



GREAT
BRITISH
CHEFS



GREAT BRITISH CHEFS INSIGHT

DINNER PARTIES

Summary

Almost 1 million people visit Great British Chefs for recipes and foodie inspiration on a monthly basis and in October 2016 we conducted some research to understand more about how they entertain and specifically create their dinner parties. 1190 people completed our 29 question survey.

The picture that emerges is one where dinner parties are very much alive and well and where our foodie community are pouring significant time and money into creating great occasions.



The recipes cooked are relatively complex, often with ingredients purchased from specialist shops, the number of courses generous and 'special plates and glasses' are used for these occasions.

Our audience is serving pre-dinner drinks with nibbles, cheese boards and after dinner drinks to finish. These are events where foodies get to show off their culinary skills and indulge in a hobby that they love.

Ultimately dinner parties are about great food and great company. This is cooking for the pleasure of all, host and guest. With the right message, this space has huge potential for the right brands.

The Dinner Parties

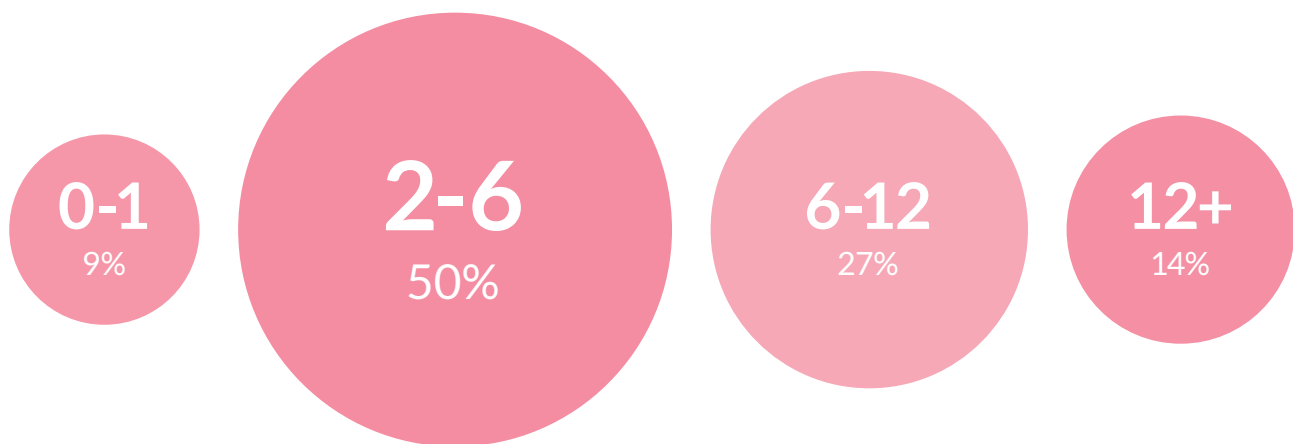
65% of our audience claim to love cooking dinner parties and interestingly men are even more passionate with over 73% who love cooking dinner parties. This is performance cooking, where the host gets to show off their skills and create an event that is loved by all.

40% of our audience are hosting dinner parties every couple of months and the majority of our audience (50%) are hosting dinner parties at least quarterly.

When you ask our audience to define a dinner party they talk about a sense of occasion that centres around food and friends. In a hectic world, it is a chance to stop and be together with great friends and enjoy each other's company. It is associated with quality time and quality food. The perception is that the occasion has become less formal over time and ultimately is about great people, great food and great times!

73%
OF MEN LOVE
COOKING
DINNER PARTIES

On average, how many dinner parties do you host over a year?

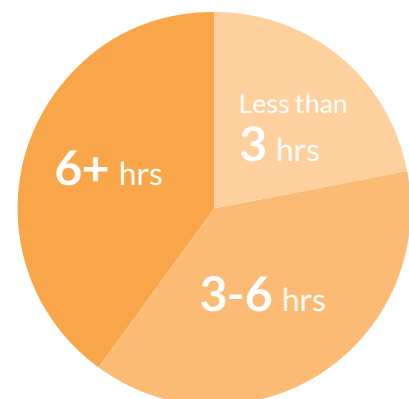


Time Invested

Our audience are investing a lot of time creating their dinner parties with most spending 3 or more hours. A staggering 40% of our audience are spending more than 6 hours crafting their recipes and this trend is even more pronounced for those aged between 45 and 55 (48%).

