

PUB GUIDE **OCTOBER 18**

EKW GROUP

HALLOWEEN

SPECIAL EDITION

Top tips for your pub

Everyone loves a theme, especially around halloween. Whether it's a spooky drinks menu, a ghoulish food offer. Halloween is the perfect time of year to boost sales.

EKW Group have put together a handy guide to Halloween.



How to conjure the crowds



Freaky fun for everyone



Fangtastic treats

DON'T BE HAUNTED BY REGRET

HERE'S HOW TO CONJURE THE CROWDS

The real trick is getting people there in the first place. Refine your marketing communications, utilise social media to generate as much exposure as possible. Plan an event that will make you stand out and draw in the punters

GET THE WORD OUT THERE

Promotion should start as early as possible, chances are, many other pubs in your area will be struggling to come up with ways to draw in more punters. Instead of competing with them, why not form a partnership?

You could organise a 'trick or treat pub crawl' between a few of the other local pubs, perhaps offering a discount for participants.

The majority of customers now look online for upcoming events so you need to advertise on your website if you have one and most importantly, on your social media.

SOCIAL MEDIA

Consumers now operate in a 24/7 social environment and this comes into play more than ever at halloween.

Utilising facebook's event page is a great way to promote an upcoming event online, it's free and easy to use, you have nothing to lose!

With an online event page, you will be able to create a buzz with content including photos, live videos and work on building those all important relationships with attendees.

Build your recognition with attendees by thanking them for attending, share a recap video to celebrate a successful night.

The most effective way to get your event out there is to use hashtags. Hashtags are a powerful tool in social media marketing as it can give your posts large exposure. As well as this, get local businesses to share your post to help spread the word. The more people that share your post, the more successful you will be.

LOCAL SUPPORT

Adults enjoy a disguise and different games just as much as children, so go all out with a fancy dress competition.

Arrange local partnerships who can support and promote your event. Maybe team up with your local fancy dress shop to create an offer or purely to promote ticket sales. Why not invite your local bakery to supply the catering. Double marketing strategies will benefit both parties & will maximise your event exposure.

Whatever you do, don't forget to share it all on your social media site!

Don't forget! Everyone loves a freebie or an offer, so create the perfect one for your event.

"win two free cocktails if your share this post and tag a friend".

Don't just rely on social networks, send personal invitations by email if you have guest database.

FREAKY FUN FOR EVERYONE



DECORATION

With halloween , you can be as creative as you want when it comes to decoration. It also can be done on a budget as a lot of things can be made from old materials. For the best halloween effect you need to focus on dark colours, streamers, cobwebs (Cotton wool), candles, spiders, etc. By turning the lights down making the place dark gives the customers a eery, gloomy feel. Fog machines are a great touch to the setting and make it feel really spooky! Halloween must haves for decoration are skeletons and pumpkins, its not halloween without them!

If you wanted to go the extra mile, you could have a themed halloween night such as; Game of Thrones, Hocus Pocus, Harry Potter, etc.

This could include fancy dress competitions for best themed costume and you could decorate your place like the movie!

FANCY DRESS

The way to get all your guests in the halloween spirit it to get your staff to dress up in their best halloween costume.

Maybe give them a theme to dress up as or help your staff out by giving them an outfit to wear.

FAMILY FUN

Halloween is mainly aimed at children however, it can be celebrated by everyone! Therefore, it is a good idea to cater for all ages and include attractions that appeal to adults as well.

- An idea could be to use the day for children and make a fun day out of it then use the night for an adult party. Games could include, apple bobbing, halloween mystery trails, competitions for best dress. Then at night the adults can have their fun and try out your spookatular cocktails!

RAISE YOUR PROFITS WITH THE POWER OF POTIONS

Halloween is the perfect excuse to get a little bit creative and weird with your drinks. The unofficial number one beer for halloween is Hobgoblin but you also need to consider other drinks to please your guest such as mulled wine and creepy cocktails. However, you also need to consider guest who do not drink alcohol as 1 in 5 people are teetotal.

Here are a few potions you can mix up to please your ghoulish guest.

MORGUE-A-RITA

Goo:

60ml cup sugar syrup
green food colouring

Cocktail:

120ml fresh lime juice
240ml club soda
180ml tequila
80ml cointreau
4 maraschino cherries
4 tsps maraschino cherry syrup

Mix together the sugar syrup with green food dye. Place glasses in the freezer to frost them. When frozen, dip each glass into the green syrup and invert to allow the syrup to drip slightly. Return glasses to the freezer to set.

Insert stirrers through maraschino cherries for each drink and set aside. Juice the limes and combine tequila, cointreau and lime juice in a cocktail shaker with ice and shake until very cold. Pour one teaspoon of the maraschino cherry syrup into the bottom of each glass. Add a cherry and stirrer to each glass. Carefully pour the margarita mixture into each glass till about 3/4 full.

