



HOTREC welcomes ALMR as its new British member

Luxembourg, 23 April 2015 – On the occasion of its 70th General Assembly, HOTREC, the trade association of hotels, restaurants and cafés in Europe, welcomed as a new member the Association of Licensed Multiple Retailers (ALMR), therefore raising its membership to 42 national hospitality associations active in 28 European countries.

“We warmly welcome the Association of Licensed Multiple Retailers in the HOTREC family. This new membership from a prominent and fast-growing British organisation clearly demonstrates HOTREC’s success in representing and defending the hospitality industry’s interests across Europe. ALMR’s voice will further increase HOTREC’s effectiveness in all its activities” commented Ms. Susanne Kraus-Winkler, President of HOTREC.

ALMR Chief Executive, Kate Nicholls said: *“We are very pleased to have been selected as the UK representative to HOTREC and we are looking forward to working with our partners across Europe to promote the work of licensed hospitality in the UK. As members of HOTREC, the ALMR is now best placed to gather and share the information that directly impacts our members, across a continent-wide platform and lobby on an even larger scale.*

“The opportunity to craft guidance alongside other trade associations in Europe will give us the ability to input information from a much wider range of sources and provide extremely thorough, nuanced assistance to our members. UK licensed hospitality, through our pubs, bars, hotels and restaurants, is some of the finest in Europe and we are proud to be flying the flag for our fantastic sector.”

Through its membership in HOTREC, the ALMR will add its expertise to those of the other HOTREC member associations to the benefit of the European hospitality industry. It will allow HOTREC’s voice to be reinforced, therefore, consolidating its position as a key interlocutor for the European institutions on a wide range of policy issues impacting directly or indirectly the industry in Europe.

The ALMR is the unrivalled network of entrepreneurial retailers and industry suppliers that champions the smaller independent companies that own and operate pubs, bars and casual dining restaurants in the UK. ALMR’s membership range from pubs, bars, nightclubs and restaurants who share common interests. They currently operate approximately 20,000 outlets and employ over 350,000 team members in the UK.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in 28 different European countries.

For further information: www.hotrec.eu

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