Restaurants projected to take £109 million in sales on first day of reopening, half of the amount taken last year
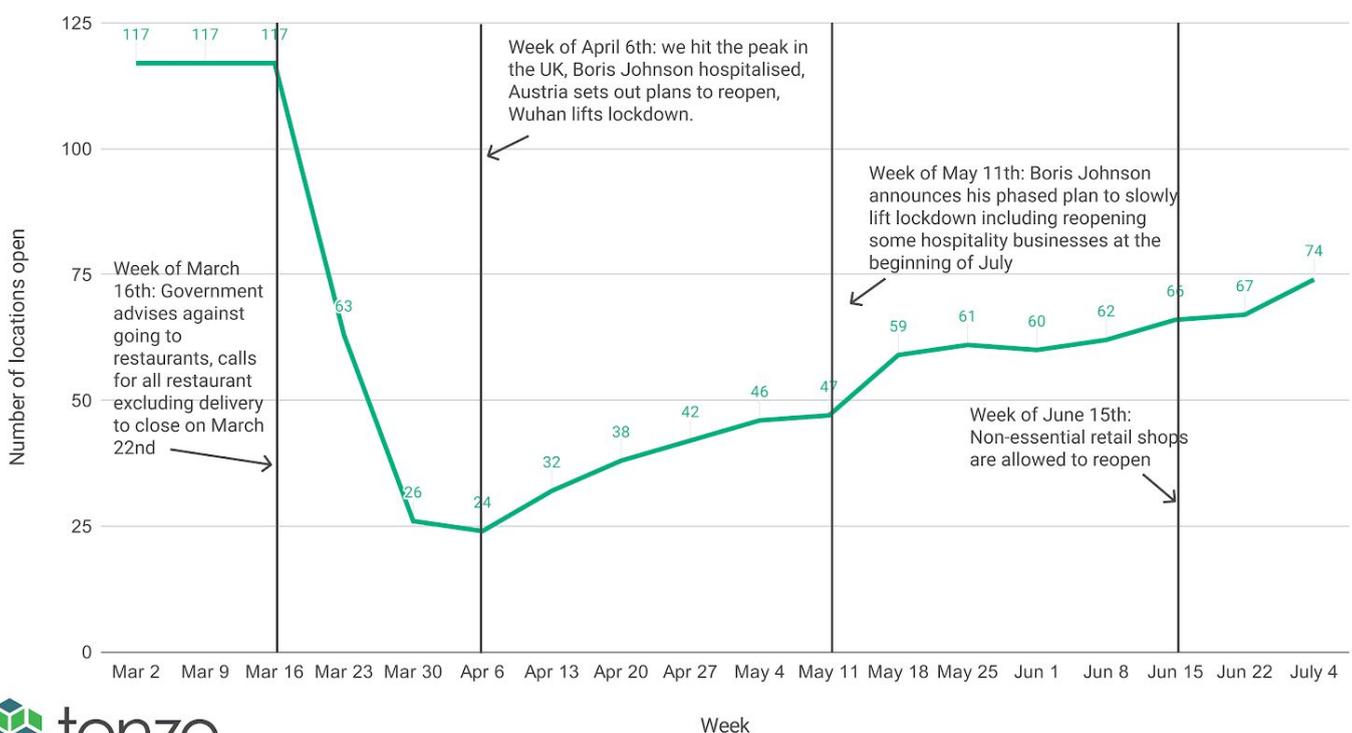
4 July 2020, London

Latest data from Tenzo shows that the UK restaurant industry looks like it will take in £109 million on what many had optimistically deemed 'Super Saturday', 53% below what the industry made on the same day last year. This is also due to the fact that only 63% of locations have reopened. This number includes sales in pubs, cafes, quick service, and table-service restaurants.

This is clearly not the 'Super Saturday' many were hoping for and whether that's because people are still wary of going out or because it's a particularly dreary Saturday weather-wise, it's clear the restaurants are going to still need support in the form of government assistance.

We've kept track of open restaurants since the beginning of March. Our original sample included 117 locations spread between different dining options; at its lowest only 20.5% of locations were open. As of July 4th, only 63% have now reopened, whether that is because they have gone out of business or are waiting for the right time to open their doors.

Number of open locations vs week

Week of March 16th: Government advises against going to restaurants, calls for all restaurant excluding delivery to close on March 22nd

Week of April 6th: we hit the peak in the UK, Boris Johnson hospitalised, Austria sets out plans to reopen, Wuhan lifts lockdown.

Week of May 11th: Boris Johnson announces his phased plan to slowly lift lockdown including reopening some hospitality businesses at the beginning of July

Week of June 15th: Non-essential retail shops are allowed to reopen

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The analysis was performed by Tenzo, a restaurant business intelligence and forecasting platform used by some of the fastest-growing hospitality businesses in the UK.

Contact Tenzo at press@gotenzo.com with any questions or for further comment.

Notes to Editor

About Tenzo

Founded in 2016, Tenzo are on a mission to revolutionise the way restaurants and retailers use their data.

We want to be in the pocket of every decision-maker in every restaurant and store on the globe, giving actionable insights to the right person, at the right time, and on the right device. Through our insights and forecasts, we aim to help every brick-and-mortar business become less wasteful, reducing the impact that humanity is having on the planet, and creating more efficient businesses that grow faster.

About the founders

Tenzo, named after the title of the head chef at Buddhist monasteries, was co-founded by Christian Mouysset and Adam Taylor, who met while studying computer science at Cambridge.

Christian, as a restaurant entrepreneur himself, experienced first hand the problem of lack of access to data at the right time to make meaningful business decisions across his Hummus Bros chain.

Adam led big data and growth tech work for McKinsey in Silicon Valley. Adam cut his development teeth at Marmalade, a mobile gaming studio, where he led development teams on classic titles such as Final Fantasy and Tony Hawk's Pro Skater.

For more information, visit gotenzo.com