

BIG AL's **PUB GRUB**

EAT • DRINK • ENJOY





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BIG AL'S PUB GRUB

A Simple Guide to Serving Food & Boosting Business

THE SALE OF FOOD IN PUBS IS INCREASING IN IMPORTANCE THAT'S WHY BIG AL'S HAS DEVELOPED THE BIG AL'S PUB GRUB CONCEPT TO ENABLE PUBS TO START SELLING FOOD OR GROW LOW CURRENT FOOD SALES VOLUMES, WITH MINIMUM SET UP AND OPERATING REQUIREMENTS.



WHY OFFER HOT FOOD IF YOU'RE A PUB?

Simple - It adds to your customers experience and makes them stay longer⁵.

MORE DWELL TIME = MORE FOOD SPEND =
MORE DRINK SPEND = **MORE PROFIT**

Big Al's makes it easy for pubs without prior food experience to serve classic pub grub—a reliable crowd-pleaser and a great way to boost profits. Whether it's keeping up with the latest trends or nailing the essentials, Big Al's provides the support and solutions you need to succeed.

3 BIG ISSUES



RIISING
BUSINESS
RATES



ALCOHOL
DUTY



STAFF
COSTS³

3 FOCUS AREAS FOR SUCCESS



QUALITY
FOOD
OFFERING



BEST
PERCEIVED
VALUE



ELEVATED
EXPERIENCE⁴

FOR US QUALITY COMES FIRST, SECOND AND THIRD

THE BEST BURGER STORY ALWAYS BEGINS WITH THE BEEF

That's why we pride ourselves on providing quality burgers made from **100% British and Irish beef** that outlets can rely on time and time again.

Animal welfare on our supplier farms is paramount. We're committed to only working with dedicated suppliers who share our commitments on animal welfare.

We can ensure **sustainability** of supply and have end to end quality control.



WE WORK WITH OVER **15,500 FARMERS**
ACROSS IRELAND AND UK!

WE'VE DONE THE HARD WORK SO YOU DON'T HAVE TO!



Authentic
flame grilled
BBQ flavour



Quick to heat -
easy speed of
service



Minimal
training
required



Consistent
appearance,
taste & quality



Reduced
health and
safety risks



Traceable
from farm to
fork



Reduce Food
Wastage

THE FROZEN ADVANTAGE

ALL OF THE BIG AL'S PRODUCTS ARE FROZEN FOR A REASON.

Not only does it lock in flavour, but it helps create efficiencies in your kitchen.



- ✓ Increase kitchen flexibility
- ✓ Reduce Cooking Steps
- ✓ Reduce Labour Costs
- ✓ Reduce Health & Safety Risks

SCAN ME FOR MORE BENEFITS



TIER 1

FROM PINTS TO PLATES

A Simple Start to Serving Food

Tier 1 is for those just starting out and have little to no experience in serving food.

Not to worry though as Big Al's will help you every step of the way. This curated burger menu requires minimal effort but provides a great option for your customers to stay longer and increase their satisfaction.

Not only that it also allows you another opportunity to diversify and increase your profits. It limits waste, includes versatile ingredients and is a great easy first step to those who might not be confident yet in serving food.



ONLY A MICROWAVE NEEDED FOR COOKING

BURGERS

CLASSIC QUARTER POUNDER

Served in a gourmet burger bun with iceberg lettuce, red onion and burger sauce

CHEESE BURGER QUARTER POUNDER

Served in a gourmet burger bun with iceberg lettuce, red onion and burger sauce topped with cheddar cheese

DOUBLE CLASSIC

Two quarter pound burgers served in a gourmet burger bun with iceberg lettuce, red onion and burger sauce

DOUBLE CHEESE BURGER

Two quarter pound burgers served in a gourmet burger bun with iceberg lettuce, red onion & burger sauce topped with cheddar cheese

TIER 2

PUB GRUB MADE EASY

Our curated Tier 2 menu offers everything from tier 1 as well as a few other customer favourites.

You'll not only add to your burger offering but also increase your menu to include the likes of Hotdogs and Ribsteaks. Don't worry though as we've designed this menu to keep the focus on reusing ingredients, reduced levels of waste and reduced complication.



