales

- There will be 12 festive ales to choose from.
- They will be available to order from East West Ales in the usual way between Wednesday 5 November and Monday 1 December.
- Ensure that you have spare sparklers in stock.
- Ensure that the app is kept up to date by using Product Manager to add all ales on sale and coming soon.
- Update your 'Ale Board' daily with that day's ales and also what is settling in the cellar.

CHRISTMAS ALE LIST

Real-ale types

 Pales;
very light;
blond; straw

 Golden

 Amber;
mid brown

 Dark brown;
ruby

 Black;
deep ruby;
very dark

Rudgate Evil Elf 4.0% ABV
Rudgate Brewery, North Yorkshire. Est. 1992
This pale golden festive ale has generous tropical fruit notes, balanced by notes of biscuit malt, resulting in a full-bodied, clean, refreshing character.
Hops: Styrian Dragon, Summit



Hardys & Hansons Rocking Rudolph 4.2% ABV
Greene King Brewery, Suffolk. Est. 1799
This deep copper seasonal ale has a rich aroma, leading to a full-bodied flavour, with fruity and malted toffee notes and a crisp bitter finish.
Hops: Bramling Cross, Challenger, First Gold, Target



Coach House Christmas Stocking 4.3% ABV
Coach House Brewing, Cheshire. Est. 1991
This bronze ale has a fine balance of malt and hops in the aroma, developing into a full-bodied flavour, with malty overtones and a balanced, hoppy finish.
Hops: Admiral, First Gold, Pilgrim



Orkney Cloutie Dumpling 4.3% ABV
Orkney Brewery, Orkney. Est. 1988
This deep amber beer exhibits all of the renowned Scottish pudding's warming characteristics, with aromas and flavours of fruit, rich malt, cinnamon and ginger.
Hops: Bramling Cross, Celeia, Fuggles



Titanic Advent Ale 4.4% ABV
Titanic Brewery, Staffordshire. Est. 1985
This tawny seasonal beer is rich and complex in character, with predominant fruit and nut flavours, complemented by subtle hop notes.
Hops: Goldings, Northdown



Maxim Santastic 4.5% ABV
Maxim Brewery, County Durham. Est. 2007
This pale golden ale has generous quantities of American hops, delivering an abundance of tropical fruit aromas and a balanced flavour, with zesty lemon notes.
Hops: Cascade, Equanot, Mosaic



Portobello Ho Ho Ho 4.8% ABV
Portobello Brewery, London. Est. 2012
This copper seasonal ale has a smooth, balanced character of hop and malt flavours, leading to a complex finish with plenty of hazelnut and rich fruit notes.
Hops: Bramling Cross, Cascade (UK), Chinook



Exmoor Exmas 5.0% ABV
Hogs Back Brewery, Surrey. Est. 1992
This ruby ale has a citrus hop aroma, leading to a smooth palate, with hints of biscuit and chocolate, balanced by its finish of spicy, fruity hop notes.
Hops: Bobek, Challenger, Fuggles, Goldings



Hanlons Goodwill 5.0% ABV
Hanlons Brewery, Devon. Est. 1996
This amber seasonal ale has a floral hop nose, leading to biscuit and caramel flavours, balanced by clean, citrus notes and hints of ginger in the finish.
Hops: Cascade, Celeia, Goldings, Phoenix



Otter Claus 5.0% ABV
Otter Brewery, Devon. Est. 1990
This ruby festive ale has an enticing hop aroma and a well-balanced malty flavour, with a bittersweet chocolate edge, resulting in a moreish character.
Hops: Challenger, Fuggles, Pilgrim



Holbeck Brewhouse Santa Baby 5.2% ABV
Welbeck Abbey Brewery, Nottinghamshire. Est. 2011
This golden seasonal IPA is generously hopped, delivering an inviting aroma and full flavour, with plenty of juicy, fruity, hoppy notes.
Hops: Calypso, Motueka



Hook Norton Twelve Days 5.5% ABV
Hook Norton Brewery, Oxfordshire. Est. 1849
This deep red classic seasonal porter has a fruity nose, leading to a malty palate and nutty overtones, balanced by a gentle hoppiness and smooth finish.
Hops: Challenger, Fuggles, Goldings



Continued overleaf...

Festive cocktails

This Christmas two seasonal cocktails will be included in the promotion. The availability is in line with Christmas menu but inclusive of Christmas Day for those pubs opening.

