

# Marketing brief

Wednesday 29 January onwards



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## Introduction

On **Wednesday 29 January**, price adjustments go live across food and drinks. This will be displayed in a range of updated point of sale (POS).

Some prices have not changed, such as Bud Light, Carling, Coors, Ruddles Bitter, Worthington's, Creamflow, Stowford Press Cider, Bells whisky, Au vodka and draught Pepsi.

It has been decided (post-print) to maintain the introductory price for Poretti. To reflect this, stickers will be allocated to all pubs. Once received, please check that the price matches the current Poretti price and attach to all new table talkers.

Not all POS will changeover. Ensure the team, working on **Tuesday 28 January**, read this brief to ensure the correct POS is changed over.



Below is a summary of POS changes:

### POS changes required:

- ✓ **Menus – food; table talkers;** breakfast mats; curry/steak mats; children's menus
- ✓ **Hit posters** – Top Brands; breakfast; Poretti; Hotel;
- ✓ **Menu cabinet posters** – food; afternoon deals
- ✓ **Internal easel posters** – Monday club; Valentine's Day; Six Nations,
- ✓ **Ale** – price cards

### The following POS will not change – do not remove:

- **Fridge vinyls** – wine; craft beer
- **Perfect serve POS**
- **Kitchen** – spec books; guides
- **Dietary menus**
- **Wine** – tasting notes; font panels
- **Wetherspoon News**
- **Biscuit boards**
- **Door stickers**
- **Hotel map posters** – with The Mile Castle
- **Hotel brochure**

### The following POS will not be reprinted and should be removed:

- ✗ **Wings, Bites and Strips tent card**
- ✗ **Sticky Korean Fried Chicken Bowl strut card**

This brief also covers February events: Valentine's Day and Six Nations.

## Checklist

W/c 13 January

W/c 20 January

Tuesday 28 January

- ☐ Complete a risk assessment with your area manager. See: **Six Nations**
- ☐ POS allocations commence. All POS for Jan 29 will arrive in one pack; check new POS against the glossary on page 8 and report any missing items to [marketingqueries@jdwwetherspoon.co.uk](mailto:marketingqueries@jdwwetherspoon.co.uk) on the day of delivery.

Last day of **Burns' Week**. At the end of the night:

- ☐ Remove/recycle all **'Burns' Week** POS.
- ☐ Display the **'Six Nations'** poster on an internal easel.
- ☐ Change over all POS as detailed in this guide

Wednesday 29 January

- ☐ Check that all **'Burns' Week** has been removed.
- ☐ Check that **'Six Nations'** posters are on an internal easel.

**Spring 2024 price changes.** Prior to pub opening:

- ☐ Complete a walk-through to check that all new POS is in place correctly.
- ☐ Check that all till pricing is correct (using the new menus).

Friday 31 January

Last day of **Veganuary**. At the end of the night:

- ☐ Remove/recycle all **'Veganuary'** POS.

**Six Nations** opening weekend (TV coverage to be confirmed via MAP):

- ☐ France v Wales – 8.15pm kick-off

Saturday 1 February

**Six Nations** opening weekend (TV coverage to be confirmed via MAP):

- ☐ Scotland v Italy – 2.15pm kick-off
- ☐ Ireland v England – 4.45pm kick-off

Monday 3 February

Friday 14 February

- ☐ Display the **'Valentine's Day'** poster on an internal easel upon arrival

**Valentine's Day:**

- ☐ Display table mats on every table.
- ☐ Ensure team are aware of the offer and how to process on the tills.
- ☐ Remove/recycle **'Valentine's Day'** POS at the end of the night.

## Hotel awareness

All pubs should continue to promote and boost the visibility of Wetherspoon Hotels and drive direct bookings. Promoting in all pubs allows us to relay the message in over 800 locations.

All pubs should now be displaying the AUT24 Hotel map posters, featuring the new Mile Castle hotel along with hotel brochures and BOH notices. Alongside the launch HIT 4 will update with the new hotel posters along with hotel tent cards, table talker panel and beer mats.

**A1 Hotel  
map easel  
poster**



**Wetherspoon  
hotel Hit 4  
poster**



**Hotel tent  
card**

Every table



**Hotel  
brochure**

Menu holder



**Back of house notice  
and A3 (BOH) map  
poster**



Remember to  
fill in the closest  
Wetherspoon  
hotel

## POS checklist

- ❑ Rota planning – Rota an experienced duty manager for both the night before launch, and the opening shift of launch.
- ❑ External menu cabinets – Locate the key prior to the POS changeover, and ensure it is accessible for the team.
- ❑ Recycling – Brief the closing team to correctly recycle old/delisted POS at the end of the night. Separate, flatter and stack neatly in cages. Aim to keep POS in boxes (to assist the Daventry team unpacking cages). See: SOP OF0030 Recycling procedures.

