

# FLY IN THE LOAF

BEER & BREAD



## SUBMISSION TITLE

FLY IN THE LOAF

## INDUSTRY SECTOR

TRAVEL & LEISURE

## CLIENT COMPANY

HERON & BREARLEY LTD.

## DESIGN CONSULTANCY

GOOD

“THE NEW LOOK OF FLY IN THE LOAF HAS GIVEN THE VENUE AND MY TEAM A COMPLETELY NEW LEASE OF LIFE. WE’RE ATTRACTING A WHOLE NEW CROWD WHO ARE STAYING LONGER AND SPENDING MORE THAN EVER BEFORE. SALES AND STAFF MORALE ARE AT AN ALL-TIME HIGH. WITHOUT THE DIRECTION FROM GOOD TO CHANGE OUR OFFERING AND FOCUS ON A MORE CRAFT-LED APPROACH TO TIE IN WITH OUR NEW BRAND, WE COULD NEVER HAVE BELIEVED THIS WAS POSSIBLE”

DOMINIC HORNSBY  
Manager, Fly in the Loaf



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THEY SAY LOCATION IS EVERYTHING AND FLY IN THE LOAF CERTAINLY HAS THAT - LOCATED IN ONE OF LIVERPOOL'S LIVELIEST NIGHTLIFE SPOTS THE VENUE IS IN PRIME POSITION TO ATTRACT CLIENTELE OF ALL AGES.

However due to years of underinvestment, an unkempt exterior and an interior that had seen much better days, the venue was severely underperforming.

There was an urgent need to refresh the brand and venue to change this increasing decline in sales. Heron & Brearley, a hospitality group based in the Isle of Mann, approached Good to reinvigorate this traditional boozers and give it a new lease of life.

Our response grew from some simple truths based on the venues history and heritage. Once a bakery, this legend subtly influenced the brand refresh, interior and exterior design and overall product offering. Based on the notion of 'Contemporary Craft' the new brand came to life through the new product offering advised – food from a local artisan bakers and the addition of more craft ales and beers. With a limited budget, a responsible approach to the refit was taken with original features enhanced and exposed.

The results speak for themselves: weekly sales have increased by 30%. The post launch target of £1,000 weekly sales increase is consistently smashed with an average weekly sales increase of £6,000.

A more diverse drink offering now reflects a broader mix of clientele, with wines and sparkling wines selling more than ever before. The reinvigorated space, coupled with the 'on brand' food and drink offering has completely changed Fly in The Loaf.

A space and offering now reflective of the effort the manager and team put in to serving, staff morale is at its peak and customer reviews have never been more positive.

## THE NEW EXTERIOR

Enhanced original features with modern lighting and signage.





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## 1. THE BRIEF

- To give the tired and underperforming venue a new lease of life.
- To make it more relevant to a local younger audience, whilst retaining the staunch group of regular older drinkers.
- To strike a balance between 'craft and heritage' and 'lager/football/music', ensuring as wide a crowd as possible.

## 2. DESCRIPTION

Over the years, Fly in the Loaf became a local institution in Liverpool. With a loyal band of older drinkers, it was difficult to attract a newer, younger audience and as such performance started to fall.

Location wasn't an issue; a short 10 minute walk from Liverpool Lime train station and slap bang in the middle of one of Liverpool's most popular nightlife spots, Fly in the Loaf was simply suffering from years of underinvestment. Perceived as the place where old men drank, with a brand and interior to match, the future looked gloomy.

## BEFORE AND AFTER

From stark and tired to warm and inviting.



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## 2.1 CHALLENGES

### No incentive for new drinkers to visit

A poorly maintained exterior, with unsightly satellite dishes, weeds and crumbling façade did little to entice people in. Similarly, an out of date interior certainly didn't create the atmosphere that people wanted to prolong their stay in.

### An inclusive design

The venue had to appeal to a very broad customer base: from old to young, music lovers to football fans, ladies who lunch and the girl's night out.

### One-dimensional offering

Mainstream and expected products for their current older audience, with a poor food offer.

### Poor product promotion

The interior, specifically the back bar, did nothing to showcase the product and offering available. Little to no lighting actually hid the product from view and served to make the bar area uninviting.

### Low staff morale

With Dominic Horsby at the helm, the staff were trained to perfection and their interaction with each and every drinker was second to none. However, their environment didn't reflect this and exacerbated with declining sales, staff morale was poor at times.

### Large, uninviting spaces

The entire floor space of the venue exceeded 300m<sup>2</sup> with a 13m bar running along the far side. The layout was a combination of cavernous spaces with difficult acoustics and small dark uninviting areas. With no budget for structural changes, these spaces needed to be considered in a clever way.

