



BE OUR PARTNER

Let Fuller's help you find the perfect pub – become our partner and benefit from our innovation, first-class support and world-class reputation

WWW.FULLERS.CO.UK/RUNYOUROWNPUB



BECOME YOUR OWN BOSS

Becoming a Fuller's partner opens up a whole new world of business opportunities to you. Join us and discover:

- The financial rewards that come with growing your own business
- Flexible business support specifically designed to cater for your requirements
- The advantages of being in partnership with a world-renowned brewer and pub operator.



I always knew I wanted to be my own boss, building a future for me and my family. Thanks to Fuller's, I've got the pub of my dreams and the tools and support to develop my own, successful business."



CONTENTS

Your choice of partnership	4
Why Fuller's: Our support package	6
Apply now	10

Any benefits mentioned within this brochure that do not form part of your Tenancy Agreement are subject to review and may be withdrawn at any time.

YOUR CHOICE OF PARTNERSHIP

'Fuller's has one of the best licensee retention rates in the industry'

As an independent family-owned business, Fuller's is focused on our c.400 pubs, hotels and excellent quality beer, ciders and soft drinks. Our mix of brewery run (managed) and partner operated pubs creates a vibrant, exciting and highly professional operation, all with the support and benefits you would expect from being part of a family whose heritage dates over 170 years.



THREE-YEAR AGREEMENT

Like renting your own home, Fuller's three-year agreement allows you to pay rent in return for running your own pub business. Our fixed, three-year agreement requires you to buy the fixtures & fittings (the inventory), which you can sell on when you leave the business, and also the stock.

Key features:

- A three-year rolling agreement, fully protected under the Landlord & Tenant Act 1954
- £8k deposit, including ownership of the fixtures & fittings (inventory)
- Fuller's remains responsible for the majority of the property repairs and buildings insurance
- Fuller's own award-winning ales, lagers and ciders
- Iconic soft drinks brands from Fever Tree and Cornish Orchards, with heavily discounted prices from our nominated supplier Britvic.

For further details go to pages 6 to 9.



NEW! SIX-YEAR TURNOVER AGREEMENT

Fuller's six-year turnover agreement is perfect for anyone looking for a longer-term partnership and the financial rewards and benefits that come with growing a successful business over time. This agreement is ideal for someone with strong food credentials and an interest in developing a food-led business.

Key features:

- A six-year rolling agreement, fully protected under the Landlord & Tenant Act 1954
- Discounts on beer at free trade levels
- On-site accommodation for you and your family – ending your commute to work and creating a better work/life balance
- A rental agreement that sees rent going up and down as sales fluctuate, giving partners flexibility during weaker trading periods
- Flexible business support from our experts, providing 24/7 access to help and advice as and when you need it
- Expert advice from our in-house executive chef team to help you grow the all-important food side of your business; from menu development to portion sizes, GPs and wastage
- Same supplier pricing as negotiated by our managed houses on key items across meat, fish, vegetables and wholesale groceries
- Trade-enhancing capital investment
- Free till units with IntelligentPOS systems to provide business insight
- Business insurance is included in your agreement, with Fuller's remaining responsible for the majority of the property repairs
- Fuller's own award-winning ales, lagers and ciders
- Iconic soft drinks brands from Fever Tree and Cornish Orchards, with heavily discounted prices from our nominated supplier Britvic.

Plus:

- Exclusive wines from our award-winning team
- Buying power that gives you the strength of c.400, not one
- Free membership of the industry's professional body, the BII.

Further details on pages 6 to 9.



With 400 sites, Fuller's is big enough to have clout, but small enough to focus on its partners and products."



Fuller's doesn't operate a 'one size fits all' approach, it thrives on everyone being different."

WHY FULLER'S: OUR FIRST CLASS SUPPORT PACKAGE

The benefits of partnering with Fuller's are endless...

As a Fuller's partner, you will benefit from the expertise and experience of our Managed Pubs & Hotels business too. You will be able to access support in other areas like kitchen management, beer and wine advice, marketing and PR from our Head Office functions. In addition, you will receive deliveries from our in-house distribution team and full cellar-to-tap support. We will share best practice with you and give you ideas from our wide-ranging events and experiences that are run across the estate, like our innovative *Shakespeare in the Garden* promotion that brings classic plays from the Bard to pub gardens across the UK.



Constant back-up and support



There's always someone on the end of the phone to help, should you ever need it



Outstanding brands, great pubs... well-trained and motivated people

PROPERTY SUPPORT

For a weekly fee, our service package reduces the burden of red tape and regulations by providing the following services:

- Fire risk assessment
- Kitchen ductwork and filter cleaning
- Portable electrical appliance testing
- Fire extinguisher checks
- Gas safety check for kitchen equipment
- Chimney sweeping
- Gas fire safety check
- Our Estates Surveyors are on hand to advise on any repair or building work.

CELLAR CARE

- Fuller's will pay for the maintenance and replacement of cellar cooling and beer raising equipment
- A dedicated team of professional trade quality advisors will visit at least four times a year to help make sure every pint is kept and served at the highest possible quality
- Fuller's operates a series of accolades and reward schemes, including Master Cellarman accreditation – as a Master Cellarman you'll receive a FREE firkin of beer EVERY month.

