

East Anglia Cutter Inn, Ely, Cambridgeshire

One statistic Jo and Steve Haslam like to quote to show how they have rejuvenated the fortunes of the Cutter Inn over the past two and a half years is food revenue.

Over that time, more than 300,000 customers have visited and handed over £3.5m. During the past year alone, food turnover has risen by more than 56%. Equally impressive is that refunds to customers who have not enjoyed their meals totalled just over £800 on sales of nearly £1.5m — that's 0.0006% of revenue.

The secret to success is, says Steve: "Service, standards, quality and value for money — customers are too savvy and know when they are being overcharged. That's why we only charge between £10 and £12 for a main course."

Although there is room for around 160 diners, the Enterprise Inns leasehold can be full, even on a mid-week lunchtime.

Dishes on the menu are uncompromisingly traditional pub fare, such as steaks, chicken, chops, burgers, fish, scampi and curries. All the meat and as much as possible of the other food is sourced locally and cooked to order. A new children's menu has been introduced recently, offering healthier option dishes.

Steve remarks: "When creating our concept for the Cutter, we truly believed creating a stylish pub venue was not the sole right of the gastropub. Pub-goers today demand the highest standards at every level — and why should they settle for less?"