When asked if they had ever spent more than a day cooking a single recipe for a dinner party, 83% of our audience admitted that they had. While other studies have expressed concern about the lack of cooking skills in the younger generation, our younger audience are as committed to spending time making recipes as the older generation. This is a group that knows that marinating meat takes time, brining is worth the effort, pickling can't be done overnight, home curing delivers great results and low and slow delivers great results.

Approximately how long do you spend preparing for a dinner party?



Truly special

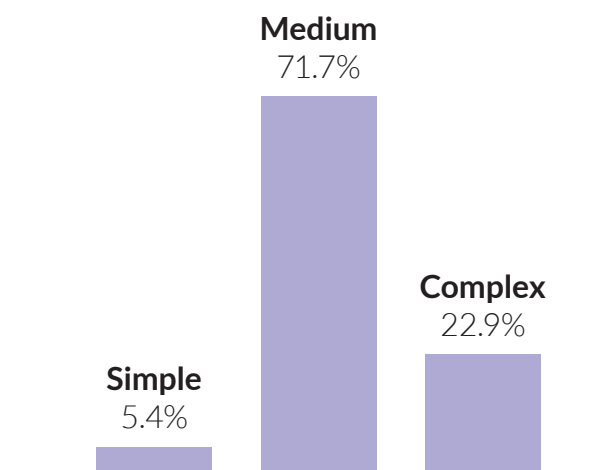
70% of our audience are cooking everything from scratch. This differs from their regular patterns where they will rely upon pre-made pastry, stocks and other elements.

66% of our audience seek out specialist ingredients for dinner parties from butchers, fishmongers, cheese shops and delis. This isn't surprising as our audience actively choose more difficult recipes for their dinner parties particularly those from the South East and South West.

The food alone is not enough to make the event special, as 69% of our audience are using special glasses and crockery that they don't normally use. Our Scottish audience seems even more committed to presentation as 78% of them are using special tableware.

47% of our audience are serving more than 4 courses and this is particularly likely if you are in London or the North East.

How would you rate the dishes you prepare for dinner parties in terms of complexity?



Gender differences at Dinner Parties

68% of our audience do the cooking for their dinner party alone but 28% of our audience claim to prepare their dinner with their partner. When men are those preparing the dinner party, they tend towards even more complex recipes (20% v 30%) and invest more time to get the result they are looking for. They are also shopping about more and make an even greater effort to visit a specialist store for specific ingredients.



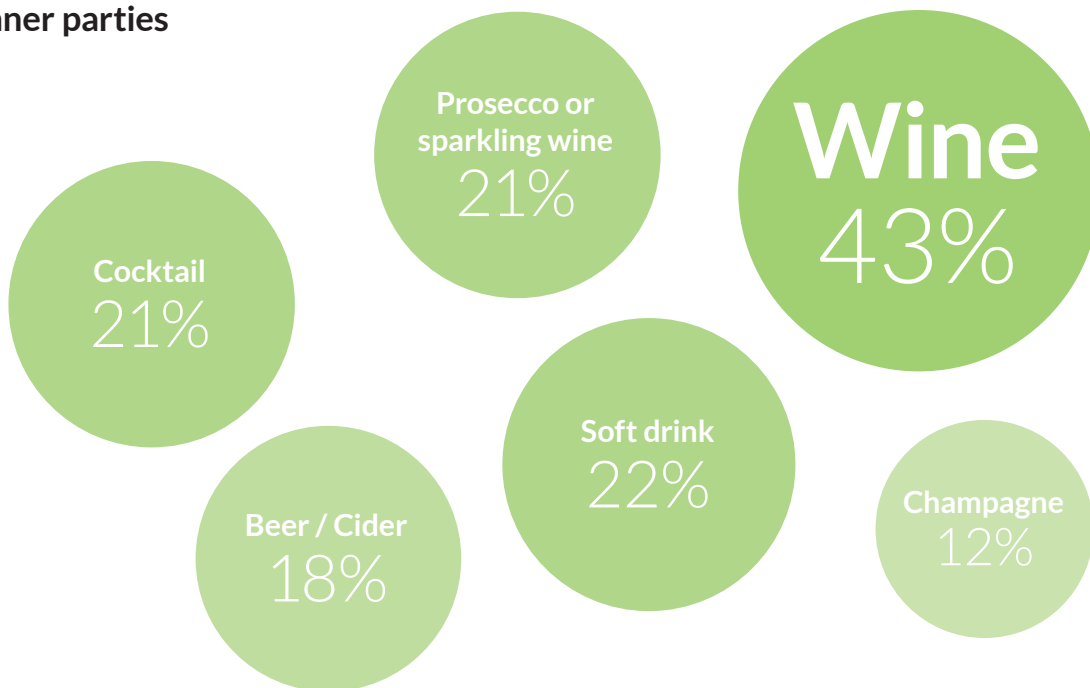
The above recipe has been viewed almost ¼ million times and is regularly shared on social media. It is a great example of a relatively difficult recipe that has a cumin foam as one of its core elements. The kind of recipe our male audience love as it requires trips to special shops and allows them to show off.

