

The Tap house

Beer • Pizza • Wine

Toilets →

Menu

The Classic -	Protein Chicken -
Double Root -	Panoramic Poutine -
High Beer -	Example -

The Future of Hospitality



INTRODUCTION

#POURITYOURDAMNSELF

Founded in 2017 by brothers Sam and Tom Benjamin the journey started with Another?, a self service wine bar in Nottingham and was quickly followed with a second venue in 2019. The Taphouse Notts and Another? wine bar currently operate solely within Nottingham at two separate sites the ambition of the

business is to combine both concepts, beer and wine into one, adding an additional site by July 2021.

The business has the ambition to operate further sites across major cities and affluent towns. Bringing the self service concept to all major cities across the UK.



“LOVE THESE TYPES OF BAR

I have been to very similar pubs and bars like this in Germany and the Czech Republic, self service pay as you leave bars, this one is the best I've found. The formula is easy, you're given a swipe card on entry, you choose your beer from along the beer wall and off you go, stay for one, stay for ten, its up to you, as you're leaving you present your swipe card which reveals the price of the beers you've consumed, its cool.

Niel.K – TripAdvisor - September 2021

OUR VISION

Why, how & what



Why are we doing it?

Self service and the continued growth of convenience is the future of hospitality, we are in prime place to take advantage of that.

How are we doing it?

We work with the best and brightest brewers and wine makers around the world to deliver a selection of wines and beers unmatched by other proprietors.

What we are going to do?

Combine both concepts into one with the addition of 20" wood fired pizzas and open a Taphouse in all affluent cities and towns.

Craft beer, pizza, wine & cocktails

CONCEPT COMPONENTS



Craft Beer

Individually brewed batches of beer - all made with the finest of ingredients, care, skill and knowledge of the process.

20" Pizza

20" wood fired pizzas available for Dine in, Takeaway & Delivery. Our focus is on quality and sustainable ingredients.

Fine Wine

Maintaining solid relationships with producers and customers as well as superior wine knowledge across all our teams.

Cocktails

Simple and seasonal, our ever changing cocktail menu brings the best of every season to the bar.



The Raise Of Craft Beer

WHY THE CHANGE?

As customers have become more educated around craft beer, forward thinking breweries with an innovative approach have success within the craft market.

We believe our approach within self service compliments the trends seen with customers wanting more choice.

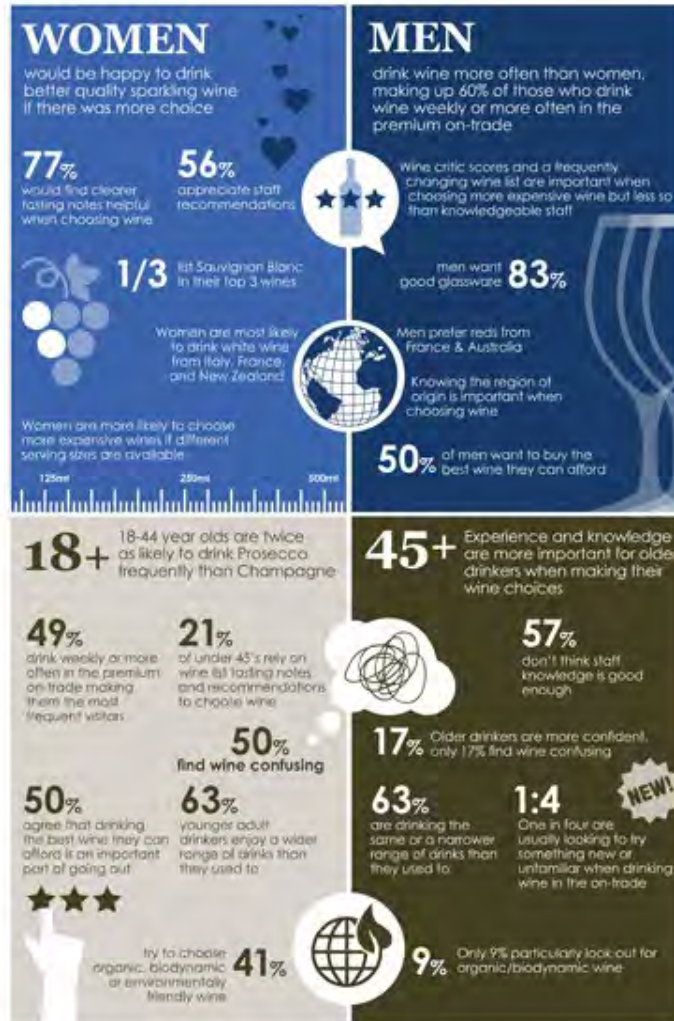
Consumers

With 48% of the drinking beer, the market has doubled in size within the last 10 years.