ONLY A MICROWAVE NEEDED FOR COOKING

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CHEESE BURGER QUARTER POUNDER

Served in a gourmet burger bun with iceberg lettuce, red onion and burger sauce topped with cheddar cheese

DOUBLE CHEESE BURGER

Two quarter pound burgers served in a gourmet burger bun with iceberg lettuce, red onion & burger sauce topped with cheddar cheese

SPICY NACHO BURGER

4oz flame cooked beef burger served in a gourmet bun with cheese, salsa, red onion, jalapenos and crunchy tortilla chips

BBQ BURGER

4oz flame cooked beef burger served in a gourmet bun with cheese, diced onion and topped with BBQ sauce

HOT DOGS

CLASSIC HOTDOG

Beechwood smoked gourmet hotdog served in a bun covered in mustard and ketchup

NACHO DOG

Beechwood smoked gourmet hotdog served in a bun and topped with salsa, red onion, jalapenos and crunchy tortilla chips

RIB ROLLS

BBQ RIB ROLL

Succulent BBQ ribsteak served in a soft sub roll topped with diced onion and BBQ sauce

PHILLY CHEESE RIBSTEAK

Succulent BBQ ribsteak served in a soft Sub Roll topped with Sliced Bell Peppers, Fried Onions and melty cheese

TIER 3 TOP TIER PUB GRUB

Tier 3 is designed for publicans who are confident in serving food and want to impress their customers.

Building on the foundations of Tiers 1 and 2, this level expands the menu to cater to different occasions throughout the day. It includes breakfast options for early hours, substantial snacks that go beyond traditional bar nibbles, and a full selection of starters and mains. Perfect for pubs looking to elevate their food offering and attract a wider audience.



**WE RECOMMEND COOKING USING AN OVEN
OR HIGHSPEED OVEN**

See what we would suggest on page 12

BREAKFAST

MORNING SAUSAGE MUFFIN

Flame cooked sausage patty served in a breakfast muffin topped with cheese and tomato ketchup

BBQ BREAKFAST MUFFIN

Flame cooked sausage patty served in a breakfast muffin topped with bacon, a hash brown, cheese and BBQ sauce

STARTERS

WING IT YOUR WAY WITH MESQUITE WINGS

Choose either **6 for starters** or **12 for sharing** then sort out your sauce

CHOOSE FROM

PLAIN • BBQ • HOT SAUCE •
KOREAN BBQ • SWEET CHILLI

All served with side salad

BURGERS

CLASSIC QUARTER POUNDER

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DOUBLE CLASSIC

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CHEESE BURGER QUARTER POUNDER

Served in a gourmet burger bun with iceberg lettuce, red onion and burger sauce topped with cheddar cheese

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RIBS

BBQ RIB ROLL

Succulent BBQ ribsteak served in a soft sub roll topped with diced onion and BBQ sauce

PHILLY CHEESE RIBSTEAK

Succulent BBQ ribsteak served in a soft Sub Roll topped with Sliced Bell Peppers, Fried Onions and melty cheese

PIZZA

PIZZA TWIST MARGHERITA

Crispy Italian stone-baked dough topped with signature tomato sauce, melted mozzarella and seasoned perfectly with oregano and garlic – all in a handheld twist

PIZZA TWIST PEPPERONI

Crispy Italian stone-baked dough topped with signature tomato sauce, melted mozzarella and meaty pepperoni slices – all in a handheld twist

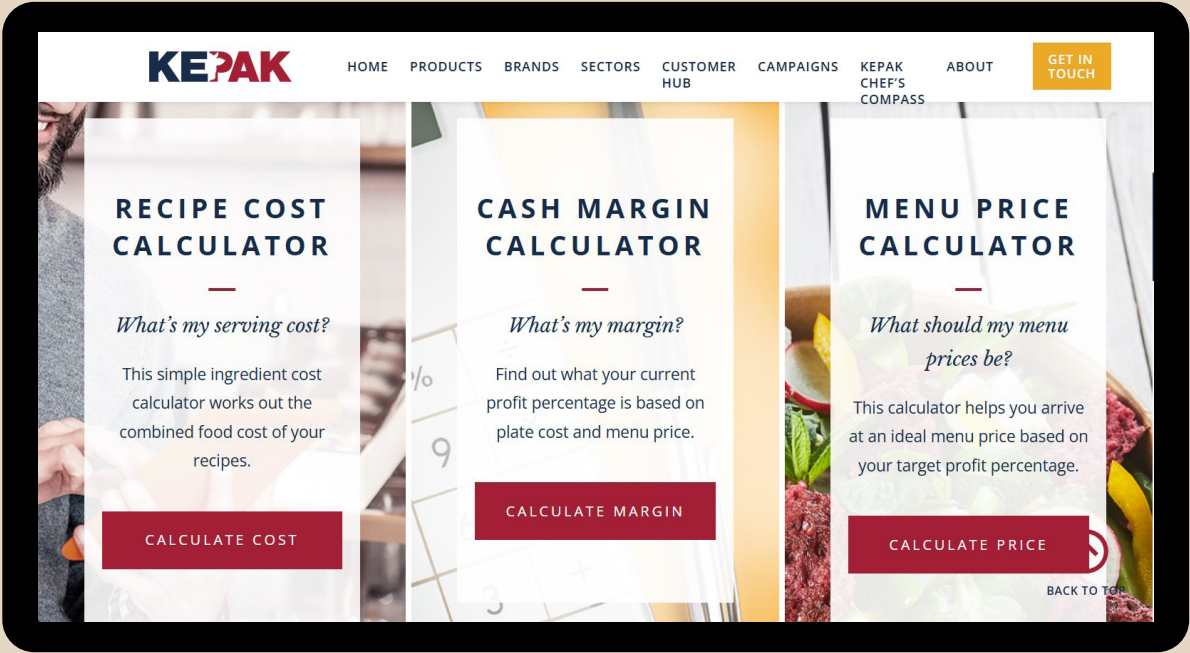
Big Al's offers way more than just these three tiers!
Explore our full range or get in touch at Kepakfoodservice.com

