

Pub Business Opportunity



Vine Inn

Town Road
Solihull
B90 4SJ



The Vine pub is a traditional pub with olde worlde charm offering comfortable sofas and open fires. It is the only pub in the area and is located on the main road on the outskirts of solihull.

All our agreements offer

An unrivalled range of market leading products

A choice of other off invoice discounts

An additional incentive discount of £50 per barrel on sales of qualifying brands over an agreed target

Option to be free of tie on all packaged beers, packaged ciders, flavoured alcoholic beverages, wines, spirits and minerals and one SIBA cask ale

Award winning free training courses*

£250 towards your professional fees*

£1,000 cash back when you introduce a new retailer*

Cooling off period/break clause

A full range of support services

*terms and conditions available on request.

Surrounding area

Solihull is located south of Birmingham and has excellent access to the motorway networks. The local demographic has a high leisure spend there are many country walks, cycle routes and canal activities near by.

Current customer base & potential

The Vine attracts locals and destination diners - an opportunity to be built on. The pub has two distinct bars, a public bar and saloon bar and should be able to maximise both the local pool, football and cricket teams, as well as local trade for drinks. The ideal retailer should have a passion for beer in particular real ale.

Trading area

The internal trade area consists of three sections; a drinking area and two dining areas. The L shaped bar area and the restaurant are traditionally decorated with a wealth of beams and set up as a casual dining area for approximately 60 covers. There are also pool and dart facilities. A good size kitchen is situated behind the dining area which requires some investment with regard to upgrading the current equipment.

Externally there is a patio area located at the front of the property which is an excellent sun trap and has seating for approximately 30 plus customers. To the side of the property is an enclosed trade garden approximately half an acre in size, which is safe and secure for children to use. A covered smoking area is also available at the rear of the property and there is a car park with space for 20 to 24 vehicles.

Your living accommodation

The private accommodation comprises five bedrooms, two en suite, including three doubles and two singles, a large lounge facing the road, a bathroom and a small kitchen.

Understanding the local market

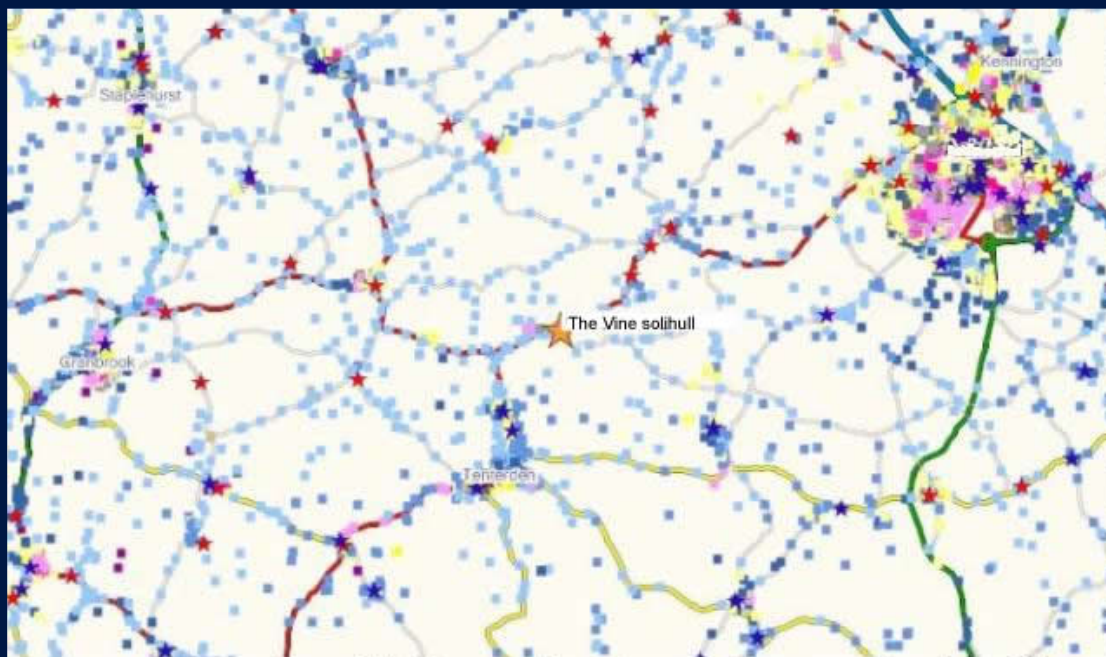
ACORN mapping classifies the consumers and licensed outlets within the local area, to help identify market potential for products and services.

