

# Investing in outdoor:

Attract and retain  
customers to  
grow revenue



since 1870



## Businesses are growing outdoors

Rain or shine, day or night, outdoor spaces are becoming more important for consumers.

To make up for lost covers due to social distancing, the government relaxed laws during the pandemic, allowing restaurants, pubs and bars to serve food alfresco. New legislation plans to make this permanent. For operators with outdoor space, this represents an opportunity.

If you get your outdoor space right; you can serve more covers and extend dwell time - translating into increased spend per cover.

The frequency of visits for pub-goers is expected to return to pre-pandemic levels this year<sup>2</sup>. And **more than 1 in 4 of these pub goers (27%) expect space in outdoor areas<sup>3</sup>.**

*“We’re on a side street with only a few street lights, so the candles on our streetside tables help us to attract and draw people into the pub and bar.”*

Fossgate Tap, York



80%

of pub goers say it's acceptable to increase costs, as long as operators can maximise 'added value' wherever possible<sup>2</sup>

45%

Almost half of UK consumers that go to pubs or restaurants said they would prefer to sit in an outdoor area if they had one – even if the weather was just okay.<sup>1</sup>

<sup>1</sup> YouGov, May 20, 2021 – 4,284 GB adults

<sup>2</sup> KAM Return of the Pub 2022 in partnership with the British Institute of Innkeeping

<sup>3</sup> 35% of all pub-goers believe that the role of the Great British pub has grown in importance, for them personally, since the various lockdowns. This is significantly higher in the 18-34-year-old bracket.



# Creating Ambiance

90%

Ambiance is key to more than 90% of consumers when choosing where to go out<sup>4</sup>.



## Heat

Firepits and gas heaters can increase dwell time through providing warmth and intimacy. But if space or cost doesn't allow, blankets or hot water bottles are also an option.



## Furniture

Low-slung sofas & coffee tables suit groups that are drinking or eating nibbles and small plates, while diners prefer a good-sized table & chair.



## Soft Furnishings

Cushions and blankets add a pop of colour and encourage patrons to stay a little longer, order another drink or even a bite to eat.



## Flowers and Foliage

Use plants to create zones and enhance mood. On table plants are an alternative to cut flowers that can be left outside.



## Music

Introduce music outside on an outdoor speaker system or through a series of Bluetooth speakers.



## Light

Lanterns can be used to light up the floor and point customers towards the bar and restaurant. Use on-table candles to create a magical effect and pull focus to the table.



*"Our vibe is cocktail lounge chic, and we create the atmosphere using music, different types of lighting, and candles."*

Tomahawk Steakhouse, Darlington



## Level up your outdoor ambiance with Bolsius Professional

The Bolsius Professional outdoor candle range is specially designed for outdoor use.

The Twilight® and Starlight® come in a range of on-Trend colours. The glass filled candles have a wide base and tapered shape protect the flame from wind and rain.

The Relight® refills concept combines style with ease of use.

Offered in a wide range of colours and designs, Relight® refills can be changed or replaced allowing venues to create the same ambiance outside as they would have inside, whatever the weather.

The Relight® refill outdoor holder has a ceramic base and clear shatterproof shade is made from heat-resistant recycled plastic.

Both the Relight® holder and Twilight® product ranges protect the flame from gusts of wind. Should a candle go out unexpectedly, Bolsius Professional's specially developed wick design and clean burning wax mean the candle will not excessively smoke. What's more, easy light and relight wicks ensure maximum efficiency in a busy commercial setting.

## Inspiring outdoor aesthetics

### Timeless classics

Local and community pubs are seeing a resurgence in the UK, as **39% consumers expect to visit these pubs more this year<sup>5</sup>** meaning the classic pub garden remains a cherished favourite.

Make your pub picnic table more comfortable and inviting by adding adding long cushions and tabletop décor to give this classic new life. A table setting with two candles spaced on either side, as opposed to the centre, avoids the parasol hole, and creates ambiance while still allowing plenty of room for drinks, table water and sharer platters.

*"Candles add a sense of intimacy to the atmosphere, and the colours work well on the tables."*

Longs Bar, Swindon



## Ritual to revenue:

**More than two thirds of UK consumers consider lighting and candlelight important to their dining experience<sup>6</sup>**

*"We have candles on every single table in the pub. Inside, they're burning throughout the day, and we light the ones on our streetside tables at 5pm every day."*

White Swan, Leeds

Increase dwell time, spend and repeat custom by creating ambiance through candle lights. Lighting your outdoor candles at a set time each day gives staff the opportunity to check in with customers, or upsell another drink and some food or snacks.

### Bistro-style chic

As pavement dining rules relaxed, many UK venues adopted a European bistro-style approach, bringing their dining tables onto the street.

Creating and maintaining ambiance in a bustling street can be a challenge. However, it's possible to create a consistent experience through careful lighting and decor. For example, simple vases with a single flower placed on tables by day, which are swapped out at dusk for a romantic flickering tabletop candle provides a relaxed intimate atmosphere

<sup>5</sup> KAM Return of the Pub 2022 in partnership with the British Institute of Innkeeping

<sup>6</sup> Bolsius Professional Research, 2020





## Health & Safety considerations

- Burn candles safely by making sure there is at least 10cm between candles.
- Always burn candles on a suitable holder or fire-resistant coaster.
- Extinguish candles using a candle snuffer to prevent smoking and ensure it's easy to light next time.
- Protect customers and candles when burning candles outdoors by using a candle holder designed for outdoor use.
- Draughts can lead to uneven burning, tunnelling, or running wax – causing hazards and unsightly drips. Prevent this by using high-quality outdoor candles with a long burn time to ensure fewer replacements.



**bolsius**  
professional

## Sustainable, clean and odour-free

**Odour free, clean burning and created using high-quality materials, Bolsius candles help create a premium atmosphere with a warm welcome that encourages guests to linger.**



### irresistible experience

Clean burning  
Odour free



### social responsibility

Made in Europe  
0% animal fat



### mission green

Contains plant-based wax  
Palm oil free

Consumers now value sustainability in all areas of their lives: drinking or dining out are no exception. At Bolsius Professional, we go above and beyond to make sure that our candle collections are produced sustainably. We've eliminated palm oil and animal fats – instead, our candles contain plant-based wax from Europe. And we use recycled plastic and recyclable materials where possible.

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