Chocolate-Orange Espresso Martini

Back by popular demand, a festive twist on the existing Espresso Martini cocktail. It includes one shot of Cointreau orange liqueur topped with one can/bottle of Espresso Martini. For those pubs taking part in the draught cocktail trial, open the Espresso Martini tap fully and pour to 1cm below the rim. The cocktail is then garnished with an orange wheel on the rim and a dusting of chocolate powder.

Ensure that cans/bottles are chilled before service and are shaken vigorously for 10 seconds to create the foamy head. Orange wheels should be cut with a slit in the wheel to allow it to sit on the edge of the glass. Also make sure that chocolate dusters, currently only used on the coffee station are available on every bar/app station.

Kir Royal

A festive classic, new for this year, using no new ingredients. This comprises of Teresa Rizzi Prosecco (175ml) topped with a shot of Chambord Black Raspberry liqueur.

The pricing will vary per pub but the cocktail will be priced at a premium and the 2-for price will sit in line and be available to mix and match with the spritz range (if applicable).

Spec cards

All pubs will receive a seasonal spec card. This is the same material as the current magic mat so can be stuck to the wall or surface in the same way.

The quantity per pubs has been based on the number of bars per pub but if additional copies are required, they can be ordered using the below codes:

UK pubs (excluding draught cocktail trial pubs) – AUT25SSPECV1

Draught cocktail trial pubs – AUT25SSPECV2

Draught cocktail and Prosecco trial – AUT25SSPECV3

ROI pubs – AUT25SSPECV4



Stock & Deliveries

Delivery Schedules

- Christmas schedules will be released w/c 17 November and cover up to the first week of 2026.
- These will be available on Sharepoint and should be reviewed as there will be day changes around Christmas as a result of the bank holidays.
- Adjust rotas to prepare for bulk deliveries.
- In some cases, the length of time between ordering and delivery day will be longer than usual and needs to be factored in when placing orders.
- If you have any known road closures or restriction changes which will impact a delivery, please make the relevant supplier aware so an alternative delivery can be planned.

Tradeteam Stock Build and Ordering

- It is important that every pub plans stock building in advance of Christmas to avoid any delay to deliveries in the run up.
- Ensure you finalise any preparations for Christmas stock wc 8 December.
- As Tradeteam will be delivering larger orders this should allow for more empties to be collected. The crews will be reminded and, where possible, present the empties to them so they aren't ignored.
- Any escalations for empties collection should be sent to "Collect Me". All other queries must be directed to jdwdistribution@jdwetherspoon.co.uk

Matthew Clark Stock Build and Ordering

- To align stock build requirements with current holding in each pub, there **will not** be a forced allocation for Matthew Clark.
- Bulk orders should be placed for deliveries in wc 24 November and wc 1 December, where resource has been planned for J D Wetherspoon orders.
- Stock will be available during these weeks to support larger orders so should be utilised.
- Bank holiday schedule changes will apply over Christmas which may mean a change of delivery day.
- All pubs will be scheduled to receive a delivery between Boxing Day and New Year's Eve.
- Scotland only – in addition to New Year's Day no deliveries will be made on 2 January 2026.

DHL Food Deliveries

- The only non-delivery day for Daventry will be on Christmas Day.
- Check your delivery schedule for any delivery day changes during this period.
- With increased sales we expect more recycling to be returned. Please ensure the cages are correctly stacked and recycling streams segregated.

Christmas Menu Stock

- The Christmas Food offer begins on Wednesday 12 November.
- All pubs will be allocated stock equivalent to 2 weeks holding between 30 October – 6 November.
- Allocations will be adjusted where possible to pubs with existing stock holding.
- Additional stock can be ordered from Monday 10 November and caps will be in place initially, as we did last year, to make sure no pub becomes overstocked.

Non Consumable Ordering

- In an emergency any DHL non consumables can be requested by emailing the Daventry call centre, who will add these to your next food delivery – jdw.callcentre@dhl.com
- For any queries relating to stock and distribution, please contact jdwdistribution@jdwetherspoon.co.uk

Christmas POS

- Christmas posters and strut cards will be allocated w/c 20 October.
- Christmas wrap around menus will be delivered w/c 3 November.

Christmas POS order codes

Where a **V1** is shown, you will need to refer to 'which POS is mine' on myLibrary to find out which version you should order.

