



JACKET POTATOES

On **Friday 2 January**, a new jacket potato offer will launch which includes a range gourmet jacket potatoes.

The potato offer and new gourmet range are bang on trend, lots of interest on social media about spud pop ups. The price also combats lunchtime meal deals – existing jacket potatoes will be available at a **new lower competitive price point**.

To get to the pricepoints side salads will become an add on for just 99p. The price with a side salad will always be a lower than is currently on the menu.

The focus on these dishes also aligns with wider menu strategy including Lite Bite menu choices.

POS

To launch the new range, A3 and A4 strut cards will be delivered.

These should have a high presence on the bar to signpost to customers. Any spare bar tops should be displayed around the pub on shelves and marketing tables where space allows

Fri 2 Jan - Action:

- Display at least two strut cards on the bar
- Display strut cards around the pub where space allows

In addition, the Jacket potatoes will also be featured and pre-promoted on the January Sale POS.

New Dishes

The Loaded Spud

A classic combination of cheese, maple cured bacon and sour cream with the exciting addition of garlic butter! Following the success of our loaded chips, we are expecting this new jacket addition to be popular.





- 100g of grated cheese (2 x 3oz spoodles), double the amount of the other gourmet jacket specs
- 20g of garlic butter drizzled on the heated potato. Ensure this is evenly split over each half. If required, use a fork to fluff the butter into the potato.
- Once topped with the garlic butter, grated cheese and maple bacon, the potato is heated in the microwave for 40 secs.

The Smoky Spud

This dish uses our BBQ beef brisket loaded on top of grated cheese, finished with a drizzle of chipotle mayo and garnished with 5 red chillies.



- This spec uses 50g of grated cheese (1 x 3oz spoodle).
- Drizzle the chipotle mayo neatly over the jacket once the beef brisket has been added. A squeezezy bottle (code W00075) can be used to help achieve a neat finish. Decant the chipotle mayo into the bottle, ensuring all product information is transferred onto an orange label. Shelf life remains unchanged.



The Mexican

This jacket is fully loaded with cheese, chilli bean non carne, crushed tortilla chips, guacamole garnished with red chilli and coriander.



- This spec uses 50g of grated cheese (1 x 3oz spoodle).
- Use the already broken tortilla chips in the bag where possible to avoid wastage and save the whole tortilla chips for nachos.

Spec Changes

- Jacket potatoes are **no longer served with a side salad** as standard. Side salads are now an optional extra, served in a small bowl (refer to the side salad spec card).
- We are changing the way jacket potatoes are cut and served across the range. Once heated, cut down the middle all the way through, keeping the skin attached and open out. This is now the standard serve for this category. **Exception:** Jackets served as a side order remain whole with a criss-cross cut (e.g. BBQ chicken melt with jacket and butter, or children's meal options).
- Following feedback, the baked beans jacket filling portion size is changing to 200g (2 x 3oz spoodles)
- When grated cheese is included in a jacket potato (either in the spec or as an added topping), it must be added first and melted in the microwave before any other toppings (excluding garlic butter).
- The **tuna mayo jacket** will not longer be served with a wedge of lemon.




Training Materials

- All spec cards and video specs are available via myJDW.

- Video specs shot, created and uploaded for all Gourmet jackets.
 - The Loaded Spud - <https://vimeo.com/1142061350/8617d0b493?share=copy&fl=sv&fe=ci>
 - The Mexican Spud - <https://vimeo.com/1142061996/922899c53e?share=copy&fl=sv&fe=ci>
 - The Smoky Spud (UK) - <https://vimeo.com/1142061605/a50b71dc7f?share=copy&fl=sv&fe=ci>
- A Love Your Jackets QSG has been produced to support the launch. Print and display in the kitchen for quick reference.

LOVE YOUR JACKETS

GOURMET

THE LOADED SPUD	THE MEXICAN SPUD	THE SMOKY SPUD
 <p>25g x sour cream, served on top 40 secs THEN 4 x maple bacon, cut in half 100g x grated cheese (2 x 3oz spoodles) 20g x garlic butter, drizzled over 1 x jacket potato Once heated, cut down the middle all the way through, keeping the skin attached and open out.</p>	 <p>1 x red chilli slice 1 x sprig coriander 50g x guacamole 2 x tortilla chips, crushed 1/2 x chilli bean non-carne 30 secs THEN 50g x grated cheese (1 x 3oz spoodle) 1 x jacket potato Once heated, cut down the middle all the way through, keeping the skin attached and open out.</p>	 <p>5 x red chilli slices 20g x chipotle mayo, drizzled over 92g x BBQ beef brisket 30 secs THEN 50g x grated cheese (1 x 3oz spoodle) 1 x jacket potato Once heated, cut down the middle all the way through, keeping the skin attached and open out.</p>

JACKET POTATO WITH FILLING

FILLINGS 200g x baked beans (2 x 3oz spoodles) OR 100g x grated cheese (2 x 3oz spoodles) OR 150g x tuna mayo mix	OR 1/2 x chilli bean non-carne OR 100g x coleslaw	OR 100g x roasted veg mix OR (Trial pubs only) 150g x Mediterranean vegetables
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COOKING
 2 mins 30 secs
 OR 3 mins
 OR 35 mins, fry basket

HOT HOLDING
 1 hr, stainless steel gastronorm

1 filling serve in jacket potato, 2 fillings serve cheese first

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Hot Hold

- Jacket potatoes can now be held for 1 hour in a pre-heated metal gastro. Hot hold guide must be displayed and timer in use filled in.

