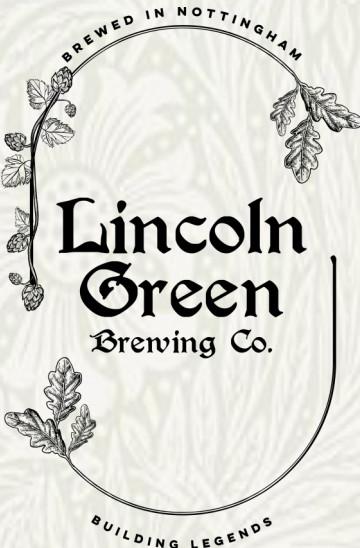


# Manage Your Own Pub With

**Lincoln  
Green**  
Brewing Co.



*Breathing new  
life...*

**W**e're only 10 years young, but we've quickly gained a reputation for creating a warm welcome and luxurious environment that offers a fantastic selection of products where cask ale is the headline. We've breathed new life into closed pubs and turned around pubs that were failing.

Our philosophy is simple:

***We believe in 'proper pubs'.***

You know when you've entered a proper pub. It's a sense, not a blueprint and it differs from location to location because it reflects both the needs of its regulars and the personality of its owner.

***We're always welcoming.***

Whether you've just popped in for a visit while passing through or you're a regular each week, we'll make you feel welcome and at home, always having time for a friendly chat. Children and dogs are welcome, because they're part of the family.

***We're proud to serve cask ale.***

That's what we do. Real Ale has soul, character and personality and it'll always be the headline of our range of drinks. We also offer real cider, wines and spirits. We stock lager, but not the mainstream brands.



***We'll involve the local community at every step of the way.***

We'll create local employment opportunities. We'll offer events that reflect the local community, never imposing an idea but responding to what's wanted or needed in the area. We'll always listen and we'll never be afraid to admit it if we get it wrong. If we get it wrong, we'll put things right.

"The philosophy may be simple, but delivering it takes true talent", says Lincoln Green's Founder, Anthony Hughes, "It's the people who make our pubs successful and in turn who benefit from freedom and flexibility. We want to meet people who have the right stuff to make a Lincoln Green pub work—a great personality, a can-do approach and someone who always puts the customer first."



*We're proud to serve cask ale. That's what we do. Cask ale has soul, character and personality and it'll always be the headline of our range of drinks.*

# A UNIQUE OPPORTUNITY



We're expanding our pub portfolio to a minimum of ten over the next five years—we know we've found a winning formula that's scalable and we're looking to talk to people about our plans.

Anthony explains, "Lincoln Green's vision is to trade at least ten pubs over the next five years, all with our unique formula of a warm welcome, a relaxing environment, great product range and of course a superb food and bar-snack menu.

We're looking for management couples or talented individuals who can work with us and who understand our vision. We believe in matching people to pubs—whether it's a city centre location or rural retreat, the person (or couple) who leads the team has to fit in with the

*environment and locals. Their responsibilities are to plan, implement and consistently deliver a cask ale led pub with a warm and welcoming atmosphere. Ideal candidates must be able to recruit, train and inspire their team to deliver events that will connect with the local community and attract a strong following of regular customers.*

*While Lincoln Green pubs are wet-led first and foremost, we do want to offer a good range of substantial bar snacks and larger meals for special events — experience of working with food is a definite advantage. Ideal candidates should have a passion for great service and delivering a showcase of real ales from both Lincoln Green and microbreweries near and far."*

## WHAT'S THE DEAL?

This is a new 'Manchisee' opportunity—so called as it's a cross between a management and a franchisee position. It'll give the successful applicants the chance to run their own business without many of the incoming costs associated with lease and tenancy agreements.

You will receive a **monthly payment**, based on a percentage of net turn-over. On an average turnover of £10,000 gross per week, this will yield an average of £1,750 gross wages per week—that's

over £90k per annum.

*That percentage figure doesn't change either—so **the more money you take, the more you make.*** From this your only out goings will be your teams' wages and your domestic rates.

In addition to your monthly remittance you participate in a **quarterly bonus scheme**, based on margin and sales achievement giving on target earnings potential of £5k per annum.

- We pay for all stock and overheads.
- We give support with marketing, web-site and advertising.
- We complete all the boring management accounts—all you need to do is drive sales, manage the team, cellar, tills and petty cash.
- Everyone is eligible to join our company pension scheme with company contributions that match your own.

*Quite simply, we reward you for your success.*

# THE JOB

*Live in position, spacious accommodation and a friendly local community...*



**R**esponsibilities will include...

- Cellar management and quality control.
- Leading the team FOH & BOH during busy service times .
- Assisting with bar snack menu creation and development .
- Overseeing costings for new menu items and maintaining profit margins.
- Ordering inventory.
- Recruitment, management, supervision and scheduling of staff.
- Scheduling events and coordinating staff to work at events.
- Training staff as and when necessary.
- Assisting with bar inventory and management.
- Appropriately handling staff issues and customer concerns.
- Undertaking FOH administrative duties including the creation and maintenance of staff rotas, timesheet records and FOH till management.
- Monitoring the team's work performance, timekeeping and general discipline and implementing staff dress code.
- Handling all FOH and BOH issues appropriately.
- Ensuring that the entire pub runs smoothly and efficiently, ensuring a positive and enjoyable customer experience.
- Generating and implementing ideas for events to drive sales.

**Y**ou will be contracted to operate the site within our current guidelines (our proven recipe for success) but this will be your business and your own enthusiasm and hard work will reap the much deserved rewards.

You'll have the feel of being self-employed without the hassle and will employ, manage and motivate your team. Your team will need to

be recruited and trained to deliver Lincoln Green's service expectations. You and your team will be responsible for the overall running of the pub which will serve cask ales from between 8 and 20 hand pumps, craft keg lines, traditional ciders and a simple food menu.

You will have full responsibility for the smooth running of front of house, cellar and catering operations.



***"You should be a motivated self-starter with a vision to drive sales and a passion for customer service."***

# THE RIGHT STUFF?

*Do you have what it takes to operate a Lincoln Green outlet?*



- T**he ideal candidates will:
- Be hungry for success
  - Possess proven experience working within a similar capacity
  - Have proven people-management experience
  - Have excellent social interaction skills
  - Be effective and clear communicators
  - Enjoy working efficiently in a pressurised and fast-paced environment
  - Be capable multi-taskers and forward-thinkers
  - Possess good IT and computer skills
  - Hold strong problem-solving capabilities
  - Have excellent interpersonal skills
  - Be hardworking and efficient

**T**his is a fantastic opportunity for an experienced management couple with a proven track record in the industry or outstanding service skills who want to further their career within the hospitality industry.

Timescales for starting with us are flexible and very much dependent on our finding the right opportunity for you.

Lincoln Green Public House Company Limited is an equal opportunity employer.

No terminology contained within

this advert is intended to discriminate on the grounds of an individual's gender, disability, age, race, religion, marital status or sexual orientation.

Interested candidates should have at least two years experience in hospitality, front of house or as a publican and have a proven track record of cask conditioned ale cellar skills. You should also hold a personal licence for the sale of alcohol.

***“Candidates please send CV or resume with a brief summary of why you think that you are the right couple to manage this particular type of outlet, to: [contact@lincolngreenbrewing.co.uk](mailto:contact@lincolngreenbrewing.co.uk)”***

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