## External HIT posters

There are three external HIT poster layouts below – use the correct one:

- **UK core** — Applies to the majority of UK pubs inclusive of NI.
- **UK Even Better Value (EBV)** — For those 200+ pubs on the EBV offer, a 'Better prices' and 'Top plates' poster will be your 'Top Brands' and 'Food' poster. The other HIT posters will match to core.  
*Note: Updated flyers and tent cards will also be allocated. The tent cards can be used on your tables alongside the table talker, and the flyers can be used as a marketing tool to be handed out locally.*
- **UK shopping centres/train stations + 70/ 4424/ 2367/ 7593** — For those pubs who are classified as either a shopping centre or training station pub, your HIT 1 and menu cabinets will differ from UK core.

If you are unsure, email: [marketingqueries@jdwwetherspoon.co.uk](mailto:marketingqueries@jdwwetherspoon.co.uk)

All posters included in the below table are **NEW** for this launch

| Pub type                                                                                                               | External HITS                                                                                         |                                                                                                                                                                                             |                                                                                                |                                                                                                             | A2 menu cabinet                                                                                          |                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
|                                                                                                                        | Hit 1                                                                                                 | Hit 2                                                                                                                                                                                       | Hit 3                                                                                          | Hit 4                                                                                                       | Cabinet 1                                                                                                | Cabinet 2                                                                                                |
| UK core                                                                                                                | Top Brands<br>      | Breakfast<br>                                                                                             | Poretti<br>  | Hotels: Book direct<br>  | Food<br>             | Afternoon Deals<br>  |
| UK Even Better Value (EBV) pubs<br> | Better prices<br>  | Top plates<br>                                                                                           | Poretti<br> | Hotels: Book direct<br> | Breakfast<br>       | Afternoon Deals<br> |
| UK shopping centre/train stations                                                                                      | Fresh Flavours<br> | Breakfast<br><br><br>Pubs 42, 64, 7498, 7650 are exceptions and should display the blue breakfast poster | Poretti<br> | Hotels: Book direct<br> | Wine & Prosecco<br> | Fish and chips<br>  |

## Menu stands

As part of the Best Ever Profits Plan and taking into account feedback from pub teams at weekly meetings - all pubs now have menu holders to present menus to customers. As part of these efforts, the following areas are a focus:

- Neater table presentation.
- Easier to wipe down, clear and reset tables.
- Reduce menus scattered on the floor
- Keeping menus in better condition. Potentially reducing print costs.
- Maintaining cleanliness standards.

The new menu holder is designed to offer attractive presentation of the menus, minimise build-up of debris/litter and can be washed in the glasswash.



Menu holder

| What goes in the menu holder?                   |                                  |
|-------------------------------------------------|----------------------------------|
| In the holder                                   | On the table                     |
| ✓ 2x Menus                                      | - Table talker                   |
| ✓ 2x Club wraps (Tuesday + Thursday)            | - Tent cards                     |
| ✓ Flyers (if applicable)                        | - 2x breakfast mats (until noon) |
| ✓ Hotel brochure                                |                                  |
| ✓ Wetherspoon News<br>➤ in the holders + stands |                                  |



Tall menu

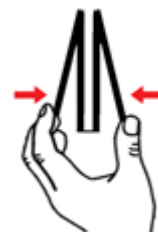
| What goes in the tall menu stand? |
|-----------------------------------|
| - Slot 1: Food menus              |
| - Slot 2: Food menus              |
| - Slot 3: Children's menus        |
| - Slot 4: Wetherspoon News        |
| - Slot 5: Ale tasting notes       |
| - Slot 6: Wine tasting notes      |

## Table layout by area

| Low set tables/dining | Vertical drinking area (VDA) | Garden area        |
|-----------------------|------------------------------|--------------------|
| ✓ Menu holder         | × Menu holder                | × Menu holder      |
| ✓ Tall menu stands    | ✓ Tall menu stands           | ✓ Tall menu stands |



**Tall menu stand**  
Near garden entrance.  
Outside if weather permits.



Pinch together to slot POS into the holder

## NOTE

- Ensure menu holders are wiped down as you clean and go
- As the menu holders are polycarbonate they can be washed in the glass wash.
- Ensure the plastic film is removed from the menu holders before displaying
- Order codes: Menu holders (SMISC932); Tall menu stands (MENUMSTAND20)
- Tall menu stands are already in pubs; more stands can be ordered to increase coverage.
- Pubs using a previous menu holder, should **continue using** and **replace with the new spec over time** as the holders become tattered.

