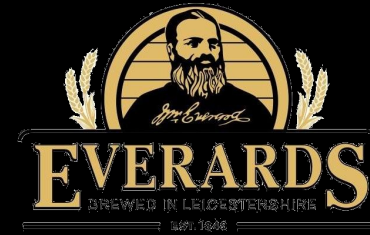


**Bringing the Shakespeare
back to life....**



**WINNER
2007, 2008, 2010**

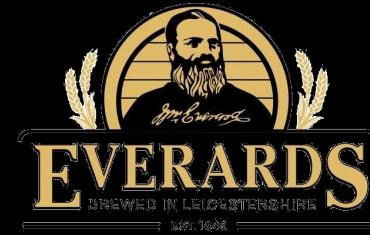
The Pub



The Shakespeare is a long established watering hole which has been part of the Everards estate since 1956. The buildings themselves however, date back to the 17th century. With its beautifully preserved wooden beams, impressive thatched roof and inglenook fireplaces, the Shakespeare is the definition of a quintessential English inn.

- ❖ **Quintessential English Inn**
- ❖ **Substantial Brewery led Investment**
 - ❖ **Prime roadside location**
 - ❖ **Large function room**

Vision

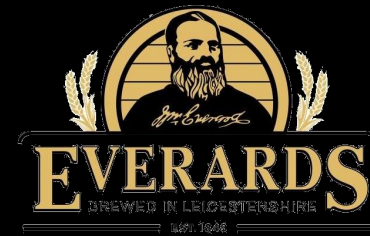


Our vision for the Shakespeare is to restore the pub to its rightful place in the heart of the local community. It will be sympathetically refurbished in order to meet the wants and needs of the locals. We envisage the pub as having a fantastic tap room, providing a wide range of cask ales. Team games such as darts and skittles will feature prominently. The Lounge will offer fantastic food, all served in a warm and cosy environment.

Externally we are looking to enhance the walled garden, to make it ideal for families and a wonderful place to relax. To the side of the pub there will also be a 60 seater courtyard area, perfect for that after work drink or just taking in some wonderful British sunshine!



Visualise this...



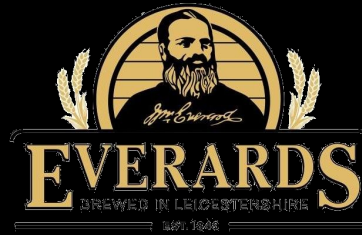
The Retail Offer Vision



- **A traditional inn found within a local community gives lots of opportunities to market...**
 - ✓ **Strong, local, cask ale range**
 - ✓ **Good lager range**
 - ✓ **Great range of wines from value to mid range**
 - ✓ **Quality pub grub, great value**
 - ✓ **Regular weekly activities**
 - ✓ **Traditional pub games**
 - ✓ **Functions packages**
 - ✓ **Family friendly; games, menu's, safe garden's**
 - ✓ **Charities**
 - ✓ **Pub Teams**

- **For all of the above we have the vision & tools to support you in implementing...**

Visualise this...

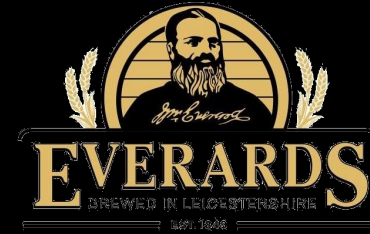


The Support



- ❖ **We are prepared to support you financially with rent and fixtures and fittings costs**
- ❖ **Ongoing bespoke training, designed to help you make the most of your new business**
- ❖ **Across the board training for you and your staff on function services, cask ale, wine, coffee, food and customer services**
- ❖ **Full marketing support including menu's, wine lists, local and online marketing as well as one on one time with your retail marketing manager**
- ❖ **Regular reviews with your business development manager, focusing on maximising your pubs profits.**
- ❖ **Ongoing support from every department within Everards, whenever you may need it.**

The Proposed Scheme



- ❖ A sympathetic refurbishment to reposition the pub within the local area
- ❖ 250k spend
- ❖ To create a dining/drinking area as well as separate tap room
- ❖ To create a 60 seater bespoke courtyard
- ❖ The provision of a new kitchen
- ❖ The refurbishment of the large (100 seater) function room
- ❖ Enhancement of the walled garden

The Deal

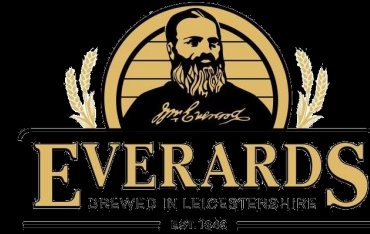


Everards Brewery will be investing a substantial sum of money into the Shakespeare to bring the pub back to life.

As part of the deal we will provide quality private accommodation, which includes 3 double bedrooms, lounge, fitted kitchen and bathroom. The accommodation has wooden floors throughout, as well as the preserved beams which can also be seen in the pub.

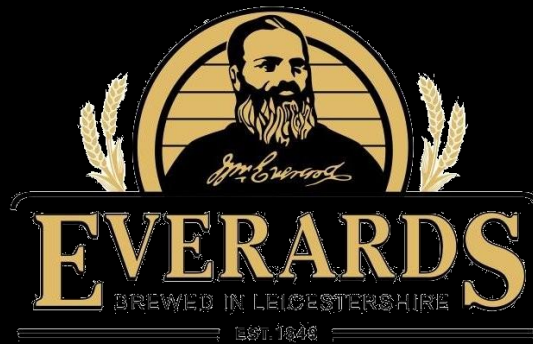
Before the work on the Shakespeare gets underway, we are looking for a business partner who shares the same vision. A long term partner who can see the potential of the business and is willing to invest. A partner to reap great benefits and take on a truly rewarding and mutually satisfying enterprise.

Contact



If you are interested in working in partnership with us to bring the Shakespeare back to life.....

Please call Mike Brown, Business Development Manager on 07860 100 433 or the Recruitment Line on 0800 056 4111.



Everards Brewery Ltd



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