

Case Study

Strategic Digital, Integration and Data partner for Mitchells & Butlers

Hitachi Digital has a 16 year relationship with Mitchells & Butlers, the UK's leading Pub and Restaurant business with 1700 establishments, countrywide. Mitchells & Butlers has been established for over 124 years and continues to out-perform the market in recent years, with robust YoY sales and profit.

- 17 high street brands including Miller & Carter, All Bar One and Harvester
- £2,5bn sales turnover in 2023
- 400m drinks served every year
- 130m meals served every year

This success has been underpinned by Digital & Technology, focusing on driving a stronger competitive position, building a more balanced business, instilling a more agile culture built around Innovation.

As their strategic Digital & Data partner we provide business focused solutions and services encompassing Web & Mobile Product Engineering, Data Engineering, Scalable Integration Services encompassing API's and 24x7 support services.

Our longstanding partnership has enabled enhanced personalised guest engagement, new channels to market such as Just Eat, Deliveroo, and improved key guest services such as booking, loyalty promotions, payments, pay at table and increased information on allergens and calories to name a few.

“ Our passion for excellence and unyielding innovation aims to ensure Mitchells & Butlers pubs and restaurants are the venues of choice, whatever the occasion. Together with Hitachi Digital Services and its partner Valtech, we look forward to creating exceptional digital experiences for our guests.”

Mitchells & Butlers Digital Director, Richard Whitehouse