48%

Of UK consumers drank beer in 2019 (up 8% since 2018)

- Beer volumes fell -0.7% in 2019 but value was up +2.4% in 2018.
- Beer had a 41.3% market share in 2019 (-0.2% YOY and -1.6% since 2015).
- Spirits were up +2.8% cider was up +0.3% and soft drinks were up 0.5%.



Increasing profitability

WINE AT A GLANCE

“These characteristics of the premium on-trade set this sector apart from the rest of the industry. They are relatively straightforward for on-trade operators to put into practice and, when combined with a good range of well-chosen wines, will lead to happier consumers who we believe will reward outlets that respond to their needs.”

Market value:

3,285

million pounds

Over

5,842

pizza stores in UK

Total turnover of food and
non-alcoholic drink sector:

78.7

billion pounds



PERFECT PIZZA

Pizza is now the most popular food purchased in restaurants the 2nd most popular item bought in supermarkets for dinner – an 4th most popular dinner item purchased in fast food outlets.

OUR SUPPLIERS

Our ethos is to work with the most knowledgeable people to find the best breweries and wineries both locally and internationally.



Beer Metropolis

Focus on smaller breweries, more local beers.



Cave Direct

Larger European and American breweries. Belgium, trappist supplier.



Eebria

Specialist beers, smaller breweries that aren't easy to source locally.



Liberty Wines

Over 330 of the most exciting producers in the wine world.



James Clay

For tap takeovers, any breweries we'd want to work with closer on projects.



Our audience

DEMOGRAPHIC & CUSTOMER SPLIT



Male: 23-35

Media, Publishing, Advertising, Marketing, Sports

Female: 25-39

ABC1, Business, Fashion, Sports, Finance, Community, Social Care

Male & Female: 18- 23

Student based market

Core Communities

- Students
- Business & Corporate
- Young Professionals
- Civil Service Industry



THE OWNERS

Sam Benjamin

Having worked in food manufacturing for 6 years I had an opportunity to start my own business, with a passion for wine and the hospitality sector a wine bar seemed the most natural progression. Having complete my WSET I've 3 and starting my diploma I'm exciting to share my knowledge and grow the business.

Tom Benjamin

Growing up with our Mother working in food manufacturing, both Sam and I always wanted to go into business together. From graduating university in 2018, we had the opportunity to grow and open the first Tap House. My passion comes from always ensuring we deliver the best customer experience and forward thinking to how best to grow our business.

Growth strategy

BRAND VALUES



Core Values

Creating a working environment where our customers share our approach to new and exciting ideas. We believe in growing people within our business.

Forward Thinking Approach

We believe in staying ahead of our market, from our concept to our drinks menu. Finding like minded suppliers is something we ensure to create the best possible customer experience.

Customer Experience

Self service creates a different experience, however for us its ensuring our customers have an experience they'll want to return and share with more people is something we highly value.

Sustainability

From our suppliers to customers, we ensure our footprint is kept to a minimal. Our kegs are recycled and returned meaning we have zero waste which is something we implement through training.

Proactive In Our Decisions

Food and drink market trends move quickly, along with our colleagues we will forward plan to ensure as trends within drink emerge we can educate our customers and deliver the best experience for them.

Brand Partnerships

Working with food vendors such a BOHNS burgers to produce collaborations attracting their customers within our model. Working with local businesses is at the core of our values.



THE TAPHOUSE



CITIES FOR GROWTH

Our vision for this concept is to grow into every major city within the UK. Based on our two current businesses within Nottingham. Each year we plan to open a Tap House in the cities listed below.

- **Leeds**
- **Manchester**
- **Sheffield**
- **Liverpool**
- **Bristol**
- **Bath**



SOCIAL MEDIA BRANDING



Instagram

Having 8K followers through our accounts, engagement through Instagram gives us a great insight to our customer base.