# wetherspoon

## SPRING 2025 MARKETING BRIEF

### Table POS

**Menu holder**

**Wetherspoon News**  
On tables daily.



**NEW**  
**Food menu**  
On tables daily.



**Curry Club Thursday**  
On tables Thursday from 11:30am.



**NEW**  
**Curry Club**

**Steak Club Tuesday**  
On tables Tuesday from 11:30am.



**NEW**  
**Steak Club**

**Hotel brochure**  
On tables daily.



**Table**

**NEW**  
**Table talker**  
On tables daily.



**NEW**  
**Tent card**  
Hotels: book direct  
On tables daily.



**NEW**  
**Breakfast mat**  
On tables daily until 12pm.



### Bar area

**Beer fridge vinyl**



**App station bar top strut**

**Biscuit board**

**Guest ale tasting notes**

**Ale price card**

**Wine fridge vinyl**



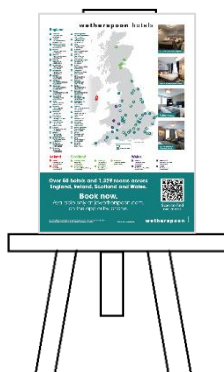
**Wine font panel**

## Easel posters

Monday club poster

**NEW**

Hotel map poster



Six Nations

**NEW**

Valentine's Day

**NEW**

Spring Beer Festival

(Replaces Valentine's Day)

**NEW**

## Condiment sideboard

- ☐ Children's menu stand
- ☐ **NEW:** Children's menu
- ☐ Children's activity sheet



- ☐ Dietary menu stand
- ☐ Dietary menus



## POS management

All menus (food, club, breakfast and table mats) have been allocated to last three months – you must manage this stock!

### Step 1 – Prepare your POS storage area

- If you do not already have a dedicated storage space for POS, assign an area for menus and posters to be stored so that launch POS and future deliveries will not be misplaced.
- Arrange the space so that all menus can be stored together.
- Store off the ground to avoid water damage.

### Step 2 – Calculate the weekly menu allowance

- Divide the number of menu boxes you have by 13 (number of weeks for a 3-months allocation, plus a buffer week).
- The resulting number is how much of a box you should be using per week. (1 box = 100 menus or 200 table talkers/wraps)
- See examples below:

**If you receive 5x boxes of menus:**

5 (boxes) x 100 (menus per box) = **500 menus**

**500 (menus) / 13 (weeks) = 38 menus per week**

**If you receive 2x boxes of TTs:**

2 (boxes) x 200 (menus per box) = **400 TTs**

**400 (menus) / 13 (weeks) = 30 TTs per week**

### Step 3 – Label the menu boxes

- Once you have worked out the weekly menu allowance, label the boxes by week and month to give you an idea of when they should last until.
- Alternatively, like non-consumable is managed, take out that week's allocation at the start/end of week (and secure the rest).

Food Menu

|                      |                      |                           |
|----------------------|----------------------|---------------------------|
| Weeks 1 & 2<br>March | Weeks 3 & 4<br>March | Weeks 5 & 6<br>April      |
| Weeks 7 & 8<br>April | Weeks 9 & 10<br>May  | Weeks 11 & 12<br>May/June |

### Step 4 – Look after menus!

- Each food menu cost 75p (excluding delivery; TTs cost more) – remind the team to wipe menus after use/nightly.

## POS code glossary

For pub specific codes please see [Which POS is mine](#).

