



FROZEN WORTH £2.2 BILLION IN FOODSERVICE

Data kindly provided by Peter Backman of Horizons For Success shows the foodservice industry had a torrid time in 2010 compared to 2007 with the number of outlets falling by 1.5%, the number of meals falling by 6.4% and sales of food and drink falling by 2.0%.

The sector that has lost the most outlets is the pubs, hotel and leisure sector that are down 4.4% and they have also suffered the biggest decline in the number of meals served with an 11% reduction representing some 260 million meals whilst the biggest fall in food and drink sales has been through the contract catering and institution sector seeing their sales fall by 4.0%.

The biggest sector for frozen continues to be the restaurant sector at just over £1.1 billion whilst pubs, hotel and leisure is worth some £668 million and contract catering and institutional market is worth just under £0.5 billion.

Between 2010 and 2007 there is a net fall of nearly 4000 outlets in the total foodservice market whilst the restaurant sector expanded with the growth of food led pubs (i.e. those pubs whose sales of food exceed those of alcohol). There was a significant fall in the number of wet led, mainly tenanted pubs, which led to an overall decline.

From 2007 to 2010 food and drink sales declined by 2% reversing an increase in the previous three year period with the institutional sector falling by £209 million or 4.0% over that period.

If your would like to delve further into these numbers and would like to contact Peter, he can be contacted at Horizons FS Ltd. Tel: 020 8349 0162 Website: www.hrzn.com

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FOOD PURCHASES

Food Categories	RESTAURANTS	PUBS, HOTEL & LEISURE	CONTRACT CATERING & INSTITUTIONS	TOTAL
	2010 £ millions	2010 £ millions	2010 £ millions	2010 £ millions
Frozen	1,129	668	441	2,238
Chilled - Long Life	443	303	463	1,209
Chilled - Short Life	1,471	837	844	3,152
Ambient	1,049	1,609	813	3,471
Total	4,093	3,416	2,560	10,069

FOCUS ON FOODSERVICE COMPLETE SECTOR STATISTICS 2007 AND 2010 COMPARISON

GENERAL INFORMATION

Information Categories	RESTAURANTS			PUBS, HOTEL & LEISURE			CONTRACT CATERING & INSTITUTIONS			TOTAL		
	2007	2010	% Gain/Loss	2007	2010	% Gain/Loss	2007	2010	% Gain/Loss	2007	2010	% Gain/Loss
No. of Outlets	57,382	59,107	3.0	116,399	111,254	-4.4	89,272	88,693	-0.6	263,053	259,054	-1.5
No. of Meals Served - Millions	2,881	2,708	-6.0	2,355	2,095	-11.0	3,489	3,363	-3.6	8,726	8,165	-6.4
Food and Drink Sales £ millions	19,833	19,843	0.1	17,780	17,109	-3.8	5,238	5,029	-4.0	42,852	41,982	-2.0

Source: Horizons FS Ltd. For further information, contact Peter Backman, Horizons FS Ltd. Tel: 020 8349 0162
 Website: www.hrzns.com

Foodservice Sector 2007 to 2010

The information which follows summarises information that was shown during 2010

Outlets

	2007	2010
Restaurants	57,382	59,107
Pubs, hotels, leisure	116,399	111,254
Contract catering and institutions	89,272	88,693
TOTAL	263,053	259,054

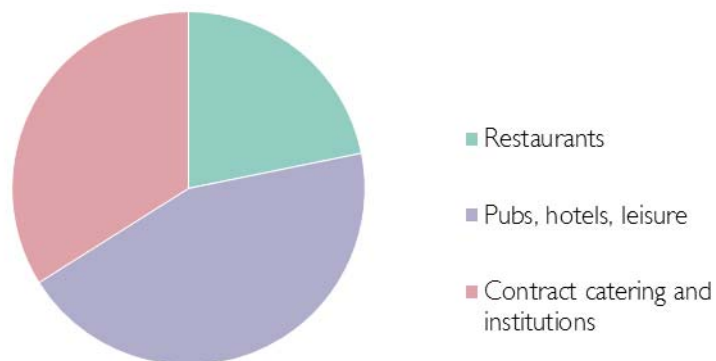
Source: Horizons

Notes:

- “Restaurants” include full service and quick service/fast food restaurants
- “Contract catering and institutions” covers B&I/workplace, health care, education, military, prisons etc

- There was a net fall of 3,999 outlets between 2005 and 2008
- The Restaurant sector expanded with the growth of food-led pubs ie those pubs whose sales of food exceed those of alcohol
- A significant fall in the numbers of wet-led, mainly tenanted, pubs lead to an overall decline in the numbers of outlets in the combined Pubs, Hotel and Leisure sector
- There was also a small fall in the numbers of institutional outlets

Number of Outlets 2010



Foodservice Sector 2007 to 2010

Meals

	Millions	Millions
	2007	2010
Restaurants	2,881	2,708
Pubs, hotels, leisure	2,355	2,095
Contract catering and institutions	3,489	3,363
TOTAL	8,726	8,165

Source: Horizons

- The foodservice sector served 561 million fewer meals in 2010 compared with 2007 – representing a fall of -6.4%
- Reductions in meal numbers were seen in all sectors
- The greatest fall in both actual numbers and in percentage terms was seen in Pubs, Hotels, leisure with an overall decline of -11.0%
- Restaurants fell -6.0% and the institutional sector decline was -3.6%

Meals (Millions): 2007-2010
Excluding Contract Catering



Foodservice Sector 2007 to 2010

Food Purchases	2007	2010				
	£ Millions Total	£ Millions Total	Ambient	Chilled - long life	Chilled - short life	Frozen
Restaurants	4,397	4,093	1,049	443	1,471	1,129
Pubs, hotels, leisure	3,759	3,416	1,609	303	837	668
Contract catering and institutions	2,817	2,560	813	463	844	441
TOTAL	10,973	10,069	3,471	1,209	3,152	2,238

Source: Horizons

- Chilled and frozen food account for 66% of all the food purchased by foodservice operators
- Frozen food is 22% of the total - and Chilled – short life (or Fresh) food represents a further 31%
- Restaurants are especially dependent on frozen food which accounts for 28% of their total food purchases.

Foodservice Sector 2007 to 2010

Food & Drink Sales

	£ Millions	
	2007	2010
Restaurants	19,833	19,843
Pubs, hotels, leisure	17,780	17,109
Contract catering and institutions	5,238	5,029
TOTAL	42,852	41,982

Source: Horizons

- From 2007 to 2010, food and drink sales declined by -2.0% reversing an increase in the previous three-year period
- Restaurant sales grew marginally by £10 million
- Pubs, Hotels, leisure fell by -3.8% - a reduction valued at £671 million
- Sales in the Institutional sector also fell, by £209 million – or -4.0% - over the period

For full definitions of these sectors go to Horizons website www.hrzns.com and click on “Detailed definitions”