## 3. OVERVIEW OF THE MARKET

The pub market has been in decline following the recession with an 18% collapse over the last 7 years. In 2009 following the recession, an average of 52 pubs closed a week, this has slightly recovered to 31 closures a week.<sup>1</sup>

Liverpool has been bucking the trend in recent years with a number of successful bars opening in Merseyside, with a number of different trends throughout the city including the opening of micro-pubs. A venue that doesn't offer any TVs or gaming machines just drinking and conversation.<sup>2</sup>

Craft beer however has led to a huge change in the industry, originally targeted at young professionals looking for something different to the normal 'run of the mill' beer offering, the sector has exploded to now support more than 800 breweries in the UK alone.<sup>3</sup> But the craft trend hasn't stopped at just beer, with the movement now becoming more and more popular consumers are looking for a complete craft experience which now includes food and environments.<sup>4</sup>

## 4. PROJECT LAUNCH DATE

Fly in the Loaf reopened to the public in May 2014.

## 5. SIZE OF BUDGET

The project cost £150k. This included full brand refresh and deliverables, concept generation, detailed drawings for all interior, exterior and signage work, full FF&E schedules and full fit out.

### BRAND MARQUE

A sense of heritage, offering and personality.





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## REDEFINING THE BRAND

The name wasn't changing, but we needed to reinvigorate the brand. The Fly in the Loaf name derives from the building's previous occupant over a hundred years ago, Kirkland's Bakery, who's slogan was 'no flies in the loaf'.

Avoiding an overtly baking-themed pub, this baking heritage gave us a subtle thread throughout the brand and environment.

'Contemporary Craft' became the foundation for the new identity. A modern brand marque was created, and to allow flexibility, a secondary marque was also designed. Fiery oranges and soft greys represented the traditional colours of a baker's oven.

Special consideration was given to The Fly; an icon that gave the brand a sense of humour and could be used in subtly throughout the space.

## CHANGING THE OFFER

In order to attract a more diverse range of customers, the offer had to change. Good recommended a strategic shift from an almost 1 dimensional beer house to a much more inclusive venue, offering more craft and quality produce including wines and fizz.

A more 'on brand' food offer was needed too. Using the venue's heritage Good recommended teaming up with a local artisan baker to offer food that reflected the brand and the space. A new partnership with Baltic Bakehouse was born.

## CREATING AN INVITING EXTERIOR

Previously unkempt and unconsidered, remedial works included removing vegetation from the roof and relocating unsightly satellite dishes.

The new colour scheme is more sympathetic to the original building, with warm and soft greys replacing the previous harsh red and black. Great efforts were made to retain the buildings original features – a skilled sign-writer painted over the original lettering by hand.

Blue up-lighting was replaced with white lights and café style seating was placed outside for outdoor drinking and dining.



## BRANDED MATERIALS

A consistent theme tying everything together.



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## CRAFTING AN INCLUSIVE, RESPONSIBLE INTERIOR

Due to budget, no structural changes to the venue were possible. Instead, focus was given to enhancing its original features. The original floor tiles were cleaned and fixed where required. Non-traditional wooden arches that made the space feel dark were removed.

## The bar

The original bar was enhanced with the addition of coat hooks and a brass foot railing.



## Celebrating the offer

A lack of shelving behind the original bar made promoting any produce difficult. Shelving, lighting and mirrors were added. Black boards were added for daily specials. A large blackboard to the right of the bar, gives space for both food and drink offers.





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### Options to sit

The space was considered to allow options for all: bright dining areas at the front, high level seating and tables in front of the bar and fixed seating at rear. Existing furniture was reupholstered and repainted. New additions came from local furniture makers and suppliers.



### Cues of tradition and heritage

The venues heritage is reflected in framed baking prints and some authentic baking props – the original bakery peel, flour bags and wooden boards.

Bakery and brewing phrases were hand painted on the walls, whilst traditional frames were used to give the TV's a softer appearance.



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## SUMMARY OF RESULTS

**1. Increase in sales**

Fly in The Loaf is currently enjoying an increase of weekly sales of 30%. The average weekly sales increase is also 600% up on the initial post launch target.

**2. More diverse customer base, spending more**

As per Good's strategic advice, Fly in The Loaf has changed from an almost 1 dimensional beer house (draught and bottle orientated) to a much more inclusive venue, offering more craft and quality produce. A range of quality wines and sparkling wines are now on offer, with Prosecco becoming increasingly the most popular non-beer product.

**3. Happier customers**

There's no tougher critic than the consumer. Fly in The Loaf was awarded a TripAdvisor Certificate of Excellence, with a large portion of customers leaving highly favourable reviews, with mentions of both the new offer and the space.

## OUTSIDE DINING

Extended space for all to enjoy the new food and drink offer.





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## TESTIMONIAL 1.

“WHENEVER WE ARE IN TOWN, WHICH IS OFTEN, WE ALWAYS MAKE A BEELINE TO THIS FANTASTIC PUB WHICH SERVES SOME OF THE BEST KEPT REAL ALE’S IN THIS WONDERFUL CITY OF OURS, AND THIS IS NO MEAN FEAT AS LIVERPOOL HAS SO MANY GREAT REAL ALE PUBS. WE WERE HERE ON A FRIDAY AFTERNOON AND DECIDED TO GO IN, PUB WAS VERY BUSY BUT THE STAFF ARE SUPERB SO YOU NEVER HANG AROUND LONG FOR YOUR BEER.

