

# Spring 2019 Market Forecast

For the hospitality and catering industry



Lynx Purchasing

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[lynxpurchasing.co.uk](http://lynxpurchasing.co.uk)



## Planting seeds for a greener future

In the current market, it might feel like a challenge to focus on the long term, but that's exactly what we're doing at Lynx Purchasing, and what we're also encouraging our customers to do.

There are issues facing the hospitality sector beyond Brexit; and one of the biggest is the sustainability of all our businesses. Changes in legislation, including the ban on single use plastics such as straws and stirrers due to be implemented

to purchasing can reduce their costs, while still keeping quality levels high. We are looking more than ever at working with suppliers who provide products and services that are produced in a sustainable way.

As just one example, Lynx Purchasing has now joined the Sustainable Seafood Coalition, which is working to ensure that all fish and seafood sold in the UK comes from sustainable sources. We

by next year, and planned changes to packaging regulations affecting mixed use plastics, will have a profound impact.

We all have a responsibility, and because we work so closely with both our customers and more than 60 trusted suppliers, we know we can be a powerful and positive influence for change. We want to help our customers see how a more ethical and sustainable approach

are the first purchasing group to join, and our membership is part of a wider commitment to sustainability across our business.

Flexibility is also important, with operators who can adapt recipes and menus to make the most of seasonal ingredients best placed to cope with supply chain problems. These are simple measures that help operators deal with any short-term challenges in the supply chain, and also support sustainability.

Efficient ordering, well-planned delivery schedules and reducing waste all play a part in reducing carbon footprint and all of this will reduce our environmental impact, as well as increasing operators' margins in the long term.

Find out more about our approach, and read our Sustainability Policy, at [lynxpurchasing.co.uk](http://lynxpurchasing.co.uk).

### UK inflation

The headline CPI inflation rate was 1.8% in January 2019, down from 2% in December 2018, with a drop in fuel prices compared to a year earlier cited as the main reason for the fall. The more detailed RPI measure showed that the cost to consumers of meals eaten out of home increased by 3% year-on-year.

**£1** was worth

As of May 30th 2018\*\*

€1.14  
\$1.33

As of October 1st 2018\*\*\*

€1.13  
\$1.30

As of March 1st 2019\*\*

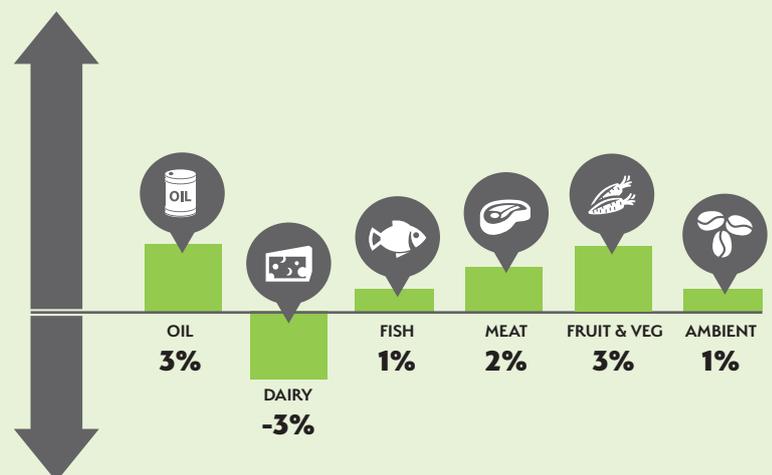
€1.16  
\$1.32

## THE LYNXOMETER

Our basket of the most commonly delivered items in Spring 2019 is

**UP 2%\***

\*Compares basket prices from February 2018 with February 2019  
\*\*Bank of England spot rates





## Shellfish

With much of the shellfish from UK waters exported, there's an opportunity to drive sustainability if customers can be persuaded to try dishes made with British-caught lobsters, scallops and mussels, which are high quality in spring and summer.

**Use for premium dishes; ask suppliers for preparation and cooking tips.**



## Carrots and onions

The smaller size and quality issues caused by last year's unusual weather also affected carrots and onions, and the market will rely on imports before the new season kicks in in the summer.

**Keep side dish descriptions flexible and buy the best available produce.**



## Beef

The arrival of the barbecue season from Easter onwards will see an increase in demand for burger cuts from the beef forequarter, as well as continuing demand for steaks. Round cuts such as topsides and silversides are likely to be better value.

**Ask suppliers for information on alternative, better value cuts and menu ideas.**



## Potatoes

The 2018 potato crop was poor due to the weather, and led to a number of quality issues. While supplies should last until the new season, larger potatoes for baking will be in shorter supply and are likely to cost more.

**Use a range of potato varieties and recipes to make the most of what's available.**



## Pork

Pork is often the best value as a meat option on menus, although this benefit will be relative if supplies are lower across the board. Loins and steaks are likely to be better value than belly and ribs.

**Promote pork on grill and BBQ menus as a good value option.**



## Fish

Wild brill, turbot, monk and hake caught in UK waters should be plentiful, weather and tides permitting. Plaice will also be in good condition after the spawning season, from April onwards; wild bass, skate and mullet should be avoided because of sustainability issues.

