



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

COUNTDOWN TO CHRISTMAS TIPS FROM PSL – THE FOOD PROFESSIONALS

Christmas is coming and the goose is getting fat! For your piece of the Christmas pie, PSL – the food professionals has a host of suggestions that will save your business time, money and allow you to retain quality controls during the busiest month in the catering calendar!

PSL work as buying consultants, helping some of the biggest names in the hospitality business achieve the highest possible food margins and the lowest possible food prices without compromising on quality or service, so are perfectly placed to advise operators.

THE EARLY BIRD CATCHES THE WORM – JOBS TO DO NOW

- Forecast expected numbers and produce a purchasing guide for the Christmas period.
- Give suppliers some idea of volumes over the festive season
- Speak to suppliers and compare prices – dual supplying by commodity typically generates 8% savings. You'll be surprised at the diversity of products suppliers can quote on and sometimes offer savings on – fish suppliers have been known to carry mince pies!
- Prepare 'pigs in blankets' now and freeze – on average you can save 40% by not buying ready-made and unless otherwise stated serve Chipolata
- Make stuffing in-house and freeze down – avoids buying-in sub standard stuffing when there is no time to prepare nearer Christmas
- Save up to 40% on Fish, by ordering in November – prices always increase in December, so buy in advance, prep and freeze
- If your parties are mainly cash bars then consider organising a cash machine or cash back facility in your outlet for December
- If using Bronze Turkey for Christmas day, pre-order as it will be in short supply

DECEMBER JOBS

- Arrange for 2/3 large deliveries each week and rota additional staff to ensure proper checks can be made, checking weights and claiming credits for any shortages/incorrect specs
- Always buy turkey net weight and request bones FOC
- Think food miles – only use seasonal UK vegetables e.g. root vegetables or sprouts
- Consider using frozen prepared sprouts to save labour and food costs – as many guests never eat them
- When using smoked salmon, order the ‘Banqueting Sides’ – these are generally long cut, and all brown meat is removed giving 100% yield
- Cut fondant potato out of baking potatoes ‘60’s’ – 50% cheaper than chateau potatoes
- Add dishes from Christmas menu to your restaurant menu – reduces food wastage and labour
- Cut Christmas puddings cold and then re-heat – improves yield by 20%
- A coffee and mince pie station near the bar after dinner is a good alternative to coffee and mince pies at the table – it helps get the party started, encouraging people to dance and buy drinks. It also reduces wastage/consumption/staffing and increases bar sales
- Drinks promotions – think of promotions which will be good value to your guests but will drive sales/profit and ease the strain on service e.g. bucket of Budweiser @ £20 (8 bottles) – increase revenue and reduces waiting time at bar
- Enjoy incremental sales by offering bacon sandwiches towards the end of an evening
- Introduce a Party Night revenue posting tracker – mis-postings do occur at this busy time and another check may limit the damage
- Track the popularity of dishes if you have a choice menu – this will help you next year

To find out how PSL can help your business and save you time and money please call them on 01926 315 111 or visit www.psl-uk.co.uk

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