

# “From flasks to branded PG2Go”

Richard Morton, Head Chef, Newark Showground

## tastes

@ NEWARK SHOWGROUND

Located in Nottinghamshire, Newark Showground is set in over 80 acres of land. With 7 acres of covered space and 10 separate halls, the Showground caters for almost any type of event and is well placed to offer its event facilities across the country. From small business meetings to product launches and concerts there is a catering need for most of the events held at the Showground.

Richard Morton, head chef explains: “At Newark Showground we host a wide range of events from weddings to festivals, and many others in between. The demand on our catering resources can therefore vary from one extreme to the other with no event ever being the same. We range from offering full conference facilities serving the usual refreshments throughout the day, to festivals where much of the catering is provided on-the-go. On occasions we hire mobile eateries and marquees to ensure we have adequate facilities to cater for everyone - you name it, we do it! The engine room, so to speak is a purpose built unit from which our main catering operation is based, and where the majority of the food and drink is serviced for conferences and internal events.

“It is this vast and varied portfolio of events that made us consider the PG2GO solution. With a logistical issue of being unable to serve hot drinks in cups and saucers within certain outdoor areas, we were looking for a branded solution that worked for us. We were approached about the PG2GO concept earlier this year and were immediately sold on the all-in-one tea solution. We previously sold unbranded ribbed cups with a tagged tea bag, and the issue of what to do with the tea bag once brewed to the perfect strength was always a problem. The concept of PG2GO - keeping everything together without the worry of where to dispose of the tea bag - was so well suited to our business we began stocking the product in April 2010.

“We were already serving tagged PG tips in flasks for conferences and meetings, so the introduction of PG2GO was the perfect addition to our hot beverage portfolio. We’re now able to tailor our offering based on the needs of our customers, which is essential for us as a business. By listing PG2GO, we’ve been able to continue to offer our customers the best branded option to suit their needs and in-turn made PG tips invaluable to us.

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“Since switching from a competing brand to PG2GO we’ve only hosted a handful of events where we’ve used the new concept, and are already delighted with the feedback we’ve received so far. The cups are an instant recognition of the PG tips brand and immediately allow our customers to think back to their kitchens at home. The product itself is great and as the cup is that much bigger than the standard cups we were offering previously, it has allowed us to charge a bit more money for every cup purchased. We haven’t had an event where we can really push volume yet, but when the summer hits and the bigger events start, I’m imagining a huge uptake in the number of cups of tea we sell.

“We have been able to increase our price from £x to £1.30, due to the increase in the size of the cup of tea we’re selling, together with being able to offer such a respected and recognised brand. This will have an impact on our overall figures for the coming year once the bigger events begin.

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“Other feedback we’ve had from our customers is that as PG tips is such an instantly recognised brand, they don’t worry about the quality of the tea they’re going to be served. This is a concern for us, as we know that people worry that if they order a cup of tea when at an event they’re visiting that they don’t know what they’re going to get - they don’t know the brand or the taste. Serving PG2GO completely dismisses this thought process which is great for us and equally good for the customer. The concept also allows our customers to brew their tea to the strength they prefer. It’s impossible to ‘brew’ a cup of tea to the exact standards that every customer demands and therefore leaving the brewing process in their hands is ideal. It takes away the potential of having to make the tea again, and puts the onus on the customer to ‘brew’ it as they choose.

“Of course it doesn’t suit all our events but where we serve tea outdoors, together with indoor events where we can’t use china cups and saucers or mugs, it is perfect. I have to say that one key selling point for me with the PG2GO concept is the lack of washing-up! After a long day running an event, it is a welcome break not to see all those cups and saucers coming back into the kitchen!

“Finally, since stocking PG2GO, which is Rainforest Alliance Certified we’ve recently ensured that all the coffee we serve on the Showground is fair-trade meaning that both our tea and coffee are both ethically sourced. This is a new stance for the Showground, but it has really taken off with our visitors and we’re proud to let our customers know that we’re serving ethically produced tea and coffee and helping others in the process.”

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