

LOVE BEER BARS LTD

Franchise Brochure



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Welcome to Love Beer Bars

And thank you for the opportunity to explain more about our exciting new franchise.

I already had a career that spanned a decade in the events and hospitality industry when I decided I wanted to work for myself and started Love Beer Bars Ltd. The business is established and operating profitably with plenty of opportunity to expand nationally so I thought franchising was a good option to capitalise and expand based on the existing enquiries we get from areas I cannot cover. I have enlisted the help of an experienced consultancy firm who were members of

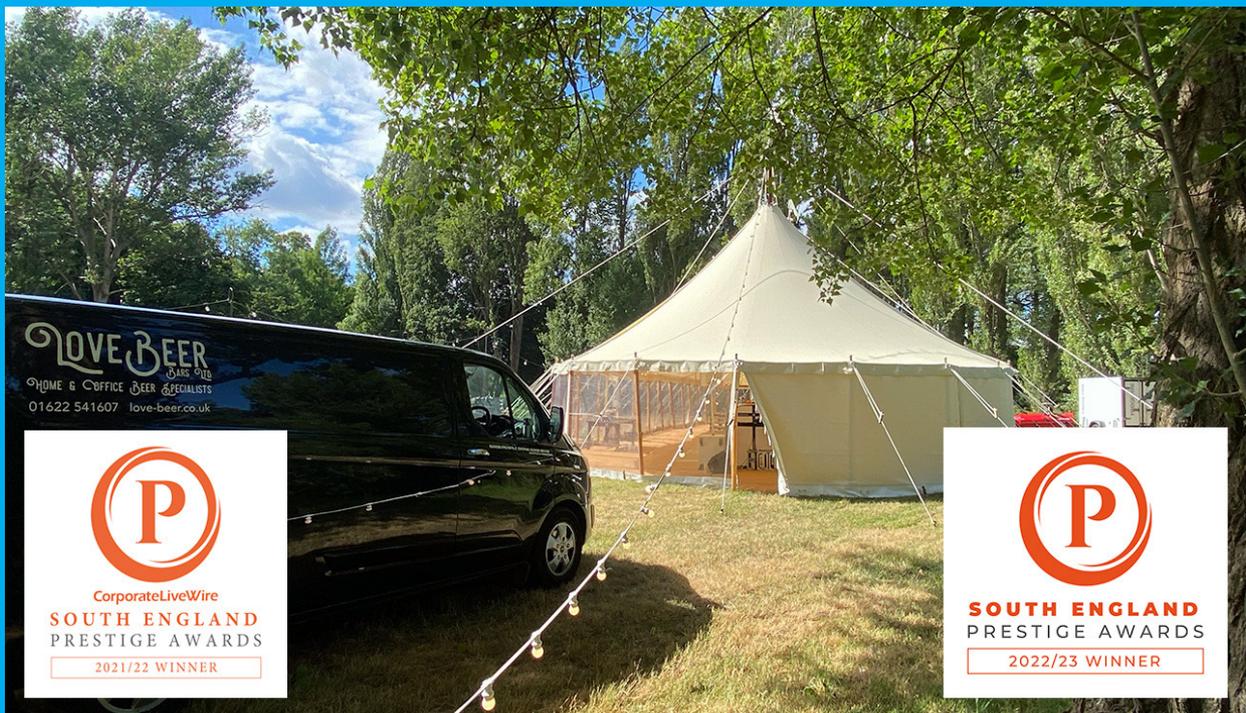
the BFA and here we are, ready to rock & roll!

Our brochure will give you more information about our background and operating experience to date and the comprehensive support we provide to all new franchisees. It will also explain the investment needed to get your franchise territory up and running. But what makes businesses really tick and successful is people with the personality, commitment and enthusiasm to be winners.

So after you have read through the brochure and you think a Love Beer Bars franchise could be what you're looking for send us your completed application or give us a call and we can talk further, you will find our contact details at the back of this brochure.

