

Wetherspoon is the most recognisable pub brand on the British High Street and the UK public's No1 choice for a licensed venue. Now, having built up to a chain with over 800 pubs since 1979, Wetherspoon are offering the opportunity to join this award winning and successful brand as a franchise partner.



WHAT DO YOU GET?



Bespoke design and planning to create a unique Wetherspoon pub within your venue



Cost effective fit-out and conversion based on over 43 years of experience



Access to full Wetherspoon supply chain for drinks and food with central delivery



Wetherspoon's all-day, award-winning food menu tailored to the local market



Opportunity to utilise the Wetherspoon App which helps boost sales and maximise the customer experience



500-point Standard Operating Procedure to ensure success. Full operational support on supply, health and food safety with regular audits

This enables you, the franchisee, to operate successfully like any other Wetherspoon pub offering a recognisable brand with a proven ability to trade ahead of the competition.

REQUIREMENTS



Wetherspoon operate in a number of environments. Alongside around 800 “Traditional” Wetherspoon venues there are now sites in many airports, transport hubs and shopping centres around the UK. More recently, there are now Wetherspoon franchise sites in several student unions and holiday parks.



In addition, there are 57 Pubs with rooms across the UK and RoI, and it is here where Wetherspoon believe the greatest opportunity lies for a successful franchise partnership.



Many hotel guests are looking for an accessible, all-day F&B offer to complement their stay, be it for breakfast, business lunch or drinks in the evening. In addition, whilst a hotel may have facilities in place they are considered supplementary to the hotel offer, not as a separate profit centre.



In the right location, with the Wetherspoon brand, the hotel can provide an enhanced offer to its guests as well as draw a local following from the surrounding area in which it trades.

The Wetherspoon appeal is such that they have the opportunity to be a “destination” as well as a “casual visit” venue.

WHY WETHERSPOON?

With around 850 pubs in the UK & Ireland, Wetherspoon are the leading independent pub chain, and well-respected in the hospitality industry. Headed by the charismatic original founder, Sir Tim Martin, they have led the way in creating many of the country's best bars in some iconic buildings employing 42,000 well-trained staff.

A FTSE 250 COMPANY, THE SUCCESS IS BORNE OUT IN THEIR PERFORMANCE.

+£2bn

full year end 2023 sales

9.9%

half year 2024 sales up
on 2023

11.6%

bar sales up on 2023

10 years

proves sales growth ahead
of market

3:1

sales over many branded
pubs

Average sales at a Wetherspoon pub have doubled in 10 years, currently running at £56,000 per week, whilst the average size has fallen to around 3,250 sqft.

Its not all beer either. Drinks, including coffee and soft drinks, accounts for 58% of sales, with food contributing a healthy 38%. In many trading environments such as airports and shopping centres, food sales can be as high as 60 / 70% of total sales.

A proven successful model with four franchised sites open in Haven Parks and City universities with 15 sites planned over the next two years. Also ambition to open similar franchises internationally.

ACCOLADES INCLUDE

4th most visited of all Catering brands with 85% consumer awareness, just behind Greggs, Costa and McDonalds!

And the most visited on Q4 2023 with 21.3 million visitors

Top of the Food Standard Agency 500+ units for food hygiene

Recognised as serving healthy food, and children's meals, by the Soil Association

Best Airport Retailer for F&B in 2023

RECOGNISED BY UK CONSUMERS FOR



Honesty



Friendly



Reliability



Trustworthy



Traditional

Our systems and processes will enable a fully operational Wetherspoon franchise site to deliver a full menu throughout the day from 7am until 11pm, serving customers drinks within 3-5 minutes and food under 10 minutes, whether ordering at the bar or on the 'App.

WHY WETHERSPOON?

Wetherspoon will be adopting a strict selection process and are seeking partners to work with them to maintain the brands standards and reputation. This is critical so they will assist and advise throughout to make sure both you as a partner, and themselves as one of the best pub brands, succeed.

The franchise agreement will be based on recognisable standards, with a 10-year, renewable term available.

The team at Wetherspoon would be delighted to discuss the opportunity with you and provide some more insight in to how the partnership might evolve. As you might expect, their reputation and brand standards need to be maintained, but they will provide expert assistance and advice along the way.

Please get in touch with Simon Chaplin, Senior Director at Christie & Co to find out more.



SIMON CHAPLIN
Senior Director

M: +44 (0) 7764 241 351
E: simon.chaplin@christie.com



christie.com