THE PUB HAD A TASTEFUL REFURBISHMENT LAST YEAR AND IT LOOKS BRILLIANT, LOVELY INTERIOR AND GREAT CONTINENTAL OUTSIDE SEATING AREA. VERY EASY TO LOCATE ON HARDMAN STREET IN AN AREA PACKED WITH BAR’S, PUB’S AND RESTAURANT’S SO WELL WORTH A VISIT.”

NEIL K, Liverpool.

## TESTIMONIAL 2.

“I ENJOY A DRINK IN NICE SURROUNDINGS. I ALSO LIKE A REALLY WELL STOCKED BAR OF BEERS AND SPIRITS WITH BRANDS AND DRINKS I HAVE NOT TRIED AND THE BETTER ONES I AM FAMILIAR WITH. BUT THE ONE THING FOR ME, THE KEY TO ANY SUCCESSFUL BAR, PUB OR RESTAURANT IN MY OPINION IS A GOOD MANAGER WITH A STRONG TEAM. ‘FLY IN THE LOAF’ HAS THE LOT. POSSIBLY THE BEST MANAGER I HAVE COME ACROSS, CERTAINLY IN LIVERPOOL, AND POSSIBLY COUNTRY WIDE RUNNING A TEAM OF STAFF WHO SERVE CUSTOMERS WITH SPEED, KNOWLEDGE AND PROFESSIONALISM. IF YOU VISIT LIVERPOOL DURING THE DAY, NIGHT, WEEKEND OR WEEK DAY POP IN, SOAK UP THE ATMOSPHERE AND ENJOY THE BEST PUB IN LIVERPOOL.”

TONY M.

## TESTIMONIAL 3.

“I ENJOY A DRINK IN NICE SURROUNDINGS. I ALSO LIKE A REALLY WELL STOCKED BAR OF BEERS AND SPIRITS WITH BRANDS AND DRINKS I HAVE NOT TRIED AND THE BETTER ONES I AM FAMILIAR WITH. BUT THE ONE THING FOR ME, THE KEY TO ANY SUCCESSFUL BAR, PUB OR RESTAURANT IN MY OPINION IS A GOOD MANAGER WITH A STRONG TEAM. ‘FLY IN THE LOAF’ HAS THE LOT. POSSIBLY THE BEST MANAGER I HAVE COME ACROSS, CERTAINLY IN LIVERPOOL, AND POSSIBLY COUNTRY WIDE RUNNING A TEAM OF STAFF WHO SERVE CUSTOMERS WITH SPEED, KNOWLEDGE AND PROFESSIONALISM. IF YOU VISIT LIVERPOOL DURING THE DAY, NIGHT, WEEKEND OR WEEK DAY POP IN, SOAK UP THE ATMOSPHERE AND ENJOY THE BEST PUB IN LIVERPOOL.”

PATRICIA W, Stranraer.

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RESEARCH RESOURCES

- <sup>1</sup>The Telegraph  
<http://ow.ly/OqRkh>
- <sup>2</sup>The Liverpool Echo,  
<http://ow.ly/OqSVI>
- <sup>3</sup>Shortlist  
<http://ow.ly/OwhQT>
- <sup>4</sup>The Future Laboratory  
The Futures Report, Food & Drink 2013)
- Trip Advisor  
[http://www.tripadvisor.co.uk/ShowUserReviews-g186337-d4039757-r261409543-The\\_Fly\\_in\\_the\\_Loaf-Liverpool\\_Merseyside\\_England.html](http://www.tripadvisor.co.uk/ShowUserReviews-g186337-d4039757-r261409543-The_Fly_in_the_Loaf-Liverpool_Merseyside_England.html)
- All figures quotes in results have been supplied by Fly in The Loaf.

EXTENDING THE OFFER

A wider range of craft beers and ales.





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## OTHER INFLUENCING FACTORS

Additional changes over the period have also impacted on the success of Fly in The Loaf over and above the re-brand and re-fit, however these were either part of Good's strategic recommendations as part of the overall project, or a residual outcome.

**New food offer**

As part of the venues strategic shift towards 'Contemporary Craft' a new food offering was launched when the venue reopened.

**Extended drinks offer**

The 'Contemporary Craft' ethos spanned across food and into the drink offering too. Previously an almost one dimensional beer house, the product offering has widened to include more local craft ales and beers, and a better quality wine and sparkling wine selection. This change of offering is completely reflective of the new audience the venue is now attracting.

**Marketing & promotion**

Apart from a relaunch event where local figures were invited, marketing and promotional activity has stayed the same. There isn't a dedicated marketing team, nor was there a launch marketing campaign in place. The new offering and space has given the team at Fly in The Loaf more to talk about on social spaces than ever before. They are now active on both Facebook and Twitter – promoting daily offers and entertainment. Traditional word of mouth continues to be their main stream of promotion.

## HAPPY CUSTOMERS

A more diverse range of customers, staying longer and spending more.



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