SALES AND GROSS PROFIT FORECASTING

SEE HOW MUCH GROSS PROFIT YOU COULD MAKE WITH THE BIG AL'S PUB GRUB CONCEPT!



SCAN ME TO FIND OUT WHAT YOUR MENU PRICES WILL LOOK LIKE



THE BIG ALS PUB GRUB SALES AND MARGIN CALCULATOR ALLOWS YOU TO ENTER:

- YOUR CHOSEN MENU
- YOUR SELLING PRICES
- YOUR MENU ITEM COSTS
- THE QUANTITY OF EACH MENU ITEM YOU MAY BE ABLE TO SELL DAILY

How much could you be making with the Big Al's Pub Grub?

Big Als Pub Grub Margin Calculator

How many of the following menu items could you sell per day?
Remember to take into account the number of individual drinkers you have on a daily basis, the number of events you have coming up, and whether or not you show sport on an evening & weekend. Would the regulars who come in the for the footy regularly buy some food and an extra drink too, if it was available?

Menu Item	Daily ROS	Selling Price	Cost Price	Cash Margin	Cash Margin %	Daily Sells Value	Daily Cash Margin
Classic	2	£ 4.50	£ 1.19	£ 3.31	73.6%	£ 9.00	£ 6.62
Cheese Burger	2	£ 5.00	£ 1.42	£ 3.58	71.6%	£ 10.00	£ 7.16
Double Classic	2	£ 6.00	£ 1.71	£ 4.29	71.5%	£ 12.00	£ 8.58
Double Cheese Burger	2	£ 6.50	£ 1.93	£ 4.57	70.3%	£ 13.00	£ 9.14
Spicy Nacho Burger	2	£ 6.50	£ 1.49	£ 5.01	77.1%	£ 13.00	£ 10.02
BBQ Burger	2	£ 6.00	£ 1.33	£ 4.67	77.8%	£ 12.00	£ 9.34
Classic Hotdog	2	£ 6.50	£ 2.03	£ 4.47	68.8%	£ 13.00	£ 8.94
Nacho Dog	2	£ 6.50	£ 2.06	£ 4.44	68.3%	£ 13.00	£ 8.88
BBQ Rib Roll	2	£ 6.00	£ 1.68	£ 4.32	72.0%	£ 12.00	£ 8.64
Philly Cheese Ribsteak	2	£ 6.50	£ 1.96	£ 4.54	69.8%	£ 13.00	£ 9.08
Morning Sausage Muffin	2	£ 4.50	£ 1.29	£ 3.21	71.3%	£ 9.00	£ 6.42
BBQ Breakfast Muffin	2	£ 6.00	£ 1.75	£ 4.25	70.8%	£ 12.00	£ 8.50
Mesquite Wings 6	2	£ 4.99	£ 1.53	£ 3.46	69.3%	£ 9.98	£ 6.92
Mesquite Wings 12	2	£ 8.90	£ 3.06	£ 5.84	65.6%	£ 17.80	£ 11.68
Margherita Pizza Twist	2	£ 4.50	£ 1.46	£ 3.04	67.6%	£ 9.00	£ 6.08
Pepperoni Twst	2	£ 4.50	£ 1.51	£ 2.99	66.4%	£ 9.00	£ 5.98

Total Hot Meals Served Per Day: 45

Gross Profit %63.75%

Daily Sales£ 275

Weekly Sales£ 1,926

Yearly Sales£ 100,140

Daily Gross Profit£ 175

Weekly Gross Profit£ 1,228

Yearly Gross Profit£ 63,835

The financial data presented in this table represents sample figures and actual results may vary significantly based on your business model, location, and market conditions

EQUIPMENT

WHAT’S NEEDED TO GET STARTED?

