

**APRIL 2011**

## **CONSUMERS SAY BRING ON THE ROYAL WEDDING CHEER**

In a survey conducted over the weekend by The Mystery Dining Company, 70% of respondents said that they would expect hospitality staff to embrace the festivities associated with Friday's Royal Wedding.

Completed by more than 400 respondents, the survey also revealed that 67% of consumers would purchase a commemorative item when drinking or eating out. A royal themed alcoholic beverage – be it beer, a cocktail or champagne – was the item people were most likely to order with 48% of the vote, meanwhile 34% said they would be likely to order a festive dessert and 19% a royal wedding themed sharing plate.

20% of participants also indicated that a visit to the pub over the course of the coming weekend would be more likely than normal.

Sally Whelan, director at The Mystery Dining Company said:

“There is no doubt that the Royal Wedding is an opportunity for the hospitality market. The fact consumers expect and even welcome a festive approach indicates that there is a desire to make an occasion of the event, without a consumer having to buy in fully to the celebrations.

“A special drinks menu which takes inspiration from tradition, the Royal family or even a twist on wedding favourites is likely to be well received as it helps to add a sense of fun to a drink with friends. Non-alcoholic cocktails which can be enjoyed by all age groups may also prove popular. Likewise, weddings are all about people coming together in celebration which is also why sharing plates and desserts, items that can often be considered an indulgence, have also been favoured by the survey respondents, whereas very few individuals said that they would be interested in a royal themed main course.”

**ENDS**

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