Getting in the mood

The preparation of a dinner party is a relatively calm affair with many of our audience having a drink to get them in the mood. 43% of our audience are normally or occasionally drinking wine during the cooking, 21% are enjoying a cocktail and 12% of them are so under control they are sipping Champagne, even more in London.

Whilst preparing your dinner party which of the following do you drink?

Those who claim to always or regularly drink the following while preparing dinner parties



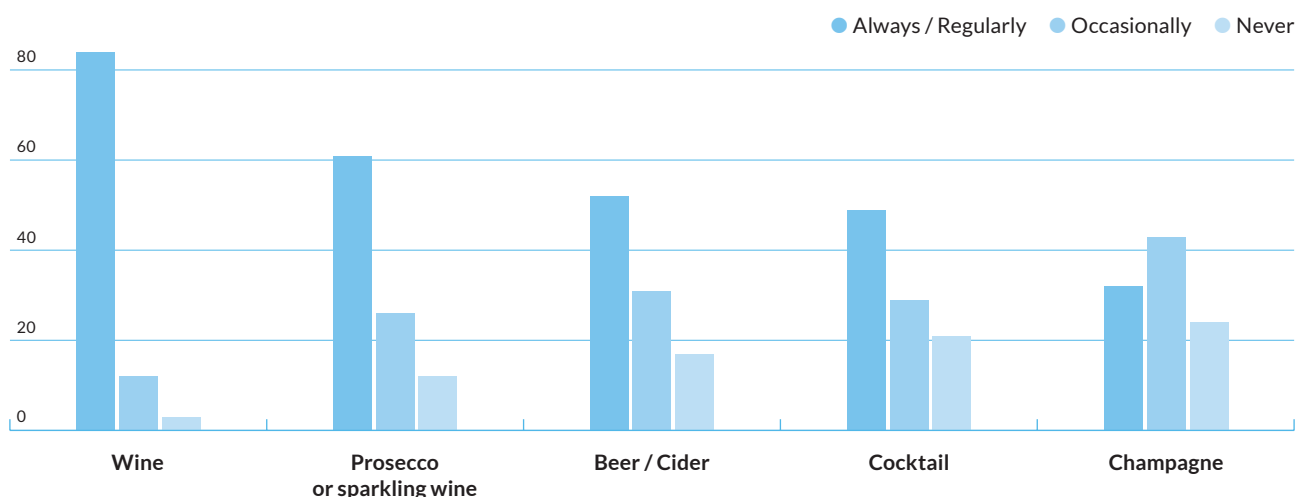
From previous research we have conducted, Gin is the spirit that is in most of our consumers drinks cabinets and our audience are as likely to have a cocktail out as they are to have one at home. Gin & Tonic is the most popular home cocktail and more are drunk by our audience at home than drunk out. Kantar Worldpanel are also reporting significant growth in Gin with UK Gin sales growing 14% in the last 12 months.



Before the dinner gets started

Almost all of our community (83%) are serving drinks before sitting down to dinner. Wine remains a firm favourite but over 60% of our audience are serving prosecco always or regularly. This is reflected in the market data from Kantar Worldpanel that shows Prosecco sales growing 30% in the last 12 months. Cocktails have also become more popular with over 40% of our audience serving them always or regularly and this number increases to 50% when just looking at male respondents.

