

Key Takeouts*

1

Consumers are missing the social connection



✓ Covid has certainly changed the drinking landscape in Ireland but we know consumers are missing the sociability and spontaneity that the pub offers.



✓ Socialability is the key USP of the pub. Make sure you dial up this socialability as this is something that consumers are craving.

2

Consumers are really missing the in pub atmosphere.



✓ In the short term, restrictions will limit the opportunity to deliver spontaneity however pubs can absolutely deliver on connectivity and sociability, This cannot be replicated at home or online and has been hugely missed by consumers.



✓ The pub plays an essential role in communities as a third space for connecting ensure you are dialling up this community role & socialability. This is what consumers have missed.

3

Draught is really missed by consumers



✓ Consumers have missed the draught experience ensure that you are serving the best pint possible.



✓ **If you have any questions on Quality & glassware care please talk to your local Heineken Ireland Sales rep about Quality. Also check out our [Glassware care](#) video here on [Pub Hub](#) - our online platform where you will find lots of useful information.**

4

Reassurance on atmosphere and safety is important when pubs re-open.



While there will be some nervousness about the return to the pub – show consumers all the behind the scenes effort that went into making the pub a safe place; personalise it through your staff; owner and your customers; de-mystify the experience for people to ensure prior to visiting they are very confident that their safety needs will be met but also that the experience will still be a positive and enjoyable one



✓ Your social media channels are a great way to communicate & reassure your customers that your pub is a safe place to return to.

5

Focus on the positives!



Show how professional the trade is and the fact that the new pub experience is one that has been curated by pub owners and staff for their customers. Make sure you use your social media channels to reintroduce your team to your customers so they have a familiar face for when they return.



✓ People are focused on what they can do - not what they can't. The sentiment is to support the trade as frontline workers



✓ **For any social media tips please ask your local Heineken Ireland sales rep. Also check out [Pub Hub](#) in the coming weeks for more useful social media tips.**