

# ALL YOU NEED T' KNOW 'BOUT SCAMPI!

## Scampi plays a different role to other seafood

Scampi plays a different role from other fish options on the menu as it is seen as more of a **treat**, eaten for **enjoyment**, rather than for health benefits.

Because of this, customers are willing to **trade up** and spend a little more on a scampi meal.

## The older diner is key

The older diner enjoys eating in pubs and loves Scampi!

An option of a lighter bite/ **senior citizen** option is a must for **smaller appetites**.

Especially when there is the expectation that these customers will be the first back though the door!

## Lunch time is an important occasion

Lunchtime is a popular meal occasion not only for the older diner, but the younger **18-24's** too. Scampi is well placed on the **lunchtime menu** as it strongly appeals to both demographics!

## Scampi meets customer needs

With a rise in demand for **comfort food**, and a nations love for **nostalgia & provenance**, scampi is a perfect fit across all menus!

## Pub grub is in!

Traditional **pub food** is still the biggest motivator for people visiting a pub setting. As a true **British classic**, Scampi compliments this!

## WHY WHITBY?



IT BE WHITBY



Great 'tail integrity' meaning the langoustine tail is in better shape post processing.



\* Where listed as Whitby Scampi on Pub group menus

**FREE POS** to all users

**OVER 50%** of caterers serving scampi use a Whitby Seafoods made scampi

