

# OUTDOOR CANOPIES FOR RESTAURANT OWNERS

10 benefits of  
installing an outdoor  
canopy for restaurant owners







“We all love nothing more than getting the chance to sit and relax outside however, thanks to the Great British weather, it’s something that’s really only possible to do in the UK two to three months of the year.”

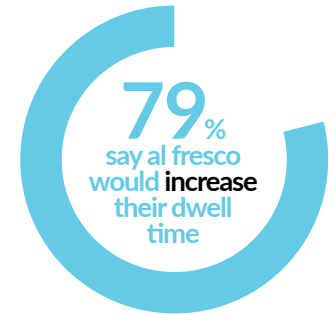
**Jason Eastwood** | Managing Director of Canopies UK



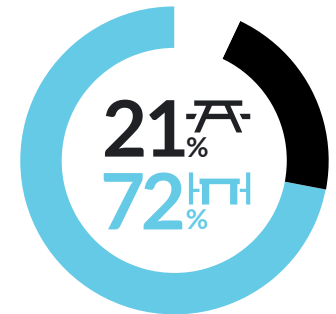
# The demand for al fresco dining

Al fresco dining is trendy and it's in right now...

According to research carried out by guest experience management company, HospitalityGEM, **79% of people say dining al fresco would encourage them to increase their dwell time.**



And they're not referring to a picnic-style set up here either. The same research revealed that **72% of people prefer to eat at dining tables**, with only **21% saying they prefer to dine at picnic benches.**



## 5 REASONS WHY CUSTOMERS LOVE AL FRESCO DINING:

- 1: Everybody likes a party and that's what they get with al fresco dining.
- 2: It's a great excuse to get outside.
- 3: There's nothing better than being out in the fresh air.
- 4: Dining, drinking, good company and great surroundings make for the trendiest of experiences.
- 5: Everybody of all ages can enjoy it.

# The great al fresco dining dilemma

## TOP TIP:

If you're planning to offer the al fresco experience, you'll need to factor in the weather and how much space you have available to you first.



It's clear why everybody loves al fresco dining so much, in fact, there's very little not to like about it!

But just because it's popular doesn't mean it's easy to achieve, not when you've got the great British weather to contend with.

Wind and rain one minute, bright blue skies the next – UK summertime is a real mixed bag these days. As a result, many restaurant owners can find it tricky to invite their customers to dine outdoors because there's no guaranteeing what the weather's going to do....

If you're selling the al fresco experience, then you need to make sure you can deliver it, in all weathers. Plus, you also need to make sure you've got enough space to create a trendy outdoor al fresco hot spot that'll have customers flocking through your doors.



# The al fresco dining dilemma solution



More-and-more restaurant owners are beating the weather and giving their customers what they want, not to mention getting more from their outdoor space, by installing a canopy.

Those who've gone down this route no longer have to worry about questions like these that, back in the day, would have kept them awake at night:

- Q? How many times have my customers been unable to eat and drink outside because the weather wasn't nice enough?
- Q? How can I use my outdoor space more than just a couple of months a year?
- Q? How can I make sure I'm offering people the al fresco dining experience they're after?

By installing canopy systems, like our hugely-popular Cantabria canopy, restaurant owners are no longer at the mercy of the weather.

## CANTABRIA KEY FEATURES:

- Controlled by a single handheld remote or smart device, the roof can be retracted at the touch of a button.
- Glass screens make it possible to transform an open space into a stylish, fully enclosed unit.
- Durable aluminium frame with integrated guttering.
- Waterproof roof and glass screens combine to make a UV protected environment.



# 10 benefits...

## ...of installing an outdoor canopy for restaurant owners - revealed

There are countless advantages to following in the footsteps of the many forward-thinking restaurant owners who've installed an outdoor canopy. Here are 10 of them:

### LET'S DO THE MATH

Available in any length and ranging in projections of up to **10 metres** for single units and **20 metres** for twin units, one of our new Cantabria canopies can create up to **184 additional weekly covers\*** and an additional weekly revenue of **more than £7,000.\*\***

\* Based on Friday and Saturday, 2 sittings per day.