DESCRIPTION	CODE
A1 main meal poster	AUT25XMASA1 V1
A2 main meal poster	AUT25XMASA2 V1
A3 main meal strut	AUT25XMASSC V1
Christmas menu	AUT25XMAS V1
Festive cocktail strut	AUT25XMASCTSC V1
Opening times poster A3 (England open Christmas Day)	AUT25XMASOPENV 1
Opening times poster A3 (England closed Christmas Day)	AUT25XMASOPENV 1A
Opening times poster A3 (Scotland open Christmas Day)	AUT25XMASOPENV 2
Opening times poster A£ (Scotland closed Christmas Day)	AUT25XMASOPENV 2A
Opening times poster A3 (ROI all pubs are closed Christmas Day)	AUT25XMASOPENV 3

Food poster and strut card



Cocktail strut card



Christmas wrap around menu



- A1 posters should be placed on an internal easel
- A2 posters should be placed in your first menu cabinet
- The strut cards should be used to create a Christmas table along with decorations
- The Christmas menu should be placed on each table around the main food menu

New Year's Eve poster order codes

These will be auto allocated to all Lloyds sites w/c 1 December and will also be available to order in limited quantities for pubs which wish to promote New Year's Eve.

DESCRIPTION	CODE
A1 New Year's Eve poster	AUT25NYEA1
A2 New Year's Eve poster	AUT25NYEA2

Decorations

Christmas decorations

- We have opted for the same rustic theme as last year, incorporating gold, hessian and fir cones.
- You are able to reuse last year's decorations, where required.
- We will not be supplying any additional trees this year. If you have a tree, ensure that it is not in a customer area, as we want to maximise available covers.
- Decorations will be allocated based on the pub survey completed at the start of the year.
- Decorations will be auto allocated to new openings.
- **All other pubs can order additional decorations using the codes below, from Monday 27 October.**

Key dates

- Your Christmas decorations should be displayed from start of trade on Wednesday 12 November.
- Ensure that you do not put them up before the end of the shift on Tuesday 11 November as a mark of respect for Remembrance Sunday and Armistice Day.
- All Christmas decorations should be removed by close of play on Thursday 1 January.

Health and safety

- Care must be taken when working at height (over two metres above the ground).
- Do not climb on chairs or tables to hang decorations. Suitable stepladders must always be used.
- Don't take chances on reaching inaccessible locations for hanging displays.

Planning

Never place your decorations in the following locations:

- Near naked lights or other sources of heat
- Near/around emergency exits – these must always remain clear; all external doors should remain clear
- Covering any legal signage
- Near any security devices – CCTV, alarm sensors, near fire-fighting equipment etc

The LED tree-decorating lights are static usage and INDOOR use only; WARM white this year; fully complying with British Safety Standards and CE Tested. **Always switch off your lights at the end of night.**

Hanging and fixing decorations

- **Do not** use Sellotape or Blue Tac to secure decorations – causing the most damage to paintwork.
- We recommend 3M Command Hooks and mounting products as the best fixings to use on walls.
- Or use tacks, drawing pins or fine nails.
- The most damage to surfaces happens when decorations are taken down. Always gently ease the item away from the surface at the point of fixture(s), rather than pulling them down.
- **Do not** put decorations on hand rails.

Storing decorations safely

- Store decorations in clean, dry conditions for future usage.

Decorations order codes

SPROM547 – Bar decorating pack including the below:

4x 2.7 m luxury garland

1x 40cm luxury wreath

12x 15cm gold bauble

4x bauble cluster

1x 20m roll of wired edge gold ribbon

1x 10m roll of hessian ribbon

1x 25m role of gold organza

2x 2.7m length of gold tinsel

SPROM548 – Indoor lights

Speed of service bar and floor

To maximise sales, it is important that all customers be served quickly.

This Christmas, during peak trading sessions, maintaining the two-minute service aim is a key focus.

