

DATA AT THE HUB OF THE FOOD & DRINK INDUSTRY

The
knowledge
store



THE UK RESTAURANT DATABASE

LIST PROFILE – The new list from The Knowledge Store combining the databases of three of the William Reed Business Media's most recent acquisitions.

INFORMATION SOURCES – Hotel Magazine
• Restaurant • The Restaurant Show • Guide to UK Branded Restaurants

NO
MINIMUM
**ORDER
VALUE**

123,744
RECORDS

DATA SELECTION

Mail, telephone and email

ADDRESS TYPE

Head Office and Site

BUSINESS TYPE

Fine Dining
Gastro Pub
Hotel/Restaurant
Restaurant
Quick Service Restaurant (see below)

OWNERSHIP

Independent and Owned by You
Part of a Chain and owned by a Multiple/
Head Office

HOW MANY SITES

1-5
6-20
21-100
100+

CUISINE TYPE

Available on request

THE UK QUICK SERVICE RESTAURANT DATABASE

| DESCRIPTION | RECORDS |
|-----------------------------|---------------|
| Cafe | 31,031 |
| Coffee Shop | 1,537 |
| Delicatessen | 1,887 |
| Fast Food Delivery Services | 384 |
| Fish & Chip Shop | 12,640 |
| Ice Cream Parlour / Shop | 284 |
| Pizza Delivery & Take Away | 1,290 |
| Sandwich Bar | 541 |
| Sandwich Delivery Services | 1,040 |
| Take Away Restaurant | 24,701 |
| Tea Room | 98 |
| TOTAL | 75,433 |

STAR RATING

★ One-star:
A very good restaurant or pub
★★ Two-star:
Excellent cooking
★★★ Three-star:
Exceptional cuisine



Full Geographical selections available

HEAD OFFICE PRIMARY JOB FUNCTIONS

CEO/Chairman
Director
Executive Head Chef
General Manager
Hotel Manager
Maitre d
Operations Director
Owner/Proprietor
Purchasing Manager
Restaurant Manager
Sommelier/Wine Buyer
Sous Chef
Other



restaurant
MAGAZINE

Price Information

List Rental – Single Use

- List Rental allows you to mail the information only once.
- List Rental including telephone numbers allows you to mail once and make one telephone contact.

| | |
|-----------------------|---------------|
| List Rental Records | £170 per '000 |
| Format & Delivery UK | £25 |
| Format & Delivery O/S | £35 |
| First Selection | Free |
| Additional Selections | £50 per '000 |
| Telemarketing | £50 per '000 |

Data Licensing – Multiple Use

- Data Licensing allows you to use the data as many times as required during the length of the licence, usually 3 months, 6 months and 1 year.

| | |
|----------------------|--------------------------------------|
| 12 Months Use | £850 per '000 (under 30,000 records) |
| | £650 per '000 (over 30,000 records) |

| | |
|---------------------|--------------------------------------|
| 6 Months Use | £625 per '000 (under 30,000 records) |
| | £500 per '000 (over 30,000 records) |

| | |
|---------------------|--------------------------------------|
| 3 Months Use | £400 per '000 (under 30,000 records) |
| | £350 per '000 (over 30,000 records) |

List Purchase – Unlimited Use

Data purchase our lists for your own personal unlimited use.
Purchase Cost.....£2.00 per record
Max. order..... restricted to 10,000 records

NO MINIMUM ORDER VALUE

Contact Us

For further information please contact:

Ian Sexton

01293 610229 • ian.sexton@wrks.co.uk

Matthew Vinuesa

01293 610410 • matthew.vinuesa@wrks.co.uk

Alternatively log-on to our website
www.theknowledgestore.co.uk
or fax us on: 01293 610499



List Warranty Number 002164

List Accuracy: Our data is updated on a daily basis as a result of continuous process of feedback, telemarketing and research into the markets we serve. We work closely with trade associations, exhibition organisers, our advertisers and readers to ensure that William Reed titles have the most relevant and influential specifiers available. The Knowledge Store is a member of the Direct Marketing Association. All lists hold a full DMA List Warranty. All data is verified via the Mail, Telephone and Fax preference services as well as the Postal Address File.