Best Wishes,
Charles

JOIN THE MULTI-AWARD WINNING BAR SPECIALISTS



Background

I started my working career having studied Graphic Design and Marketing at university. After leaving university I worked in Marketing for several years starting off managing the websites for two car dealerships and then moving into a digital based marketing role. In my spare time I had been operating a team that worked on bars at some of the UK's largest festivals such as Glastonbury and Reading. During my time in marketing I found myself in an area of the industry that was not particularly creative and after a few years I quit my career in marketing, at the time I didn't know what I was going to do but I continued working at events for fun while I worked in various hospitality roles doing agency work. After a few years of soul searching I found a job working in events installing pop up bars and bars at small to medium festivals which is where the idea for Love Beer Bars originated. After two summer seasons of working for a mismanaged company I realised there was a space in the market for someone to do something similar but better run and with a greater focus on homes and office settings. Over the last few years I have seen my company grow from a small £15,000 start up loan to a business pushing £200,000 turn over a year. During the pandemic I was one of the excluded businesses which obviously put immeasurable pressure on all aspects of the business but through hard work and determination I managed to come out of the pandemic with a business that grown by 46% compared to pre-pandemic levels. The pandemic limited my expansion plans for 2020 but now we are in a better position than ever to push into the growing home and office bar market as well as continuing to grow our pop up bar offering with an established and well designed bar system.

The Market

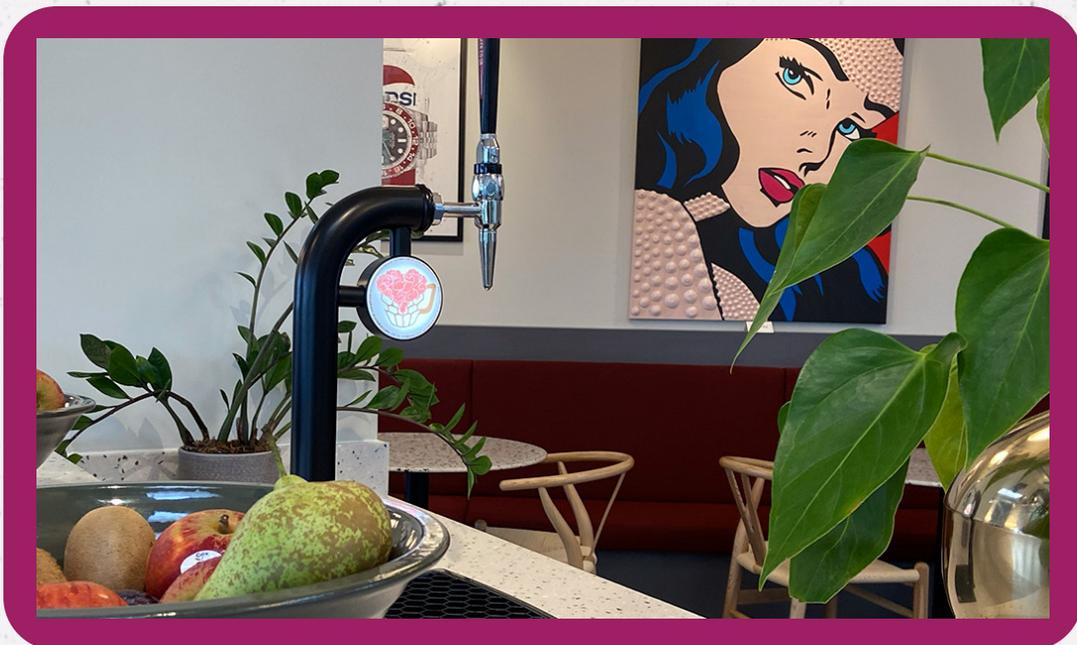
Domestic - Stay at home drinking has never been more popular than it is now and 'man caves' are ever more popular for socialising. Outdoor living areas are becoming more sophisticated with the investment people are making in furniture, cooking facilities, and bars. Goodbye drinks trolley and hello home bar fun and entertaining.

Commercial – bar facilities on works premises for employees social events have also increased greatly in the last few years. With the expectation from more staff that they should be allowed to work from home where possible more companies are making the work place more inviting with free facilities such as bars or food stations. Beer tasting events can be arranged with more information about the 'local' craft beers we supply.

Events – such as weddings and corporate events have had a massive resurgence since we have come out of the pandemic. We have an event specific pop up bar system that allows kegs to be served easily and consistently with a set up that can be installed without any additional certification.

Your Income Streams

The Love Beer Bars service has a main focus of facilitating the sale of kegged products. I have spent a lot of time over the last few years sourcing beer kegs from the best value wholesalers meaning we can offer our kegs at an extremely competitive price as well as offering a more personal delivery service which eliminates the need for our clients to do any manual handling themselves. Through working with large national brands as well as brands in your local area we offer a completely unique service that covers a wide area of the home bar market. To facilitate the sale of kegs we have two main revenue streams - Permanent Bars and Pop Up/Hired Bars. Permanent bars are installed in homes and offices by a British Beer and Pubs Association certified dispense tech to a Love Beer Bars specification. As well as kegs and gas facilities permanent bars will also require regular line cleaning which is an additional service we offer. Pop up and hire bars are installed for a maximum of 2 weeks and allow kegs to be dispensed at events and parties. Our bespoke system keeps the beer pouring correctly for much longer than other systems meaning we can guarantee the beer quality for up to two weeks making it perfect for sporting events.