Please see the top tips below:

- Review the rota in detail – this can make or break a shift. Plan in the time to get them done early and properly. Complete a rota with all shifts on, even if you don't yet know who will be completing the shifts.
- Try to avoid allocating breaks between the busiest periods, as this often leaves you one team member down. If you know that you have a continuous stream of breaks, plan in cover on the rota.
- Make sure that your app station is fully set up, with a dedicated team allocated during busy periods.
- Queue-busting – when large groups are ordering individually for the same table, have one person putting the food through and another making the drinks. It helps to keep things moving, instead of one person jumping between taking orders and dispensing drinks.
- Ensure that pre shift briefing is utilised – all team members should be allocated to a till before starting. Utilise team leaders to help with any voids and refunds.
- Assign a team member to wash/put away glasses. Remember that glasses need time to cool down, so avoid letting them build up, trying to keep a constant flow.
- Remember that serving customers is the number-one priority – do not start closing down, unless there is no one to serve.
- Ensure that the bar is set up for success – ensure that all team members have everything to hand.
- Try to divide up the bar, with all products available at both ends of the bar, where possible. This will help to avoid staff crossing over and getting in one another's way.
- Ensure that all fruit is cut before 9am, ready for the day; if in doubt, cut more.
- If you need glasswashers and tills switched on, turn them on in advance – it takes time to float a till or for a glasswasher to heat up. Ensure that you are fully ready when the busy period hits.
- Ensure you are utilising radios and ear pieces to aid with communication.
- Make sure bus trays and trolleys are available to aid with clearing plates during busy periods.
- Use glass baskets when collecting glasses during busy periods.
- Set yourself challenging targets and ensure that you prepare in advance to achieve them – better to be ready and it doesn't happen... than to get caught short.

The Wetherspoon app

Maximising app sales at peak times can mean that your bar is less congested, as customers stay in other areas of the pub and wait for orders. It is likely, as students return home for Christmas and our bars become busier, that we will have our busiest-ever app sessions in many pubs, so it is important that we're prepared.

The aim is to have average drink delivery times of 3 minutes.

Review the [App Station Set Up and Operating Guide](#), available on myJDW, with your team and pull together a plan, check it with your area manager, then execute it.

The app should be switched on at all times, apart from the below exception:

The only time the App will be switched off this year is on Christmas Day.

If you apply for a TENS, please ensure that the EPOS team is informed, so that your app will remain on.

Please see the top tips below on how to get the most out of the app.

The team

- **Set a Christmas target** Let your teams know what your % of sales target for the Christmas period is and update regularly on progress.
- **Don't Do Drunk/CH21** Use pre shift briefings to remind team members that they should be checking for ID and Don't Do Drunk when delivering drinks. UV light keyrings can be ordered from United using the code **W5347**.
- **App refunds** Ensure that team leaders and managers have refreshed training about app refunds – if incorrectly processed, this can be inconvenient for customers. **Refer to SOP OF0166.**
- **App rota** Review the weekly app reports, to see when the app is busiest, and ensure that you have additional staff on the rota.

The App Station

- No clutter on the back bar – needs to be clear at all times
- Screens, printers and/or bump bars in best possible locations
- Plenty of glass storage
- Ice dump on the station should be kept full at all times
- Use speed rails for key spirits
- Fully stocked garnish tray
- Good stock of trays
- T-bars that feature top app draught products
- Most popular spirits and key cocktail ingredients
- Enough Pepsi guns available
- Nearby fridges being used for key app products
- Section off the area in front of the station
- Up-to-date floor plans on display
- Mugs distributed along the bar and not all stored in this area
- Plenty of bins and bottle openers near to the station

SOPS

- For additional guidance refer to the below SOPs:
 - B0065 – Bar app station set-up
 - B0066 – Operating the bar app station
 - B0072 – Using product manager to add/remove ales from the customer app
 - B0074 – Changing app screen font size
 - OF0166 – Processing Order & Pay app or QR app refunds

Running a successful Christmas Day

Christmas Eve

- Ensure that all fridges are bottled up and products facing forwards.
- Check that all till stations have everything they need, eg till roll, straws.
- Prepare all fruit for Christmas Day.
- Kitchens to sell all Thursday-dated food as **specials** on Wednesday.
- Arrange for cleaners to clean the pub this evening, so that it's ready to go Christmas morning.

Christmas Day

- Most pubs will be open for drinks only during 11am–3pm.
- Arrive at the pub half an hour before we open for trade, as there is no kitchen check and all prep has been done and the pub cleaned the day before.
- We suggest a minimum staff ratio of two staff members, a manager then another one, per £1,000 of sales. Use 2025's wet sales as a guide to how much you will do.
- Ensure that all stations are set up for speed of service.
- The app will be switched off on Christmas Day.
- Make sure that it's a fun environment on the day, with people working who want to be there.
- Ensure that a minimum of two people secure the pub at the end of the day.