THE FLAMING ZOMBIE

30ml White Rum
30ml Spiced Rum
30ml Dark Rum
30ml Apricot Brandy
30ml Pineapple Juice
30ml Lime Juice
15ml 151 Proof Rum
Ice

Combine all ingredients except the 151 rum into a cocktail shaker with ice, shake 5-7 times. Pour into a cocktail glass, top with the 151 rum.

DEVIL DON'T STAY

60ml dark rum
30ml pumpkin puree
30ml Barrow's Intense Ginger Liqueur
30ml Black Cherry Sparkling Ice
Grated ginger

Shake puree, rum, ginger liqueur, and grated ginger over ice and pour into goblet. Add Black Cherry Sparkling Ice and garnish with ginger root "tombstone."



WITCHES BREW

60ml Coconut Rum
60ml Peach Schnapps
90ml Spiced Rum
60ml Blue Curaçao
90ml Melon Liqueur
180ml Orange Juice
Lime Sherbet



In a large bowl or pitcher, combine liquors and mixers and mix well. Top with lime sherbet and dry ice (optional). If dry ice isn't available stir well to create a bubble effect.

For an extra halloween effect, pour the cocktail mix into science containers to give it a mysterious finishing touch.

JACK O' LANTERN

30ml Ounce light rum
30ml Ounce dark rum
30ml Ounce 151
30ml Ounce cointreau (orange liqueur)
90ml Ounces orange juice
45ml lemonade
5 ml grenadine

Place 1 cup of ice in a cocktail shaker and add all ingredients and shake to combine. Pour into glass and fill with ice. To add an extra finishing touch to the cocktail, serve in a halloween themed glass. Garnish with an orange wheel and straw, and serve.



In a glass of your choice pour the tropical Juice and Orange juice together. Then top the fruit punch with a scoop of mango sorbet. Serve the punch straight away before all the goodness melts!

KID FRIENDLY HOCUS POCUS PUNCH

240 ml of Tropical Fruit Juice
80ml of Orange Juice
1 scoop of Mango Sorbet

With fiery ginger beer, tangy limeade/lemonade and scary monster's eyeballs, this spooky punch is a great Halloween party idea that will definitely be a hit this Halloween.

Drain the lychees, reserving the juice. Stuff the lychees with the grapes. Divide the lychee 'eyeballs' between 6 tumblers. Put the reserved lychee juice in a large jug with the ginger beer and limeade or lemonade. Add enough food colouring to turn the liquid a bright green. Pour it over the 'eyeballs' just before serving.

NON-ALCOHOLIC FRANKINSTEIN'S PUNCH

850g (1 3/4lb) lychees in syrup
9 black grapes
9 white grapes
1 ltr (1 3/4pt) sugar-free ginger beer
1 ltr (1 3/4pt) sugar-free limeade or lemonade

FOOD TO DIE FOR

Fang-tastic treats to transform your takings.

BLACK PEAS

Soak the peas over night, then drain the peas in a colander and return to the same pan. Cover with fresh, cold water. Add the carrot, celery, and onion. Bring the peas to a boil and once boiling, turn the heat down and simmer for 2 - 3 hours, until the peas are soft and slightly mushy. Stir the peas from time to time during cooking to prevent them sticking on the bottom of the pan. Once the peas are cooked and start to break up, remove from the heat.

2 1/2 cups/500g dried black peas
(see below for types of peas to use)
Pinch bicarbonate of soda
1 carrot, peeled and sliced thickly
1 stick celery, roughly chopped
1 onion, peeled and roughly chopped
Salt
Malt vinegar, to taste

BLOODY TOFFEE APPLES

Lightly grease a baking tray. Insert lollipop sticks into the whole, stemmed apples.

In a medium saucepan over medium-high heat, combine sugar, golden syrup and water. Heat to 149 to 154 degrees C or until a small amount of syrup dropped into cold water forms hard brittle threads. Remove from heat and stir in food colouring.

Holding the apple by its stick, dip in syrup and remove and turn to coat evenly.

Trease and line a 18cm sandwich tin with greaseproof paper. In a large, heavy saucepan, add the sugar and water. Heat on medium until the sugar has dissolved, but do not stir. Add the remaining ingredients all at once, stirring once, and bring to the boil.

Whilst boiling, brush the inside edge of the pan with water to avoid crystals forming (which will ruin the entire batch!). Using a sugar thermometer, boil to the soft crack stage (132-143 C).

Allow to cool completely at room temperature, then break into squares and store in an airtight container.

15 apples
400g caster sugar
350g golden syrup
350ml water
8 drops red food colouring
lollipop sticks

900g light brown soft sugar
300ml water
1/2 teaspoon cream of tartar
150g unsalted butter
250g black treacle
150g golden syrup

TIP

Attract customers by servin finger foods and sweets treats at the bar. These are easy to create and to display for your guests.