The Challenge & Opportunity for You

You can take control of your future by establishing a successful and profitable business. We have developed a range of services and built a profitable business which we are now ready to expand via franchising. The franchise can be operated from your home with a small storage area and so overheads are kept to a minimum. You need the commitment and enthusiasm to succeed and because our business model is tried and tested you should also be prepared to follow the operating systems and methods set out in the operating manual which will be transferred to you during induction training.

The Benefits for You

- You will acquire an exclusive territory in which to promote your franchise business.
- The ongoing marketing support we provide will generate a regular stream of high quality enquiries.
- You are investing in a tried & tested business model that we have operated successfully for several years.
- We will provide comprehensive training and other start up support to get your franchise off to the best possible start.
- We will advise and help you prepare your launch activity to promote the Love Beer Bars service in your territory.
- Ongoing support is provided with the day to day operation of your franchise.
- Being part of a franchise network means you operate your own business and manage your day to day workload to fit with the work-life balance you are seeking.
- You are in business for yourself but not by yourself, because you will become part of a larger franchise network.
- As our franchise network expands, awareness of our brand and service range increases significantly.
- You can concentrate on business development while we keep in touch with best practice and current regulations.
- You are taking control of your future!

Your Role as a Franchisee

You will need to bring enthusiasm and commitment plus the funds needed to get started. A sales or customer service background would be an advantage but not essential because of the training and initial support we provide. The service level you provide for your customers must consistently meet the highest standards to retain your customer base and generate recommendations.

You are responsible for the day to day operation of your Love Beer Bars franchise and following the tried & tested systems set out in the operating manual, so that you can concentrate your time with servicing your customers and increasing your customer base, sales and profitability.

Regular and consistent promotional activity in your territory. Also to promote and expand sales within your franchise territory with the enthusiasm and commitment it takes to succeed.

Operating your franchise requires total commitment and is hard work. Establishing a new business takes time, but our tried & tested business model reduces that time significantly.

The Start Up Package Support

Full details of the franchise support package and start-up investment are shown below;

- Comprehensive induction training covering all aspects of the business.
- Hands on support during the first 2 months.
- Business launch support.
- 3 month review of the Key Performance Indicators (actual v forecast).
- The right to use the Love Beer Bars brand name and registered trademarks.
- Assistance with producing your business plan (but it must be your plan).
- Initial supply of stationary and promotional material.
- Web presence within our company website.
- Exclusive territory.
- Copy of our franchise operations manual.
- A 5 year franchise agreement with the right to renew at the end of the term.

The Rewards

Working for yourself is an important decision which is why our recruitment process is transparent and informative and works to your time-scales. Most people who take the plunge will say they wished they had done it sooner and taken control of their work life balance which is rewarding and fulfilling in equal measure.

Another measure of the rewards is the income you generate and lifestyle that you will enjoy because it is all very much in your hands, the more effort and time you put into your business the greater the rewards should be. The franchise operates from a home base at the beginning to keep overheads low so your main operating cost is your vehicle and fuel.

The Ongoing Support

We will provide ongoing operational help and advice from day 1 and also as your franchise develops and expands. Generating awareness of our brand via the website and other marketing initiatives will be part of our longer term plan to build a successful UK network of franchisees.

We already have a pilot which has been operating in London for several months with great success. They are already generating over £10,000 turnover a month with a healthy operating margin of around 20%. Our support in head office has meant that they have been able to focus on supplying kegs and servicing bars in offices throughout London while we have helped take on new business and grow their client base by 25% over 2 months.

Your Investment

As franchisor we have invested significant time and funds to develop our franchise model and start recruiting franchisees. We want our brand to represent great value for both our customers and franchisees.

Our start up package fee is £14,900 + vat and our ongoing monthly fees represent excellent value. The management fee is 4% and the marketing fee is 2%.

Some working capital will be required and will depend on a number of topics which we will address when we discuss your business plan.

START THE PROCESS OF OWNING YOUR OWN FRANCHISE BY
COMPLETING OUR ONLINE FORM AT
love-beer.co.uk/franchise

OUR FRANCHISE CONSULTANT WILL BE IN TOUCH TO
DISCUSS YOUR APPLICATION