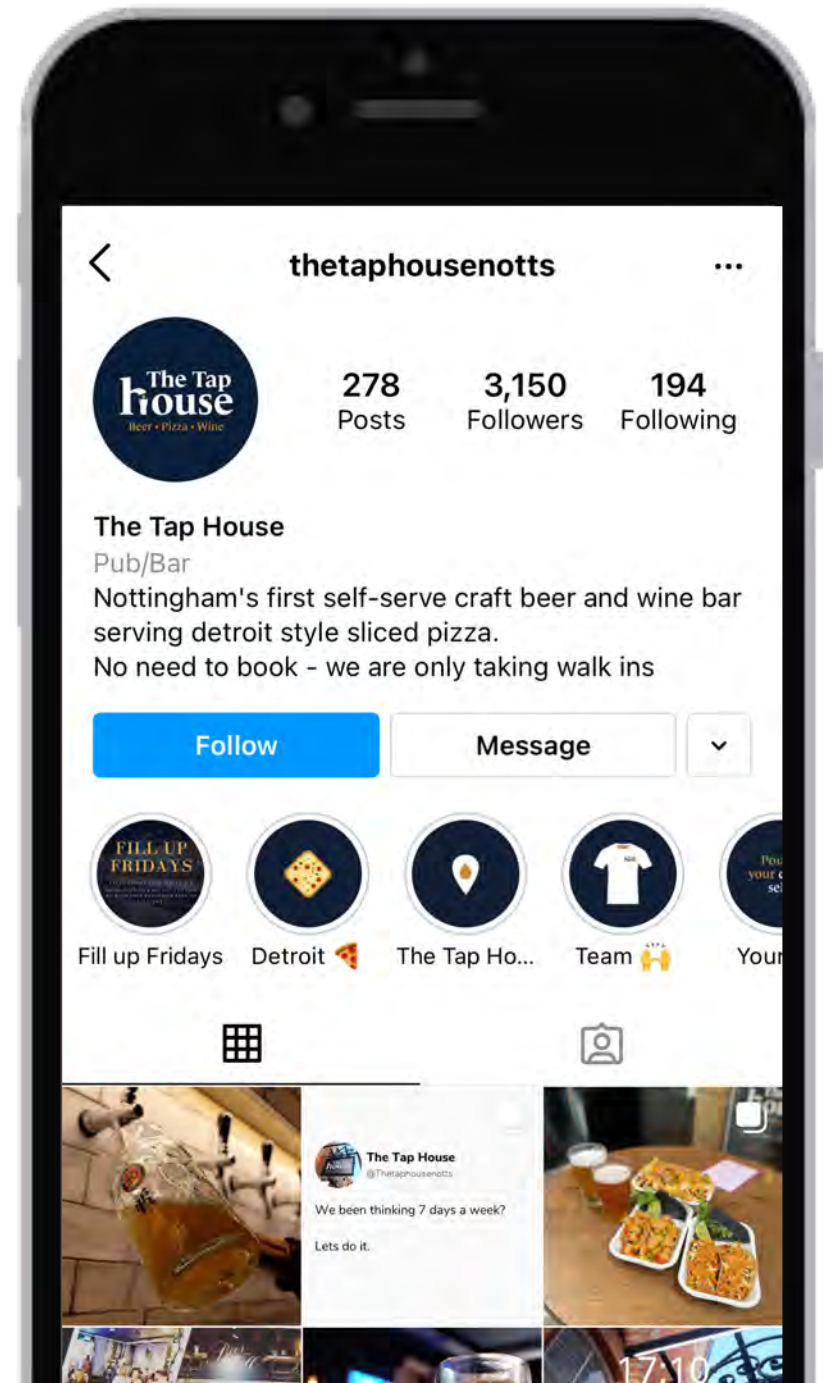
Facebook

We will often use our Facebook for reviews and have customers comment to engage with what they'd like to see within the bars.



TikTok

Our self service concept has been taken to TikTok recording over 1.5 million views within one post. Showing the interest within self service drinks.



BAR FORMAT



Size

1,500 - 2000 sq ft. our aim is to have 60-80 covers within the unit with space for a behind the wall cellar which our tap wall will run from. Our target rental is to be 10% or below of our turnover as see this a sustainable growth.



Unit

A3 consent, with a part or fully fitted commercial kitchen to enable our growth within the food element of the concept. extracted united filled or with access to fit within the unit. Strong secondary locations would be suitable to view

Get in touch

HOW TO REACH US

Mailing Address

Another Glass Ltd, 9 Trinity Square NG14AF

Email Address

jack@fhp.co.uk

Phone Number

07817924949