- The star symbols are a key to the different outlets within the local area. They help to demonstrate the level of local competition and their business focus (e.g wet-led pubs or food focused).
- The square symbols are a key to the consumer 'ACORN' classifications. They demonstrate dominant consumer groups in the local area, providing an indication of potential opportunities and key groups to target..
- Further detailed explanation of the ACORN groups can be found at <http://www.caci.co.uk/acorn2009/CACI.htm>, or a summary at http://www.caci.co.uk/acorn2009/acornmap_ext.asp

Local competitors

These are some of the nearest pubs in your local area which you may compete with.

- Royal Spice - New Road, Solihull, West Midlands B90 4SJ
- Crown - New Road, Solihull, West Midlands B90 4SJ
- Fat Ox - New Road, Solihull, West Midlands B90 4SJ
- Bull - New Road, Solihull, West Midlands B90 4SJ
- George Inn - New Road, Solihull, West Midlands B90 4SJ
- Woolpack - New Road, Solihull, West Midlands B90 4SJ



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★ Enterprise Pubs

Competitors

- ★ Dry Led
- ★ Wet Led

ACORN Groups

- 1.A Wealthy Executives
- 1.B Affluent Greys
- 1.C Flourishing Families
- 2.D Prosperous Professionals
- 2.E Educated Urbanites
- 2.F Aspiring Singles
- 3.G Starting Out
- 3.H Secure Families
- 3.I Settled Suburbia
- 3.J Prudent Pensioners
- 4.K Asian Communities
- 4.L Post Industrial Families
- 4.M Blue Collar Roots
- 5.N Struggling Families
- 5.O Burdened Singles
- 5.P High Rise Hardship
- 5.Q Inner City Adversity

Guide rent:

£25,000 p.a (Based on discounts of £55 per brl)

* Estimated retailer ingoing funds:

£27,250 (excl VAT)

Proposed agreement:

Retail Partnership Tenancy
 (Key terms available at <http://www.enterpriseinns.com/codeofpractice/keyterms>)

*Estimated retailer ingoing funds include stock & glassware, the value of the fixtures and fittings, deposit and cash float. The first month's rent and other contractual charges will be payable. Payment terms for these items may be negotiable.

We suggest you visit the pub on a 'customer only' basis and explore the surrounding area. If you would like to find out more about Enterprise Inns and this pub opportunity we will arrange a meeting with our Regional Manager who will be happy to discuss this with you in more detail.

For further information please refer to our Code of Practice which is available online at www.enterpriseinns.com/codeofpractice

For further information, or to discuss, please call Enterprise Inns, Recruitment Co-ordinator on 0121 733 7700 or email emailus@enterpriseinns.com

0800 953 0072

www.enterpriseinns.com



Support Services

Some of the support services and packages which are available exclusively to Enterprise Inns Pub Retailers

ACCOUNTANCY SERVICES – we have comprehensively screened a selection of national and regional accountants who specialise in the licensed trade, to ensure that they are capable of delivering a quality range of services at competitive, fixed prices. Services include initial consultation and business advice, business start-up services, monthly and annual accounts, VAT returns and stocktaking services.