**Highlight the UK provenance of catch of the day specials to build interest.**



# THE LYNXOMETER



Meat  
2%



Fruit & Veg  
3%



## British produce

High quality British produce coming into season this spring includes rhubarb, asparagus, salad leaves, tomatoes and strawberries. Be aware that higher demand may push up prices.

**Work with suppliers and spotlight the best available British produce on menus.**



## Salads

March sees the arrival of Dutch salad crops such as cucumbers, peppers and tomatoes, replacing Spanish stocks coming to the end of their season. The UK market is important to these producers, and any supply or currency issues caused by Brexit will be a challenge for both sides.

**Use menu descriptions such as 'seasonal salad' to allow flexibility.**



## Alcohol

The UK is one of the world's largest importers of wine, and stocks are vulnerable to any hold ups in the supply chain. Operators should work closely with suppliers to plan drinks lists and offer customers alternative choices.

**Create pairings with menus matched to British beers and ciders.**



## Poultry

Poultry is potentially going to be one of the markets most affected by Brexit. With many suppliers relying on EU producers, caterers should plan for costs to increase, but with outcomes still uncertain, close liaison with suppliers will be needed.

**Be ready to change menus and offer alternatives.**



# Spring menu trends



British produce is likely to be the least affected in the event of Brexit hitting supplies, but with demand a big driver of price, caterers are advised to keep menus flexible and work closely with suppliers.

The 'food to go' market is forecast to grow to make up a quarter of all spend on eating out in the next three years, according to research by MCA Insight and HIM. While

hugely competitive for operators, food to go has a strong appeal to a younger customer demographic.

The popularity of game meat has increased in UK restaurants, a survey of game dealers by Shooting UK suggests. Driving the rise are more adventurous diners and chefs seeking more sustainable produce for menus.



Oil  
**3%**



Dairy  
**-3%**



Fish  
**1%**



Ambient  
**1%**



# Spotlight on...



## Rockcliffe Hall

Luxury hotel Rockcliffe Hall is achieving significant savings across a range of essential product areas, working with Lynx Purchasing.

Part of the exclusive Pride of Britain hotel consortium, Rockcliffe Hall's location is perfect for visitors to Durham city, the dramatic North-east coastline and the rugged beauty of the North Yorkshire moors.

The hotel has a four rosette restaurant, a brasserie and golf club. For Rockcliffe Hall's general manager Simon Roberts, it's this very diversity that throws down the gauntlet to purchasing groups.

Over a period of two years, the product range bought by Rockcliffe Hall at prices negotiated by Lynx Purchasing has expanded, and now includes stock-cupboard foodservice lines; catering equipment, crockery, cutlery and glassware; wines, spirits and beers; and fruit and veg. Recent additions include fresh fish; and cheese, chocolate and charcuterie.

*"From our perspective it's useful that we're not contracted in any way," said Simon. "There are no fees for us, that's arranged between Lynx and the suppliers before it gets to us. Lynx has to deliver, and it has to work hard, otherwise we can just walk away any time. That's a nice option for a business to have – not that we're planning on doing so."*

**Save your business money every day,  
call Lynx Purchasing on 01325 710143.**

## Meet the team David Catherall



### Job: Director of Business Development

#### Role:

To strategically review and advise customers how to drive better habits within their purchasing to increase profitability without compromising the level of quality and service they need and expect.

#### Expertise:

20 years of hospitality management mainly in the hotel sector has given me the ability to not only understand the challenges operators face with running costs but also to manage multiple relationships - critical for success in this sector. 10 years corporate experience and as a business owner gives me a balanced perspective that really benefits customers.

#### Biggest challenge for 2019:

At such a crucial time for this country, the challenge will be to carefully advise our customers how it will impact their budgets for the year. Clear and accurate communication on a regular basis will be critical to help them manage what could be a difficult time ahead.

#### Best moment at Lynx:

Saving a client £45,000 that immediately came off his bottom line whilst simultaneously improving the offer, quality and service he was getting. Being recognised as part of the team within many of my customers' businesses and seen as a trusted adviser makes me very proud of what we do.

#### Hobbies/ambitions:

Sport plays a key role in my life. I still play football and now coach under 5s after my son started playing. I enjoy playing and watching any sport, and there's nothing better than being active and outdoors with my family and dogs. My ambition is to constantly improve my knowledge so I can make a bigger difference to those around me and provide more value to customers.

#### My tip:

Don't ignore the less emotive categories of purchasing. Areas such as office supplies, telecoms, waste management, disposables or lighting can have a huge bottom line impact if negotiated well. Getting these areas right can free vital capital for the more emotive customer-facing challenges ahead.



Lynx Purchasing manages more than 2,000 business accounts in the hospitality and catering sector, on a no-membership and no-contract basis that offers like-for-like products at lower prices and often better quality than operators could obtain by negotiating alone.

As purchasing professionals, Lynx works with leading suppliers in the hospitality and catering industry. These include a full range of food and drink suppliers, catering equipment, housekeeping supplies and cleaning materials, and specialist service providers such as utilities, waste management and pest control.

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