



**9<sup>th</sup> May 2007**

**Pubs go Gastro as smoking ban looms  
- British landlords rush to hire chefs before 1 July -**

As the countdown to the smoking ban begins, more and more savvy landlords are looking to offset expected drink-sale losses by hiring chefs to help transform their traditional boozers into upmarket, bistro-style pubs, according to new figures released today Gumtree.com

Gumtree.com, the UK's busiest jobs site, today reported a 37% increase in the number of adverts posted by pubs looking for chefs since the smoking ban was announced last December\*.

This represents a massive 114% increase when compared with the same period last year, which suggests that the smoking ban is causing many pub landlords to remodel their businesses to avoid losing customers.

Tom Crown, owner of The Landseer in Upper Holloway, North London says, "Gumtree.com's findings are in keeping with my views on the industry, in fact I'm currently advertising for another chef on the site myself! With the smoking ban approaching, some smokers may stay away from their usual haunts. Pubs are going to need to differentiate themselves from the competition and a wide varied food menu is a great way to do this. I believe there will be fewer 'themed' pubs as pubs return to their traditional function – a place to meet friends, have a meal and drink."

Commenting on the emerging trend, Sophy Silver of Gumtree.com added, "With the 'smokey local' soon becoming a thing of the past, there's been a definite trend on Gumtree.com among landlords looking to unlock new

business opportunities by hiring skilled pub chefs to overhaul their food offering. As the ban date looms, we expect to see further increase in job listings from the pub sector – with a massive range of job listings on Gumtree, there's sure to be a suitable job for all the budding Gordon Ramsays out there."

John Porter, food editor of leading trade newspaper The Publican, commented: "Recruiting and retaining trained staff is one of the biggest nightmares facing pubs at any time, and the increased focus on food in the run-up to the smoking ban means trained chefs are very much in demand.

"Consumers really enjoy high quality food in the laid-back atmosphere of a great pub – so running a pub kitchen is also professionally very rewarding. Pubs are increasingly offering fresh, locally sourced produce and a wider range of daily specials, which can stretch the skills of chefs."

**For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email [gumtree@lexispr.com](mailto:gumtree@lexispr.com)**

**Notes to editors:**

- \* Gumtree own site data