Christmas Day rota-planning

- More than 700 pubs traded in 2024.
- This is a drinks only shift – so you don't need as many hours as you might think!
- We are asking each staff member to take at least £100 in an hour – on a busy Friday night, staff can take as much as £300 in an hour.

If you think that your sales are going to be **£500–1,500**

11–12	12–1	1–2	2–3	3–4	TOTAL
OPEN	TRADING	TRADING	TRADING	CLOSING	
3	3	3	3	3	15

Last year, this group averaged 18 hours (three hours more than we're recommending) – all at double time!

If you think that your sales are going to be **£1,501–2,500**

11–12	12–1	1–2	2–3	3–4	TOTAL
OPEN	TRADING	TRADING	TRADING	CLOSING	
4	4	4	4	4	20

Last year, this group averaged 28 hours (eight hours more than we're recommending).

If you think that your sales are going to be **£2,501–3,500**

11–12	12–1	1–2	2–3	3–4	TOTAL
OPEN	TRADING	TRADING	TRADING	CLOSING	
5	5	5	5	5	25

Last year, this group averaged 35 hours (10 hours more than we're recommending).

Christmas recruitment and personnel

Use the current recruitment POS to advertise any vacancies. It is available in both A1, A2 and A3 sizes.

If you require recruitment POS this can be ordered via APOS. If you need help identifying which POS is correct for your pub email P&Trecruitment@jdwetherspoon.co.uk

PDFs can also be found on myLibrary.



Top tips

- Employees work hard over the seasonal period. We are committed to providing all of our employees with a safe, friendly and supportive workplace and to being a good company to work for. The employee promise is all about how we treat one another and what you should expect every time you come to work.
- Click [here](#) to review recruitment resources on myLibrary.
- Follow the 10-point people plan available, on myJDW, [here](#).
- Move quickly through application > interview > offer > induction. Target: 24 hours from start to finish. Remember, other businesses are also recruiting, so you need to move fast to secure the best candidates.
- Fixed-term contracts for temporary staff can be found on myLibrary.
- When completing the contract, it is important to complete the start and end date of employment. The contract automatically terminates on the end date, so the employee should not be kept working after that date on that contract (if being retained, a new contract needs completing, with continuous service).
- On ResourceLink, temporary staff should be recorded as TEMP ASSOCIATE.
- At the end of the contract, employees' contracts end and they leave employment. There is a one-week notice period which must be given (by either party), if the employee works more than four weeks, but is not needed until the end date on the contract.

Training courses

These are suspended over the Christmas period as follows:

- Last course Friday 12 December 2025
- Courses resume Monday 19 January 2026

With any queries, please contact: mylearningandtraining@jdwetherspoon.co.uk

Gift cards

The festive period is by far our busiest time of year for gift card sales. With this in mind, it is essential that we not only promote gift cards, but also ensure that the whole team is fully up to speed on how to load and process them.

Order codes

- UK – gift cards (pack of 50) SPR18GIFTCARD
- ROI – gift cards (pack of 50) SPR18GIFTCARDROI

The below steps are a quick walk through for you; however, a fully detailed SOP, **OF0080**, is available for you to print and display BOH in your staff areas.

Loading a gift card

Loading the gift card is simple and can be done by any till-trained staff member. Payment is processed in the same way as any transaction by cash, card, Apple/Android pay or contactless.

1. Take a gift card from the box.
2. Locate 'promotion' button from the top of the till screen and click 'Gift Cards'.
3. Select the required amount to load on the card (£10, £20 or other).
For 'other' – enter the customer's required amount and press 'enter'.
4. Once amount is selected, swipe card at the side of the till.
If this fails, remove the silver strip on the back of the card to enter in the card number manually. Press 'OK'.
5. The gift card is now activated, and a screen to confirm the amount will appear.
Click 'OK' to bring you back to the main screen.
6. Select 'receipt' from the bottom left of the screen to ensure that a customer transaction receipt is printed.
7. Process payment as a normal transaction by cash, card, Apple/Android pay or contactless.
8. As soon as payment is processed, the gift card is ready to use.
9. Ensure that you give customers their receipt copy (this will confirm purchase and credit on the card).