### Posters

- ☐ **NEW:** Top Brands: SPR25DEALSAxVx
- ☐ **NEW:** Breakfast: SPR25BREAKAxVx
- ☐ **NEW:** Monday club: SPR25MONCA1Vx
- ☐ **NEW:** Poretti: SPR25PORAxVx
- ☐ **NEW:** Hotel: SPR25HOTELAx
- ☐ **NEW:** Food: SPR25FOODA2Vx
- ☐ **NEW:** Afternoon deals: SPR25AFTA2Vx
- ☐ **NEW:** **EBV:** Better prices: SPR25DDEALAxVx
- ☐ **NEW:** **EBV:** Top plates: SPR25FDEALAxVx
- ☐ **NEW:** **TS + SC:** Fresh flavours: SPR25FRESHAxVx
- ☐ **NEW:** **TS + SC:** Wine: SPR25WINEA2Vx
- ☐ **NEW:** **TS + SC:** Fish and chips: SPR25FISHA2Vx
- ☐ **NEW:** **Lloyds:** Bombs & shots: SPR25LLMMAxVx
- ☐ **NEW:** **Lloyds:** Pitchers: SPR25LLPITAxVx
- ☐ Hotel map: AUT24HTLMAPA1
- ☐ Ale info poster: 21ALEINFOA2V1
- ☐ **Event:** Six Nations: FEB25SIXNA1Vx
- ☐ **Event:** Valentine's Day: SPR25VALAxVx
- ☐ **Event:** Spring Beer Festival: SPR25RAFAxVx

### Menus

- ☐ **NEW:** Table talker: **pub number**SPR25TT
- ☐ **NEW:** Food menu: **pub number**SPR25FOOD
- ☐ **NEW:** Breakfast mat: SPR25BREAKVx
- ☐ **NEW:** Children's menu: SPR25KIDSVx
- ☐ **NEW:** Steak club: SPR25STEAKVx
- ☐ **NEW:** Curry club: SPR25CURRYVx
- ☐ **NEW:** **London + Lloyds:** Cocktail: SPR25CTLMVx
- ☐ Dietary menu, lighter choices: SUM24LIGHTSTD
- ☐ Dietary menu, vegan: SUM24VEGANSTD
- ☐ Dietary menu, vegetarian: SUM24VEGESTD
- ☐ Biscuit board: SPR24BISCUITV1

### Customer information

- ☐ **NEW:** Hotel tent card: SPR25HOTLTC
- ☐ **NEW:** **EBV:** flyer: **pub number**SPR25DEALFL
- ☐ **NEW:** **EBV:** tent card: SPR25DEALTCVx

- ☐ Wetherspoon News: WNEWSWINSPR25
- ☐ Does Truth Matter: WNEWSCTP21
- ☐ Wine tasting notes: SUM24WINETASTE
- ☐ Guest ale tasting notes: TNOTESJANMAR25
- ☐ London guest ale tasting notes: LONTNJANMAR25
- ☐ Door sticker, no dogs: DOORSTKNODOGS
- ☐ Door sticker, no vaping: DOORNOVAPESTK
- ☐ Door sticker: 5-star food hygiene rating: DOORSTK21FIVE
- ☐ Door sticker: Not every disability is visible: DOORSTK21ACCES
- ☐ Door sticker: Top employer: WINTOPEMPLOY24
- ☐ Door sticker: Challenge 21: DOORSTK21CHL21
- ☐ Door sticker: Challenge 25: DOORSTK21CHL25
- ☐ Ask for Angela: ASKANGELA24
- ☐ Zero tolerance: ZEROTOL23A4
- ☐ Male incontinence stickers: INCONTSTICKERA5
- ☐ App station strut card: APPSTATSTRUTA3

### Miscellaneous

- ☐ **Coming soon:** Hotel beer mat: SPR25HOTELMAT
- ☐ Diet info stand: DIETINFOSTAND22
- ☐ Children's activity sheet: KIDSACTIVITY
- ☐ Children's menu holder: 25KIDMENUSTAND
- ☐ Fridge vinyl, beer: AUT22BEERFVV1
- ☐ Fridge vinyl, wine: AUT22WINEFVV1
- ☐ Wine font panel: SPR23WINEPAN1
- ☐ Ale price cards: ALECARD888

### Back of house

- ☐ Hotel notice: AUT24BOHOTELA3
- ☐ Hotel map: AUT24HTLMAPA3
- ☐ Garnish guide: AUT24BARQSGV1
- ☐ Magic mat: AUT24CKTLMMV1
- ☐ Perfect serve poster: AUT24PSPOV1A1
- ☐ Bar speed dating poster: BARSPEEDAUT24
- ☐ Coffee focus: COFFEEBOHAxV1
- ☐ 10-point ale plan: SUM24ALEPLANA2
- ☐ Event calendar: JANJUN25EVNTV1

## Six Nations

**Fri 31 Jan – Sat 15 Mar**

✓ **Includes:** UK and ROI

✗ **Excludes:** Pubs without TVs, airports, train stations, service stations and shopping centres.

