

## Churchdown Club Spring Newsletter



It has been a while since our last newsletter as we have moved towards different ways of spreading news – have you seen our interactive screen in the lounge area and the scrolling events on the Jukebox app and screen?

Easter weekend – we have extended opening times with midday opening on both Good Friday and Easter Monday!! We have an Easter raffle in support of our Access For All Campaign so please remember to buy a raffle ticket at the bar – just £1. The raffle will be drawn at 5pm on Easter Sunday!



Ale festival – with just 2 weeks to go until our Blues and Ale Festival we are busy finalizing a great selection of ales for you. There will be live music on both Friday and Saturday evening and Sunday afternoon with a brilliant line up of professional blues artists!!!

Jukebox App – our Jukebox App is available on all AppStores – just search for NSM Music, share with a friend too and take advantage of free jukebox credits!!

Finally, pricing....

We haven't had a price increase on any products since March 2024, however since then we have seen a massive increase in overheads, especially gas and electricity, minimum wage, cellar gas, waste collection, and of course increased costs passed onto us from our suppliers. Despite these increases, Patrick and Charlotte have held a number of productive meetings with suppliers to try and ensure any increases are as low as possible. To put it into context Guinness are increasing their prices by 4.2% (the fourth year they have risen their prices by more than anyone in the industry) this may help you understand some of our decisions (which are also supply based) that we made earlier this year – we don't want to pass these increases onto you if possible!

Thanks to the loyalty of our members and these valuable meetings, we have been able to freeze the prices on a number of draught products and wines, this is unheard of in most premises! So, Carling and draught stout are frozen at 2024 prices for members!!

We also want to make it as attractive as possible for new members to join the club; to achieve this we have increased the difference between our member and non-members' drinks from 50p to £1, again allowing us to keep members' prices as low as possible.

Of course some increases are inevitable, whilst looking at prices we have also considered our range (we are to some extent limited with what we can supply as it is within the terms of our supplier agreement, from which we receive some additional benefits with the range we have on tap, such as financial support towards our TV package and festival backing) but we have also considered sales trends, seasonality and cost of products when mixing up our bar range.

In the coming weeks we are introducing a new session IPA, plus Thatcher Haze will return as a draught product. Whilst still available in bottles, we will lose draught Stowford and Staropramen to allow for this due to cellar capacity. We are also enhancing our non-alcoholic range with the introduction of zero-alcohol wines and a wider variety of zero alcohol spirits, lagers and ciders.

Our range of ales is commendable and, although there has to be a small increase, these will remain our lowest priced product per pint. Bring on the ale festival in 2 weeks' time!!

We will hold the current prices over the Easter weekend during which we also have extended opening hours. So, no increases will be seen until later in April as we always try our best to give you the best possible value and we hope you continue to come and support us!

**The Committee and Management at Churchdown Club**