

Mighty LOCAL



QUICK REFERENCE GUIDE



**ALL DAY
EVERY DAY
£2.65**

Carlsberg
1847

TETLEY'S

sky SPORTS BT Sport

A GREAT PLACE TO BE...

**A GREAT
PLACE TO BE...**

A GREAT PLACE TO BE...



A pub that links the **LOCAL COMMUNITY....**



**A GREAT
PLACE TO BE...**

Enjoying Every Day Value for Money.



**A GREAT
PLACE TO BE...**

Enjoying Entertainment & Events.



**A GREAT
PLACE TO BE...**

Watching & Playing Sport.

THIS IS US

A community local pub that exceeds consumer expectations for activities and drink led occasions.

A pub where differing ages from the local community feel comfortable; enjoying great value, friendly atmosphere and great service in the best pub surroundings within the vicinity.



**A GREAT
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WHAT SET'S US APART



To be a successful community pub,
we believe you need to be better than your competitors.

Mighty locals aim to give customers within community pubs

“More of what customers want, less of what they don’t”

**AGREAT
PLACE TO BE...**

OUR CONSUMERS

Mighty Locals are generally driven by drink sales, with the type of customers varying throughout the day/week.

Mon-Fri during the day locals enjoy friendly staff and conversation whilst drinking a pint.

“Mines a Pint”

Mon-Fri nights & weekend days attract a mixture of ages and sexes to take part in activities like quiz's, pub teams and televised sport.

“Sporting Pint”

Mon-Fri in the early evening locals enjoy a drink after work.

“Early Doors”

Weekend nights attract a mix crowd who socialise and enjoy musical entertainment

“Night on the town”



**A GREAT
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OUR SERVICE

Staff focus on making each customer value their “LOCAL”

**ALWAYS
FRIENDLY**



**A GREAT
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OUR DESIGN



We aim to go one step further than the competition with a great value pub offer that becomes a central hub of the community. The first choice for live sports and an unrivalled centre for entertainment and traditional pub games...

A GREAT PLACE TO BE.

Entertainment area with AV technology

A TV can be seen from all areas showing Sky & BT Sport.

Décor and furniture better than all local competitors.

Pub Game area.
(Darts always, pool when sufficient room)



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OUR FOOD

A drinks led offer, that focuses on providing a safe and clean environment for local customers.

The food range can range from great bar snacks, to a simple value food offer when appropriate and possible.



**A GREAT
PLACE TO BE...**



ONLY
£8.95

**FREE
WIFI**

COME IN,
RELAX,
LOG ON



**BOTTLE
OF HOUSE
WINE**

ALL DAY EVERY DAY

A GREAT
PLACE TO BE...

sky SPORTS

A GREAT
PLACE TO BE...

sky SPORTS

BT Sport

**FLIPPIN'
FANTASTIC
FRIDAY**

FREE DRINK *
when you buy any MIGHTY plate meal



A GREAT
PLACE TO BE...

sky SPORTS

BT Sport

ONLY
£8.95

**BOTTLE
OF HOUSE
WINE**



ALL DAY EVERY DAY

A GREAT
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sky SPORTS

BT Sport

**FOLLOW
US**

JOIN US ON
FACEBOOK



A GREAT
PLACE TO BE...

sky SPORTS

BT Sport

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OUR DRINKS

Mighty Locals have a very simple product and pricing strategy:

Attract guests from competitors with externally advertised discount products. "Key Value Indicators" (KVI's)

Internally we promote trade ups.

We stock mainstream national brands of draught, bottled product, spirits & soft drinks priced competitively to the local market place.



A GREAT PLACE TO BE...



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OUR APPROACH

- Strong value messages always advertised externally
- Internal marketing promotes events and upsell/multi buys
- Stocking the nations favourite drinks brands
- Staff always look smart and wear Mighty Local uniform
- Staff are encouraged to build rapport with guests by introducing themselves or via name badge
- Only sport, sport news or national news programmes are shown on TV's
- Musical entertainment is provided every weekend
- Community, team and social events are conducted throughout the week

**AGREAT
PLACE TO BE...**





A GREAT PLACE TO BE...

ENJOY A REFRESHING COFFEE WHILST USING OUR **FREE WiFi**

COFFEE OFFER

Americano	£1.75
Capuccino	£2.50
Latte	£2.50
Hot Chocolate	£2.50
Tea	£1.65



A photograph of a busy pub interior. In the foreground, several people are gathered around the bar. A woman in a black top is leaning over the bar, and a woman in a red top is looking towards the camera. A woman in a blue patterned top is also visible. The bar is well-stocked with various bottles and glasses. A sign on the bar reads "ONLY £7.95 HOUSE WINE EVERY DAY". The background shows more of the pub, including a sign that says "By the best pub in the world".

Meeting Family & Friends

Enjoying Entertainment

Receiving Great Value

Watching Live Sport

Mighty LOCAL



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