Volumes & Defrost

- We are expecting a 100% uplift in jacket potato sales across the category. Review and manually adjust ordering, defrost, and prep levels accordingly. All pubs will be allocated one case of jacket potatoes ahead of launch.
- Expected uplifts for key ingredients include chilli bean non-carne (100%), guacamole (50%), garlic butter (100%), chipotle mayo (100%), beef brisket (35%), sour cream (25%), and grated cheese (25%).
- In addition, review levels for all other ingredients and existing filling options, including maple bacon, tortilla chips, coriander, and red chillies.

JANUARY SALE

Excludes: Airports, Haven, Train stations, NEC, Beaconsfield

Date: Thu 2 Jan – Thu 16 Jan (starts Fri 3 Jan in Scotland)

To drive volume in January and to say thanks to our customers, the January Sale will return for 2026.

The offer includes discounts on beer, wine, 11inch Margherita pizza, Crunchy chicken strip burger, Jacket potatoes and the low and alcohol free range (including draught soft drinks).

As part of the January Sale an new range of Gourmet jackets will be launched that will continue beyond the end of the sale.



Drinks – most common prices. Prices vary by pub.

99p	1.99	2.99
Worthingtons (pint)	Johnnie Walker	Coldwater Creek Wine (250ml) - Merlot - Rose - Pinot Grigio - Chardonnay

Low & Alcohol free

99p	1.69
Becks Blue San Pelligrino	Guinness 0.0% Gordons pink gin 0.0% (mixer included) Corona Cero 0.0% Cocktails Erdinger Alcohol-Free Heineken 0% Stella Artois Alcohol Free Brewdog Punk AF Kopparberg Strawberry & Lime

Food – most common prices. Prices vary by pub.

4.99 (soft) 6.52 (alc)	6.49 (soft) 8.02 (alc)
Crunchy chicken strip burger 11" Margherita pizza Jacket potatoes	Gourmet jackets

POS

Teaser Poster (A1)

- ☐ Display A1 poster on an internal easel

January Sale Poster (A1, A2)

Fri 26 Dec (Boxing Day) - Action:

- ☐ Display A2 poster in the menu cabinet. Replaces **CLUB POSTER** (keep safe and place back in the menu cabinet following the end of the sale)
- ☐ Remove teaser poster from internal easel.

Pub specific delivery schedule to follow

Ensure Hit posters remain unchanged.



VEGANUARY

Date: Thu 1 Jan – Sat 31 Jan

For Veganuary, a selection of vegan dishes will be promoted

Price, nutrition, and accessibility are all key selling points for vegan dishes and during veganuary. In addition to the above menu filter function on the app will also be promoted. Allowing customers to tailor the menu to their dietary requirements.

POS

Veganuary Strut Card (A3)

Fri 26 Dec (Boxing Day) - Action:

- ☐ Display A3 Strut card on the bar

Pub specific delivery schedule to follow





BURNS WEEK

Excludes: airports, service stations, NEC, NI, ROI, Haven

Date: Wed 21 Jan – Tue 27 Jan (Burns Night Sun 25 Jan)

The annual Burns Night promotion returns in 2026, celebrating Scotland's national poet, Robert Burns and Scottish dishes. As in previous years, the promotion will feature the Caledonian burger and the traditional haggis, neeps and tatties meal.

Food offer

Haggis, neeps and tatties (drink included)

Haggis served the traditional way with mashed potatoes and mashed swede.

Small haggis, neeps and tatties (drink included)

A smaller portion (of the above) for those with smaller appetites.

Caledonian burger (drink included)

6oz beef patty served with half a portion of haggis on top, chips, six beer-battered onion rings and whisky sauce.



POS

Burns Week Posters

Pub specific delivery schedule to follow

Fri 26 Dec (Boxing Day) - Action:

- Display A1 poster on an internal easel.

Burns Week Table mats

Pub specific delivery schedule to follow

Wed 21 Jan – Tue 27 Jan - Action:

- Display one on each table at 11:30am
- Do not display in menu holders



Tills

- The burger will be located in the gourmet burger menu.
- The haggis meals will be located in the pub classics section.
- Once the promotion has ended, the products will remain on your tills and app to sell through any remaining stock.

Kitchen

Allocations

Allocations will be based on food volumes. Scottish pubs will receive an additional allocation to account for increased volume.

Mashed potato will be auto-allocated to those pubs who currently do not stock.

Note: Airport pubs will not be auto-allocated any stock. Order using the below codes.

Product order codes

- Haggis - FMEAT315 (case of 40)
- Whisky sauce - FSAUC129 (case of 40)
- Mashed swede - FVEGE151 (case of 32)
- Mashed potato - FVEGE190 (case of 78)

Scottish pubs should continue to order whisky sauce on FSAUC118.

Kitchen screen names

- Haggis, neeps and tatties
Haggis, Neeps & Tatties
- Small haggis, neeps and tatties
Small Haggis Neep&Tat
- Caledonian burger
Caley Beef

Haggis

Food safety point - ensure the metal clips, from both ends of the haggis and the outer packaging, is removed before cooking. Dispose of the metal casing and packaging immediately in a general refuse bin to avoid the risk of physical contamination. This should be done away from ready to eat foods.

- Whole haggis (for Haggis, neeps and tatties)
 - ✓ Cook on 100% in the microwave for 1min 30secs
- ½ haggis portion (for Caledonian Burger, small haggis meal or breakfast upsell)
 - ✓ Cook on 100% in the microwave for 45secs

Note - the haggis is too long to fit whole in the bowl when cooking and will need to be cut in half.

Dish specs

Action: Print and display spec cards the kitchen ahead of Wed 21 Jan. Spec cards are available on myJDW.

- Haggis, neeps and tatties:** spec card ([click here](#)), video spec: ([click here](#))
- Small haggis, neeps and tatties:** spec card, ([click here](#)); video spec, ([click here](#))
- Caledonian burger:** Spec card, ([click here](#)); video spec, ([click here](#))