BUILDINGS INSURANCE

- Fuller's pays for your buildings insurance cover, unlike most other pub companies
- In addition to buildings insurance cover, each pub is assigned a Surveyor who is on hand to give advice on any repair or building work and who will assist you with any building-related queries you may have
- Our Estates Helpdesk can help to arrange any essential and emergency repair work.

BUSINESS DEVELOPMENT MANAGER

You'll have your own BDM (Business Development Manager) to work with you to build a successful, thriving business. They will:

- Visit regularly and hold full business review meetings, where they will provide all your current trade figures
- Advise on capital investments, business plans and finances
- Discuss marketing and promotional opportunities
- Support you in developing your team with training and incentives
- Work with you to build and develop a successful, thriving business.





OUR SUPPORT (CONTINUED)

TRAINING

Quality and high standards are established through great training and expert guidance. Fuller's has a valuable range of tools and courses to support you and your team. All partners begin their journey by undertaking six mandatory courses:

- Cellar Management
- Finance
- Intensive Business Analysis & Development
- Marketing
- Wine & Spirit Education Trust (WSET) Level One
- Allergens

We also give you access to a further 15 online courses, including Food Safety, Health & Safety and Customer Service.

BII MEMBERSHIP

Free membership of the BII (the industry's professional body), which provides:

- Money-saving business tools, including 24-hour legal, financial and HR helplines, GP calculators, online employment contracts and more
- An exclusive business directory of expert suppliers and best-in-class products and services
- A weekly e-newsletter with all the latest news, information and advice

EXCLUSIVE WINES

Fuller's was voted Pub Wine Merchant of the Year 2017 (*Sommelier Wine Awards*) and has a range of outstanding quality wines, including gold medal and trophy-winners, many of which are exclusive to Fuller's.

FREE WI-FI FOR CUSTOMERS

Fuller's provides 02 Wi-Fi internet services free to all of our pubs.

WORLD FAMOUS BEERS AND MORE

When it comes to beer, Fuller's reputation is second to none. With award-winning, world-class brand names, including London Pride and Frontier, there's also a range of seasonal and guest ales. Plus, exceptional quality ciders and soft drinks from Cornish Orchards.



Craft lager Frontier was crowned Champion Keg Lager at the International Brewing Awards 2017



London Pride is the best selling cask ale in London, consistently rated #1 for taste by drinkers

FREE WEBSITE

A professionally designed and maintained website for your pub, available free of charge.

EXPERT ASSISTANCE AND ADVICE

Our Tenanted Business Mentors are experienced, industry professionals who will support you when you most need it.

Plus our partners have access to independent experts to advise on energy efficiency, property rates, machine income (from gaming machines to juke-boxes), beer flow monitoring and more.

INDULGENCE CARD

All partners receive a discount card for food and drink in any Fuller's Managed Pub or Hotel.

MARKETING & PRESS

You'll receive marketing and press support from our in-house team of professionals, with a huge range of guidance and materials on offer.



Fuller's provides peace of mind, with constant back-up and support."

APPLY NOW

BEFORE APPLYING, YOU WILL NEED TO:

- Pass an APLH – Award for Personal Licence Holders – exam to become a licensee. The BII or our Recruitment Manager can help with finding a course near you
- Hold a Food Safety Certificate, which can be completed online
- Successfully complete PEAT – Pre-Entry Awareness Training – which can be accessed via the BII or Fuller's websites.

NEXT STEPS

Once you have completed the above, look for the pub of your dreams: *a full list of all available premises can be found at www.Fullers.co.uk/RunYourOwnPub*



Happy customers are the most rewarding part of what we do."



FOLLOW OUR EIGHT STEPS TO PUB PARTNERSHIP

1. Once you've found your perfect pub, **APPLY** or call our Recruitment Manager on 020 8996 2100

2. You'll have an informal conversation to check that this is the right opportunity for you, before we **ARRANGE A VIEWING**

3. After the viewing, you'll be asked to **WRITE A BUSINESS PLAN**, where you will be able to set out your objectives and vision for the pub (*templates are available on our website*), along with **profit and loss (P&L) forecasts, cash flow and any investment you think will be necessary**

4. Once the business plan is complete, it's time to **MEET THE BDM** (Business Development Manager) to go through your business plan together in more detail

5. If everyone is happy, it's time for a **FINAL INTERVIEW** with our Head of Tenanted Operations

6. You're almost there! Your **TRAINING** needs (*outlined on p8*) are discussed and scheduled where possible

7. Successful applicants will receive a **FORMAL OFFER** and receive the Heads of Terms

8. **COLLECT THE KEYS** – your dream pub becomes a reality!





**FULLER, SMITH & TURNER PLC, GRIFFIN BREWERY,
Chiswick Lane South, Chiswick, London W4 2QB**

Telephone: +44 (0)20 8996 2000
E-mail: Fullers@Fullers.co.uk
Web address: www.Fullers.co.uk

Recruitment Manager: +44 (0)20 8996 2100