### Objectives

- Three-minute bar and app service time
- Pre-match and half-time focus
- Reliable TV coverage of the tournament
- To have a safe and inviting pub throughout the tournament
- Prepare, plan and schedule rota accordingly – especially on home nation matches
- Challenge 21/25 vigilance

### POS

- Posters (A1/A2A3)** – Display on internal easels, notice board and toilet menu cabinets upon arrival.

**NOTE:** prices will reflect the price adjustment on Wed 29 Jan. Posters can be displayed ahead of Wed 29 Jan.

Pubs with a magic should use the price matrix to price the poster

<https://www.myjdww.co.uk/home/documents/Six-Nations-25-Price-Matrix.xlsx>



## Planning

### Event Day Risk Assessment

- Pub are to complete a risk assessment with your area manager by Mon 20 January.  
**Pub:** <https://www.myjdww.co.uk/home/my-library/security-risk-assessment-form-901>  
**Hotel:** <https://www.myjdww.co.uk/home/my-library/hotel-security-risk-assessment-1806>
- Also discuss if there is need for door staff with your area manager
- Ensure security notices in place e.g. Zero tolerance ZEROTOL23A4 / Ask for Angela ASKANGELAA4

### Floor Plan

- Some tables may have to be removed to facilitate increased volume (discuss with area manager).
- Consider where tables are located in relation to the screens.
- If tables are moved ensure that your App floor plan is amended to reflect this
- Create walk ways to assist collecting glassware and deliver app orders.
- Ensure fire escapes are not blocked.
- Ensure the needs of all customers are met - not everyone will want to watch the football. Zone the pub according to the quantity of fans in the pub and the profile of the game

### Cleaning Plasma TV's

- Ensure all TVs are clean ahead of match days.
- If necessary, use a slightly damp blue cloth. Do not spray the screen and ensure it is turned off. (SOP-CL0009 Cleaning the customer area)
- Finish with a dry cloth.

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**Equipment Check – Projector****Projector - no picture**

- Check there is power to the projector (including at the power socket/source)
- Check the Freeview/Sky box is working (if applicable)
- Check the projector is on the correct video input

**Projector - no sound**

- Check there is power to the speakers (including at the power socket/source)
- Check the Freeview/Sky box is fully connected (if applicable)

**NOTE:** If any of the above checks do not resolve this issue or the screen features a “replace lamp” message, then place a callout.

**Non consumables –if required****Polycarbs**

SMISC467 – Pints  
SMISC468 - Half pint  
SMISC509– Venture Polycarb 12oz

**Plastic (disposable)**

SMISC781– Stack Cup Pint  
W0473- Disposable Pint  
W0470 - Disposable Half Pint

**Trays**

W0518– Round tray Non Slip 14in  
W0519- Round Tray Non Slip 16in  
W0516- Oval Tray Non Slip 27in

**Fixtures**

Display the games with sound off and subtitles off unless there is high level of interest. Print and display behind the bar.

| Date              | Fixture                    | Channel | Round   |
|-------------------|----------------------------|---------|---------|
| <b>Fri 31 Jan</b> | France v Wales, 8.15pm     | ITV     | Round 1 |
| <b>Sat 1 Feb</b>  | Scotland v Italy, 2.15pm   | BBC     | Round 1 |
|                   | Ireland v England, 4.45pm  | ITV     | Round 1 |
| <b>Sat 8 Feb</b>  | Italy v Wales, 2.15pm      | ITV     | Round 2 |
|                   | England v France, 4.45pm   | ITV     | Round 2 |
| <b>Sun 9 Feb</b>  | Scotland v Ireland, 3pm    | BBC     | Round 2 |
| <b>Sat 22 Feb</b> | Wales v Ireland, 2.15pm    | BBC     | Round 3 |
|                   | England v Scotland, 4.45pm | ITV     | Round 3 |
| <b>Sun 23 Feb</b> | Italy v France, 3pm        | ITV     | Round 3 |
| <b>Sat 8 Mar</b>  | Ireland v France, 2.15pm   | ITV     | Round 4 |
|                   | Scotland v Wales, 4.45pm   | BBC     | Round 4 |
| <b>Sun 9 Mar</b>  | England v Italy, 3pm       | ITV     | Round 4 |
| <b>Sat 15 Mar</b> | Italy v Ireland, 2.15pm    | ITV     | Round 5 |
|                   | Wales v England, 4.45pm    | BBC     | Round 5 |
|                   | France v Scotland, 8pm     | ITV     | Round 5 |

**NEW SOPS**

Ahead of the sporting events this summer please review the new SOPs below. We are currently in the process of fixing broken TVs ahead of the event.

