

# Introducing the *Coffer Peach Business Tracker* – intelligence at the pulse of the leisure market

The Coffer Group is immensely proud to be associated with the ground-breaking *Coffer Peach Business Tracker* initiative.

This research will provide a crucial insight into how the leisure sector is performing during a period of unprecedented pressures. An understanding how the UK restaurant and bar market is performing will be invaluable to all sections of the industry—from operator and landlord, to banker and private equity investor.

The Coffer Group has always made this understanding its key asset and we continue to be at the vanguard of the leisure industry. We believe the Tracker is something the industry has needed for a long time and I and my Directors look forward to playing our part in its continuing development.

We are delighted to share with you the findings from May's research here. Please get in touch with me or my team with any thoughts and feedback you might have, we would be pleased to hear from you.

David Coffer  
Chairman



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PEACH FACTORY

## New figures point to resilience of leading restaurant, pub and bar groups

Encouraging figures from Britain's leading restaurant and pub operators show that sales are generally holding up against last year despite the squeeze on consumer spending and increased competition from supermarkets.

Aggregated figures from 12 major groups show that like-for-like sales in May were ahead 0.6%, with month-on-month out-of-home sales ahead 3.7% compared to April.

The data comes from the *Coffer Peach Business Tracker*, run by Peach Factory in partnership with KPMG, UBS bank and Coffer Group. The Business Tracker collects and collates sales data on a monthly basis to provide a unique picture of the health of the UK eating and drinking out-of-home market.

Peter Martin, founder of the Peach Factory consultancy, said: "Other research might suggest that there is contraction in overall eating and drinking out, but these figures demonstrate that managed, and largely branded, groups are in general bucking the trend and continuing to attract customers through their doors. If anyone is being squeezed, it seems to be the independent sector.

"There are undoubtedly variations from group to group, but the underlying trend in like-for-likes for most of 2009 has been steady against 2008, and that is some performance. The May +0.6% figure is in-line with that pattern.

"It is hard to say if this is down to increased promotional activity, more sophisticated marketing, better value, consistent quality and service, the reassuring strength of brands or even an increase in consumer confidence about going out. The bottom-line is that these established restaurant and pub groups are working harder and continuing to maintain custom."

[To read the full article please click here](#)

Companies participating in *Coffer Peach Business Tracker* include Mitchells & Butlers, Whitbread Restaurants (including Beefeater, Brewers Fayre and Table Table), Punch Pub Company (formerly Spirit Group), Gondola (owner of Pizza Express, Zizzi and ASK), Tragus Group (operator of Bella Italia, Strada and Café Rouge), TGI Fridays, Barracuda Group (including Smith & Jones and Varsity), Wagamama, Carluccio's, Paramount Restaurants (owner of Chez Gerard, Bertorellis and Caffè Uno), Novus Leisure (operator of Tiger Tiger) and Gaucho Grill.