ASSIGNING YOUR LEASE – if you ever decide to sell your lease, you are able to advertise your business free-of-charge on our website which typically attracts over 25,000 visitors per month

BEST PRACTICE BUSINESS TIPS – our free periodical magazine, Eagle Eye, provides a wealth of business advice and guidance on the latest industry issues, together with an array of useful hints and tips demonstrated in practice by current Enterprise Inns retailers

BUYING GROUP – as an Enterprise Inns retailer, we provide you with free access to Leisure Supply Group, a dedicated and independent buying group which can assist you in obtaining keenly negotiated deals and enhanced service levels from a wide variety of specially selected suppliers. The range of available goods and services is extensive and includes food services, equipment supplies, bar sundries and health and hygiene products.

ENERGY MANAGEMENT – we offer, free of charge, the services of a specialist, independent energy consultant who will provide you with impartial advice and aim to source the most suitable electricity and gas suppliers for your business. Other free services include energy efficiency and telecommunications advice.

FOOD SERVICES – with food now accounting for over a quarter of all pub sales, providing the right food offer is critical. Our Food Retailing Education & Development course ('FRED'), which is free to attend, has been specifically developed to assist retailers in the introduction or development of their pub food offer. In addition, we offer a free range of 'off the shelf' food concepts to suit most pubs including menus, full operating guides and promotional support. We also arrange access to a range of food suppliers with great discounts to save you money.

MARKETING YOUR PUB – we provide ongoing assistance and advice on the effective advertising and marketing of your business, whether to attract new customers, traffic building initiatives, rewarding regular customers or 'up-selling'.

MERCHANDISING YOUR PUB – we offer an exclusive on-line facility through 'PROPS' (Pub Retailer On Promotions Store) which allows you to order, at competitive prices, promotional Point of Sale such as posters, banners, food kits, food menus, loyalty cards, bounce back cards and chalkboards. Another on-line facility www.planyourfridge.com provides valuable advice on how to maximise the potential of your back bar fridges by combining the latest industry market data with consumer insight on fridge 'hot spots' and merchandising.

PROFESSIONAL MEMBERSHIP – we encourage our retailers to become members of reputable industry bodies such as the Federation of Licensed Victuallers Association and the British Institute of Innkeeping. These professional organizations provide invaluable advice and training to support the business interests of self employed licensees. We are willing to pay the first year's membership fee for all new retailers who wish to join one of these bodies.

PROMOTIONAL SUPPORT – our free monthly promotional magazine, 'Plan-it', provides you with a variety of different offers such as promotional discounts on major drinks brands in addition to 'point of sale' offers such as glassware or consumer promotional kits. It also includes regular business hints and tips designed to maximise the trading opportunity provided by these specific brand offers and gives you promotional ideas for forthcoming calendar events. Our drinks suppliers are keen to promote their brands and we work with them to develop promotional initiatives to give Enterprise Inns retailers a real point of difference over the competition. We also operate, free of charge, an Enterprise Inns Promotions Club which allows participating retailers to take part in joint promotional activity alongside leading brands in order to drive additional footfall using discounted food promotions.

RATING SERVICES – we provide, free of charge, the services of a firm of independent Chartered Surveyors who specialise in providing advice on business rates. The service includes general advice in respect of rating returns and, where appropriate, conducting appeals against rating assessments.

TRAINING COURSES – we believe that the provision of quality training is paramount to the success of our retailers' businesses and we have developed an extensive range of training courses designed to have maximum business impact. All our courses are either accredited by the BII or developed by industry experts. They range from our award winning 5 day induction course, the Business Foundation Programme, to a series of one day workshops to help you hone skills in areas such as finance, wine retailing, marketing and selling skills. In addition, we offer free-of-charge, attendance at our Winning In A Local Market Area course ('WILMA'), an interactive 2 day programme which won the Supreme Award in the 2010 BII National Industry Training Awards for its innovation and effectiveness. Free attendance is also offered on our Food Retailing, Education and Development Course. We also require new applicants to complete the online BII Pre Entry Awareness Training (PEAT).

Further details of the Support Services available can be found at <http://www.enterpriseinns.com/codeofpractice>