Redeeming a gift card

This is similar to processing a card payment. Use the SOP and the following steps to ensure that all team members are trained sufficiently.

1. After adding products onto the till, select 'pay' – as if to process a normal payment.
2. Once on the payment screen, select the 'Gift Card Pay' button.
3. When the next screen pops up, swipe the card at the side of the till.
If this fails to work, remove the silver strip and enter in the number manually.
4. Enter the amount you will be charging to the card and click 'enter'. If the customer would like to pay part cash/part gift card, after swiping the gift card, enter the desired amount on the screen as above and then take the remaining balance by cash or card.
5. Once the transaction is approved, press 'print'.
6. The customer's receipt will show the transaction amount and remaining balance on the gift card (if any).

Checking the balance

From time to time, customers may ask you to check the remaining balance on their card. You can do this following the steps below.

1. Click the 'Pay' button and locate the 'Gift Card Balance' button (purple).
2. Swipe the card at the side of the till. If this fails to work, remove the silver strip and enter the number manually.
3. The remaining balance will appear on the screen.
4. Tell the customer the amount, then click 'print' to present the customer with a confirmation receipt.

Door staff

Booking door supervisors early

In previous years, some pubs struggled during the festive period to get door supervisors, especially those which don't usually need them. The Christmas period is a busy time for our door supervisor suppliers, so it is essential that you let them know your requirements well in advance.

- Agree, with your area manager, on your door supervisor requirements w/c 13 October.
- Contact your nominated supplier and confirm that it can supply the required number of door supervisors for the required dates.
- Double check, on w/c 1 December, that the supplier is still able to meet these requirements.

Door supervisors

The below are some key points about using door supervisors.

Please refer to SOP OF0033 for further instructions on door supervisor management.

- A copy of the contract must be stored in the office.
- Door supervisors must display their SIA badge at all times when on duty.
- Ensure that they are signed into Trinity before starting their shift.
- Search procedures must be completed by door supervisors only, and in line with the door security contractor guidelines and in full view of CCTV.
- The DMLB must be completed in addition to any security company paperwork.
- The good neighbour policy and pubwatch protocol must be adhered to at all times.
- Any complaints concerning the door supervisors must be reported to the door security company area manager immediately.
- Radios must be fully recharged after use and checked to ensure that they are in full working order.
- Make sure that body cams are fully charged and working. For further details, refer to SOP 0094.
- Any accidents, incidents and local authority visits must be logged via SECOM Air.
Refer to SOP OF0005 – Accident and incident procedures.

Pub security and fire safety management

- The safety of our staff and customers is paramount at all times of the year, yet especially during the festive period.
- It is good practice to raise awareness with management teams on all areas of pub security. Ensure that the management team is fully aware of the correct responses in the event of any incident occurring. Refer to SOP OF0011 and OF0012 when explaining pub security to managers.
- Ensure that all management team members are aware of the pub incident-reporting procedure and know, when an emergency arises, to refer to the flow chart in the operations DMLB.
- Iterate to the teams the company's policy on drinking after work and ensure that the manager with final responsibility for closing the pub is clear about not consuming alcohol at the end of shift.

Fire safety management

- Most pubs will hit capacity at some point over the festive period. It is essential that all action points from your previous fire risk assessment review have been managed and that thorough checks are being completed each day. Any issues relating to fire safety need to be reported to the appropriate channels and actioned immediately.
- All A&Is must be logged online with SECOM Air within 24 hours.
- Multi plug adaptors should not be used.

Pub alarm

- Check that your Secom call-out list is up to date.
- Consider the position of any alarm sensors when putting up decorations which, owing to air-con units, may blow around during the night.

Pub security

- Ensure that increased skims are completed as trade increases.
- Review the transfer and handling of cash risk assessment (H4) for moving cash during busy trade sessions.
- Ensure that personal attack devices are used, especially when completing external tasks (deliveries, taking out refuse).
- Ensure that body cams are worn at all times. For further details, refer to SOP 0094.
- When securing the pub, never do this alone.
- Check that external exit-route lighting is working.
- Ensure that the forced walk test is fully implemented – pubs which don't have this facility in place must complete the task manually.
- If anyone says that they cannot get home (through transport difficulties) and/or is vulnerable, ensure that they are properly advised and supported.
- If any incidents occur, please review the new security risk assessment.