DON'T TRICK THE LAW

The most important thing you need to do before you arrange anything is to check your premises licence to ensure you are eligible to host your event.

1 NON-STANDARD TIMINGS

You need to check the non-standard timings on your license as you may be able to open for an extra hour or two on halloween. You need to do this with enough time to post a temporary event notice. Your temporary event notice must be with the license authority, police and the environmental health department within a minimum of five working days before the event.

2 GLASSWARE

Your glassware must also comply with your licensing conditions especially if you are planning on making a halloween-themed cocktail menu. As well as this, drink offers must not fall foul of any mandatory conditions.

3 MUSIC LICENSE

If you are planning on having a disco, DJ or live band outside then the relevant permitted licensable activities need to comply with your license. The Live Music Act may help you until 11pm.

4 AGE RESTRICTIONS

An important thing to also be aware of is that fancy dress and masks can make it harder to identify someones age. Therefore, you need to be extra wary when asking for someones age and maybe relook at your age verification and underage policy. Make sure this is strictly enforced by making it visible on posters and announcements.

5 HORROR SCREENINGS

It's not halloween without horror movies right? However, don't just think you can screen them on your site, you will need a premises license that will allow you to screen films. You need to have the relevant temporary event notice and the correct license to screen films in place such as a Filmbank license.

6 TRADING LATER

If you have an plans to trade later, you may need to hire door staff and ensure your CCTV is in good order. You will also need to monitor sound levels if there is to be music so you don't cause locals any inconvenience.

7 FIREWORKS

You will need a designated firing area with a safety zone where the fireworks may fall. This needs to be away from the spectators and the car park. You will need to inform your neighbours and speak to the local authority such as your local fire officer.

8 STAY SAFE

As a pub owner you must meet the requirements of the health & safety legislation, food safety and hygiene standards, comply with fire safety law, COSHH (control of substances hazardous to health) and RIDDOR (reporting of injuries, diseases and dangerous occurrences regulations).

YOUR NEXT EVENT

Bonfire night is an event not to be missed and is perfect for all the family. It's the perfect social event to get involved with your local community.

You need to make your pub a perfect pit stop for families and this can be done by offering warm winter dishes such as a hog roast, hot dogs or burgers before the big firework display.

Bonfire night is a community event as it brings everyone together. You can attract more customers by having an outside bar with live singers if your license permits it.

The main attractions is the bonfire and the fireworks, the bigger the better! However, you need to make sure you have all the health and safety requirements in place as it can be one of the most dangerous times of the year.

BONFIRE NIGHT ESSENTIALS

The bonfire: To attract your guest to the best bonfire event in your area ask your local community to donate wood and materials for the bonfire.

Fireworks: The bigger the display the better! Fireworks can be a little pricey but if you get them from wholesalers or in the sale you can store them ready for the next year! Start advertising a month before so people can put your event in the diary.

Sparklers: Why not make a little extra profit by selling sparklers! They are a bonfire night essential and a lot of people forget to take them to events, therefore it would be a great touch to add to the event.

Craft Beers: A big social event like this is a perfect excuse to hold a beer festival! Or even just to get some craft beers and ale in. Maybe sell some winter ales and lagers that will attract the beer lovers!

BE SAFE

Consider whether the site is suitable and large enough for your display. Is there space for the fireworks to land well away from spectators? Remember to check in daylight for overhead power lines and other obstructions. What is the direction of the prevailing wind? What would happen if it changed?

Plan and mark out the areas for spectators, firing fireworks (and a safety zone around it) as well as an area where the fireworks will fall.

Most employers are required by law to insure against liability for injury or disease to their employees arising out of their employment. Ensure you are fully aware of your responsibilities.

The morning after, Carefully check and clear the site. Dispose of fireworks safely.

EKW GROUP SPECIALIST IN LICENSE TRADE ACCOUNTING

EKW Group have over 80 years experience in the licensed trade providing accounting & comprehensive business support to people working in the licensed hospitality industry.

We now have a national network of over 120+ professionals working within our organisation, working across all areas of the sector. Whether you're looking to start up your own business or you're lucky enough to be an experienced licensee, we tailor our support based on your requirements.

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The background features a dark, atmospheric scene of a large stone castle with multiple towers and spires, illuminated by warm lights. Several black bat silhouettes are flying in the dark sky above the castle. In the foreground, several intricate spider webs are visible, some of which are lit up with small, glowing orange and yellow lights, creating a festive Halloween atmosphere.

EKW GROUP

**1 PAVILION SQUARE
WESTHOUGHTON
BOLTON
GREATER MANCHESTER
BL5 3AJ**

**01942 816512
INFO@EKWGROUP.CO.UK
WWW.EKWGROUP.CO.UK**

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