\*\*Based on £40 per cover = £7,360.

- 1 You can invite your customers to dine al fresco all-year round....
- 2 ...and in all weathers too.
- 3 You can make more of your existing space and turn it into a real focal point.
- 4 You'll instantly give your customers something to talk about...
- 5 ...not to mention your competitors something to think about!
- 6 You'll be able to give customers what they want.
- 7 You can cater for more customers.
- 8 Catering for more customers = increased profits!
- 9 Goodbye to being dictated to by the weather.
- 10 Hello to offering the ultimate dining experience that appeals to all customers.

# Happy canopy customers

Lots of restaurant owners have installed one of our outdoor canopies and their customers can now dine al fresco to their heart's content as a result.

Here are just two of our restaurant customers who've gone down this route:

## ALEC'S RESTAURANT

### What they wanted

Alec's is a popular venue that's always full to capacity so the owner contacted us to see if we could help extend his dining space and seat more guests. The restaurant had an existing outdoor terrace balcony that was used by guests to grab some fresh air or as a place where smokers could go.

### What we did

We installed one of our Cantabria canopies, providing Alec's with extra space that's fully covered and can be used all-year round.



## THE YELLOW BROOM RESTAURANT

### What they wanted

The Yellow Broom Restaurant is one of Cheshire's best known landmarks and treasured restaurants. They wanted to make more of their front terrace and create a dedicated area where they can cater for additional guests in the summer.

### What we did

The restaurant now features a sleek Cantabria canopy system that's been designed to specifically fit within the designated area and is a highly flexible space. Fitted with lights and heating, the canopy can be used all-year round by guests and casual diners, regardless of what the weather's doing.



For more case studies, head over to our website at:  
[www.canopiesuk.co.uk/hospitality](http://www.canopiesuk.co.uk/hospitality)



# About Canopies UK

Canopies UK is the country's leading designer, manufacturer and installer of high quality canopies. Established for more than 25 years, the company employs over 50 staff at its Lancashire headquarters, which incorporates offices, production space and warehousing.

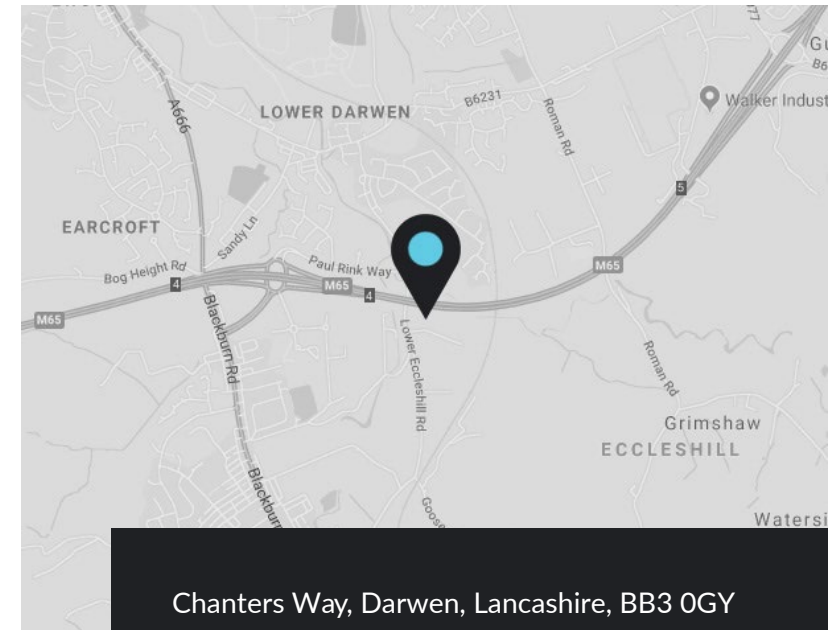
Serving a multitude of sectors, including hospitality, education, healthcare and construction, Canopies UK delivers excellence through site specific specification and unrivalled product quality.

To find out more about how installing an outdoor canopy can benefit your business or to discuss your requirements with us, contact us today on [info@canopiesuk.co.uk](mailto:info@canopiesuk.co.uk) or [01254 777 002](tel:01254777002).

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