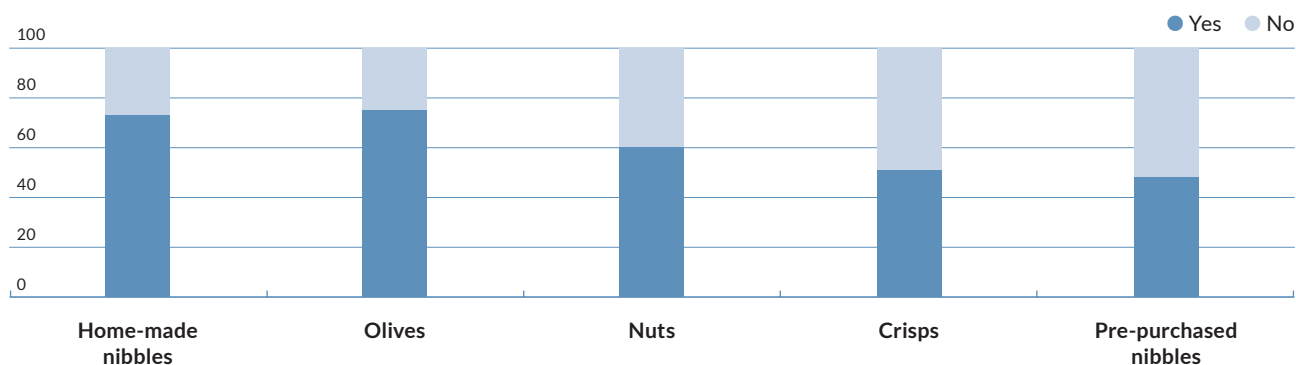
What drinks do you serve before dinner?



83% of our audience are giving their guests pre-dinner “nibbles” and 72% are making canapés made from scratch (72%). With over 120 canapé recipes on our website, it isn't surprising that we have attracted an audience that is committed to making their own canapés. That said, Kantar Worldpanel reports premium crisps and nuts now being purchased by 64% of the UK, is also reflected in our audience, who aren't afraid to buy pre-cooked ingredients that are of the right quality.



Which of the following types of nibbles do you normally serve?

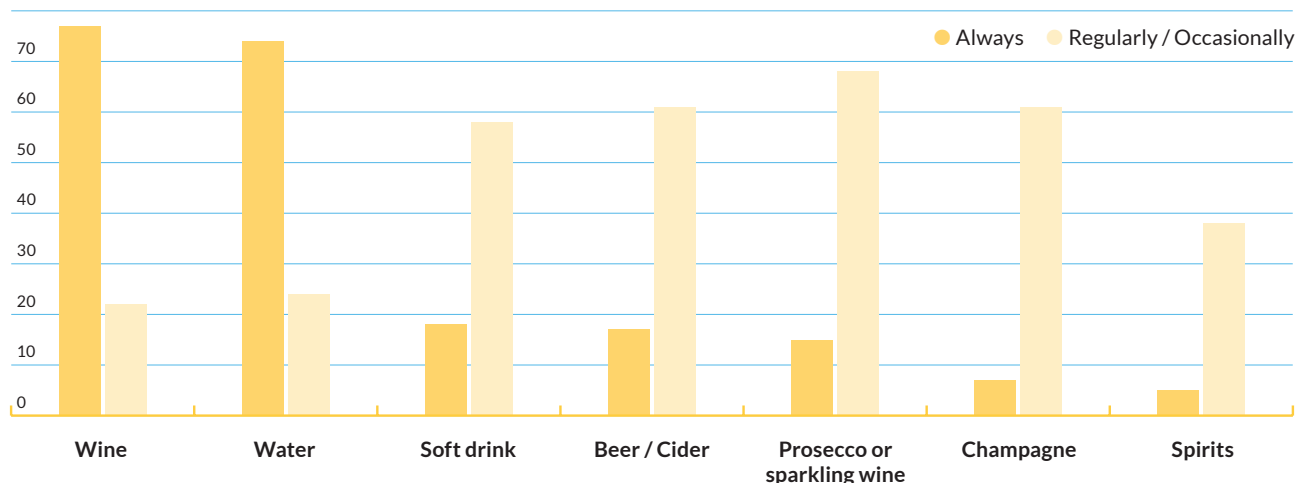


The Main Event

The dinner party is normally served in a “dining room” or a “kitchen-diner” unless the sun is shining when many of our audience will serve dinner on the terrace or in the garden.

Wine remains the drink of choice and 74% pair their wines with the food they are serving. 39% of our audience are serving beer or cider at their dinner parties always or regularly, and only 22% would never serve beer. It seems that beer and cider is now firmly on the menu.

