



Business Opportunities:

Pubs To Let, Tenancies and Leases

Charles Wells Ltd was formed in 1876 and incorporates Charles Wells Pub Company and Wells & Young's Brewing Company Ltd. As the largest independently owned brewery in the country, it is renowned as a leading supplier of specialist beers whilst the Pub Company has recently won awards for its recruitment and Licensee Induction programme. It retains the traditional values of an established family company and believes in working with its Licensees to develop profitable and sustainable businesses. Always looking to innovate, Charles Wells Pub Company has recently introduced an online programme to help its Licensees maximise profit from both the food and drink offerings and developed a series of bespoke business building activity to drive trade.

The Charles Wells pub estate radiates out across the Midlands from our Head Office in Bedford and offers a range of opportunities from the traditional pub food houses to gastro pubs and from community focussed locals to sports based pubs. We have opportunities in town centres, rural and suburban locations and commit substantial investment to ensure our estate retains its competitive advantage.

Our pubs are all run as independent businesses by individual Tenants and Lessees but we believe in working with and supporting them to ensure they can develop a profitable and sustainable business. We know that the most important element of any pub is the Licensee and we can help you find the pub that is right for you. If you have the character and determination to succeed, our award winning programme will help guide you through the business and provide you with the operational and retail skills you'll need in the day to day running of your own pub.

"First choice for customers and consumers"

We pride ourselves on continual improvement and meeting our customers' needs and are looking for experienced licensees or newcomers to the industry to join us and invest in their own business. Enthusiasm, commitment, a passion for customer service and a welcoming personality are essential.

We have a number of tenancy and lease opportunities available now and a range of flexible agreements to match your needs. We also offer an extensive and competitive support package which includes:

- **Excellent Pub/Retail Development Manager ratio** - the RDM's are responsible for supporting just 40 pubs with growth and business plan reviews, meaning that you will receive the time and support you need.
- **Marketing support to help retailers maximise profit and drive trade** - including a marketing toolbox with promotional/trade building ideas, helpful extranet reference sources, regular promotions and innovative online food and drink menu planning service.
- **Services of a Business Support Manager** - individual financial and stocktaking advice to help you identify cost savings or profit increases through comparison against sample profit and loss accounts.

Below are just a few of the pubs within our Estate:



The Anchor
Aspley Guise
Buckinghamshire



Daniel Defoe
Stoke Newington



Devonshire Arms

Bedford

Bedfordshire

And here are some photo's of one of our most recently completed refurbishments...

**Dog & Badger**

Maulden

Bedfordshire



So, if you're considering a new business opportunity, or would like to find out more about running a Charles Wells pub as your own business then we'd love to speak to you....

"First choice for customers and consumers"

For more information contact **Yvonne Bates, Recruitment Administrator**, on **01234 244423** or email **yvonne.bates@charleswells.co.uk** or visit our website at **www.charleswells.co.uk**.