**SOP B0085** – Use of TVs and screens <https://www.myjd.co.uk/sops/download/5896>

**SOP OF0275** – Replacing a TV, drop down screen or projector <https://www.myjd.co.uk/sops/download/5895>

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**Match Day Guide – Display behind the bar****Open**

- ☐ POS up to date and displaying the right matches
- ☐ Extra fruit prepared
- ☐ CCTV is recording | body cameras in use
- ☐ Radios set up
- ☐ All managers and doorstaff to 'BEAR-UP'
- ☐ Food and APP Pagers set up
- ☐ Fire exits unblocked
- ☐ Spillage packs to hand
- ☐ Emergency numbers to hand
- ☐ Daily planner reflects bar staff till allocations, floor zoning, breaks, etc.
- ☐ TVs, projectors are clean and working. Remotes located and spare batteries ready.
- ☐ Fridges and walk in fridges fully stocked with relevant products

**2 hours before kick off**

- ☐ Till floats increased/extra change ready
- ☐ Refill ice dumps
- ☐ Clear bar (e.g no POS)
- ☐ Glass washers and trays are fully stocked.
- ☐ Check furniture layout is as planned
- ☐ Create a plan for staff breaks during the match

**30 minutes before kick-off**

- ☐ Staff on the bar ready to deal with increased orders before the match
- ☐ Floor staff allocated to clear glassware prior to the match to avoid becoming overwhelmed at half time

**During 1<sup>st</sup> Half**

- ☐ **Refill**
  - ☐ Ice/Fruit
  - ☐ Fridges
  - ☐ Check Cellar
  - ☐ Change / Skim Tills
- ☐ Clear floor/external areas

**Half Time**

- ☐ Staff on the bar ready to deal with increased orders at half time.
- ☐ 1–2 people to clear glassware that was difficult to reach during the match (including external areas)

**During 2<sup>nd</sup> Half**

- ☐ **Refill**
  - ☐ Ice/Fruit
  - ☐ Fridges
  - ☐ Check Cellar
  - ☐ Change / Skim Tills
- ☐ Clear floor/external areas

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## Valentine's Day ♥

**Friday 14 February**

✓ **Includes:** UK and ROI

✗ **Excludes:** Airports, NEC; train stations; service stations; and pubs 39, 70, 6266, 6520, 7606, and 7905.

### Offer

2-dine-for-£25 in the majority of pubs (exceptions will be 2-dine-for-£30, 2-dine-for-£20 and 2 dine for €30 based on current menu pricing).

Customers will be able to choose two main meals, two desserts and two drinks from the Valentine's menu, with the option to upgrade to a bottle of Prosecco for £5/€6 extra.

For pubs who don't sell steaks pizzas have been added as an alternative.

### POS

- **Posters (A1/A2/A3/A4)** – allocated with w/c 3 Feb, delivery schedules will be sent to all pubs. Display on an internal easel upon arrival
- **Table mats** – These will be allocated separately prior to Valentine's Day. Allocation details will be briefed via MAP.

### Main meals

- Gourmet 8oz sirloin steak
- Mixed grill
- BBQ chicken melt
- Mangalorean roasted cauliflower & spinach curry
- Ultimate burger
- Southern-fried chicken strip basket
- Pasta alfredo

### Desserts

- Mini warm chocolate brownie
- Mini warm cookie dough sandwich
- Warm chocolate fudge cake
- Warm chocolate brownie
- Warm cookie dough sandwich
- British Bramley apple crumble

### Drinks

- Any two drinks from the 'includes a drink' range.
- Customers have the option to upgrade to a 750ml bottle of Prosecco for £5/€6.

### Kitchen

- Ensure you increase your orders of the above products in advance to ensure full availability for the duration of the promotion.
- As a guide, the last time this promotion was run, main meal volumes increased by 25% and dessert volumes increased by 50%.

### Tills

The tills and app will be setup to automatically offer the customer the best price.



## Help and support

- **Food queries** – email: [FoodDevelopmentManagers@jdwwetherspoon.co.uk](mailto:FoodDevelopmentManagers@jdwwetherspoon.co.uk)
- **POS** – email: [MarketingQueries@jdwwetherspoon.co.uk](mailto:MarketingQueries@jdwwetherspoon.co.uk)
- **Pricing** – email: [pricechangerequest@jdwwetherspoon.co.uk](mailto:pricechangerequest@jdwwetherspoon.co.uk)
- **Tills/app** – email: [Productdata@jdwwetherspoon.co.uk](mailto:Productdata@jdwwetherspoon.co.uk)

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