You can get started with as little as an ordinary microwave but for best results we would suggest these to get started:

- 1900w microwave - suggest tier 1 & 2
- Commercial oven – suggest tier 3
- Undercounter fridge
- Undercounter freezer



COMMERCIAL MICROWAVE

- 1800W output
- Inverter technology
- Unique Menu Creator™ software with USB



COMMERCIAL CONVECTION OVEN

- 4 trays 435 x 320mm (included)
- 50-250°C temperature range
- Timer 0-60 min + manual



UNDERCOUNTER FRIDGE

- 127 litre capacity
- 0 to 8°C temperature range
- 2 shelves



UNDERCOUNTER FREEZER

- 122 litre capacity
- -18 to -23°C temperature range
- 2 shelves

If you need help with choosing equipment, we have plenty of friends in the industry. Just get in touch with us and we'll be happy to help you. Contact us at kepakfoodservice.com



COOKING TIME GUIDE

PRODUCT	QUANTITY	100W MICROWAVE	1800W MICROWAVE	OVEN
Big Al's 4oz Flame Cooked Burger	1	1 min 20 secs	1 min	200°C/400°F 8 mins
Big Al's BBQ Ribsteak	1	1 min 30 secs	1 min 15 secs	200°C/400°F 10 mins
Big Al's Flame Cooked Sausage Patty	1	1 min 20 secs	45 secs	200°C/400°F 6-8 mins
Big Al's Gourmet Hot Dog	1	1 min 30 secs	1 min 15 secs	180°C/356°F 15 mins
Big Al's Margherita Pizza Twists	1	Not Recommended	Not Recommended	200°C/400°F 10-12 mins
Big Al's Pepperoni Pizza Twists	1	Not Recommended	Not Recommended	200°C/400°F 10-12 mins
Big Al's Mesquite Wings	6	Not Recommended	Not Recommended	200°C/400°F 15 mins

Cooking times will vary depending on the quantity cooked simultaneously.



TOOLS TO HELP your Pub Serve Food with Confidence

Running a successful pub kitchen brings unique challenges—from delivering consistent, crowd-pleasing dishes to managing busy service periods. The right tools, insights, and support can make all the difference.

From setting up a simple, crowd-pleasing menu to streamlining kitchen operations and training your team, we're here to help you serve food with confidence. Our tailored support ensures you have everything you need to succeed, including:



MARKETING SUPPORT

A range of marketing materials including POS, posters, tent cards, coasters, social assets and menu design to help showcase your menu and drive sales.



EXPERT GUIDANCE

Our Team works with you to identify the best solutions for your business.



PRICE & PROFIT TOOLS

Pricing guidance and a profit calculator to help you optimise margins.



INNOVATION & NPD

We're always developing new, exciting products and creative menu ideas to help you stand out.



TRIED & TESTED RECIPES

On-trend, chef-approved recipes designed for consistency and ease.

WITH THE RIGHT SUPPORT, DELIVERING GREAT FOOD, EFFICIENTLY AND PROFITABLY—HAS NEVER BEEN EASIER.



IF YOU'RE CONFIDENT IN SERVING FOOD OR JUST AS PASSIONATE AS WE ARE THEN CHECK OUT CHEF'S COMPASS FOR ALL YOUR RECIPE INSPIRATION.

Chef's Compass is your go-to hub for recipes, trends, and expert advice—all designed to help you create high-quality, crowd-pleasing dishes.



- Download our eBook
- Explore exclusive recipes
- Stay ahead with trends & insights



SCAN THE QR CODE TO ACCESS NOW

OUR RECIPE APPROACH CATER TO ALL NEEDS

CLASSIC

Simple, time-saving recipes that never compromise on taste.



ELEVATED

Premium builds with added ingredients for a better dining experience.



GOURMET

High-skill recipes with premium ingredients from our Gourmet Range.



brought to you by



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EAT • DRINK • ENJOY

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