

Edinburgh locals opting for afternoon tea and coffee dates

Scots are avoiding alcohol-fuelled evenings with friends in favour of afternoon tea and coffee dates, as research shows that people are slowing down and prioritising meaningful interactions in place of blurry nights and partying.

New research from Scottish shortbread company, [Walker's Shortbread](#), has shown that in Edinburgh, almost half of people are drinking less alcohol now than they did previously. And half of people in Scotland's capital admitted they prefer to meet friends or family at a café over going to the pub.

The survey of 2,000 UK consumers found that when it comes to socialising, a coffee or afternoon tea date was voted as the favourite option for people in Edinburgh, with the past time scoring highest out of all the cities in the UK, followed by a dinner or lunch booking.

Going to a nightclub was voted the least popular way to spend time with friends by those in Edinburgh, as 40% said they prefer to make plans earlier in the day so that they have time to relax in the evening, without paying for it with a hangover the next day.

With matinee bookings and midday dates on the rise, the survey

found that a growing trend of daytime hangouts is being fuelled by British Gen-Z and millennials across the UK, with 30% of British 25-34-year-olds agreeing the afternoon is their favourite time to socialise, rising to a third among those aged 18-24.

The survey was commissioned ahead of the launch of Walker's Shortbread 'Midday Happy Hour' event, in partnership with the Sheraton Grand Hotel in Edinburgh. This alcohol-free take on the traditional Happy Hour embraces the new way Scots are socialising, with unlimited tea and coffee, iced tea and a variety of shortbread treats.

Launching on 30 July, the International Day of Friendship, the Walker's Shortbread x The Sheraton Midday Happy Hour event celebrates the roll out of Walker's redesigned packaging, which embraces the 125-year-old brand's heritage with its iconic tartan, but with a sleek, modern twist for today's consumer.

Nicholas Durham, Director of Food & Beverage at Sheraton Grand Hotel & Spa, Edinburgh, said: "The dining trends we're seeing across One Square Bar and Brasserie, only echo Walker's research here; guests are catching up with friends at a range of different times through the day. We are proud of our strong afternoon tea offering at One Square that is reliant on those midday opportunities to relax and recharge through dining experiences.

"This partnership with Walker's allows us to not only acknowledge this trend but celebrate it with a fantastic kick-off event surrounding International Friendship Day."

Nicky Walker, Managing Director at Walker's **Shortbread**, said: "The time we spend with friends and family brings us so much joy, but it can be hard to make time while juggling busy schedules.

"There's a reason why catching up over a cuppa and a finger of

shortbread has been a treasured past time for generations, and taking the time to slow down has never been more important given the demands of modern life. That's why we're thrilled to be partnering with Sheraton to host the new way to catch up with friends – the Midday Happy Hour and we hope it's something that people in Edinburgh will enjoy this summer, be they locals or tourists."

Walker's Shortbread's new packaging will be rolled out across the Walker's 'Core' range which includes 24 of the brand's shortbread cartons and snackable mini bags, as well as its 'Food Service' range which is available worldwide.

<https://www.walkersshortbread.com>

More information and how to book the Midday Happy Hour experience can be found [here](#).