What drinks would you normally serve with dinner?



It has been well reported that drink driving related deaths and injuries have declined significantly since the late 1970s and around 20% of the UK claims to be teetotal according to the latest government data*. Interestingly this audience is increasingly being catered for and 91% claiming to seek out a “special drink” for those who aren’t drinking alcohol. Kantar Worldpanel report that the “adult soft drink category”* has grown by 11% and that this is faster than any other part of the soft drink category.

Water is always served but interestingly this doesn’t seem to be an area that people are investing in. Research conducted by Great British Chefs over the summer showed that most people opt for tap water (56% always / regularly) at a dinner party. Kantar Worldpanel data shows that mineral water is up 9% but this doesn’t seem to be driven by the dinner party opportunity.

91%
ARE PURCHASING
A SPECIAL NON-
ALCOHOLIC DRINK

It keeps going

For some, the idea of passing the port or a little after dinner tipples might seem like too much of a good thing, but not for our audience. 46% serve an after dinner drink such as sweet wine, port or whiskey. When looking at the male only respondents this number increases to 51%.

52% of our audience are making sure that they are celebrating the finer things that Britain has to offer with a cheese board. There are after all 700 different British cheeses in the UK and with the current drop in sterling there has never been a better time to buy British.

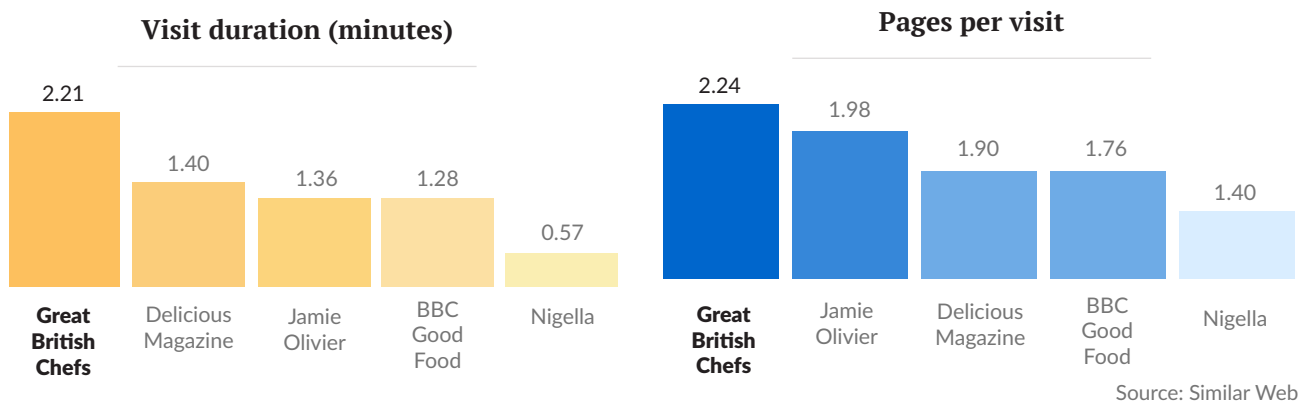
52%
SERVE CHEESE AT
DINNER PARTIES

Appendix

Great British Chefs

In October 2016 Great British Chefs conducted research into the dinner party habits of their community. The 1138 responses came from visitors to their website and those who responded to a range of tweets by @gbchefs

Great British Chefs is the leading premium food website in the UK that gets over 1.1 million visits a month. We have over 3,500 recipes from Britain's greatest chefs and bloggers and in 2015 launched Great Italian Chefs that has brought together 41 of Italy's greatest chefs with over 55 Michelin stars. Our audience is more engaged than our competitors and consequently spend more time on our site and view more content.



For Information about Great British Chefs please get in touch with Ollie Lloyd, info@greatbritishchefs.com

Kantar Worldpanel

The research quoted from Kantar Worldpanel references to 52we 11 Sep 2016, and growth is in GBP (£).

* The adult soft drink category includes brands like Appletiser, Naked Fruit, JS Presse, Aqua Libra Presse, JS Sparkling Elder lower, Belvoir, Own Label 100% Sparkling Juice, Tesco Ariba, Bottle Green, Purdeys, Tesco Finest*, Fentimanns, Sangs, Shloer, Snapple etc.

FOR MORE INFORMATION, CONTACT

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