



ABOUT THE OPPORTUNITY



WHY INVEST?

Fantastic refurbishment planned!

An exciting refurbishment at this pub in Bierton in Buckinghamshire. This will include a complete redecoration and refurbishment to the indoor and outdoor trading spaces. Internally a sympathetic refurbishment which will include new back bar, refurbish existing fixed seating, retain and clean existing tiled floor, feature wallpaper, re-dec throughout and some new Fixtures & Fittings and toilet redecoration.

Externally re-decoration including new signs & lights. We will also enhance the rear garden area.

Traditional Village Pub

The Red Lion is a 16th Century Public house situated opposite the Church of St James the Great in the Buckinghamshire village of Bierton. It is conveniently located on the A418, the main road running through Bierton, connecting Aylesbury to Leighton Buzzard making it perfect for capturing passing trade. The pub benefits from good demographics and have high affluence in the area with limited competition with no other pubs within a ten-minute walk time of the pub. The Red Lion offering will be a 'premium local' which there is a gap in the market for in the local area.

Untapped potential

The Red Lion will slot into a gap in the local market, offering good homecooked food and a great mix of traditional cask, lager and cider as well as a quality spirits and wine. As well as a unique atmosphere to compete with the local competition. The pub has 36 internal covers. All we're looking for is the right operator with the right vision. A great food offer is essential, and you will be comfortable working behind the bar and in the kitchen.

SO, COULD THAT BE YOU?

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TARGET CUSTOMERS

The newly refurbished Red Lion will appeal to:

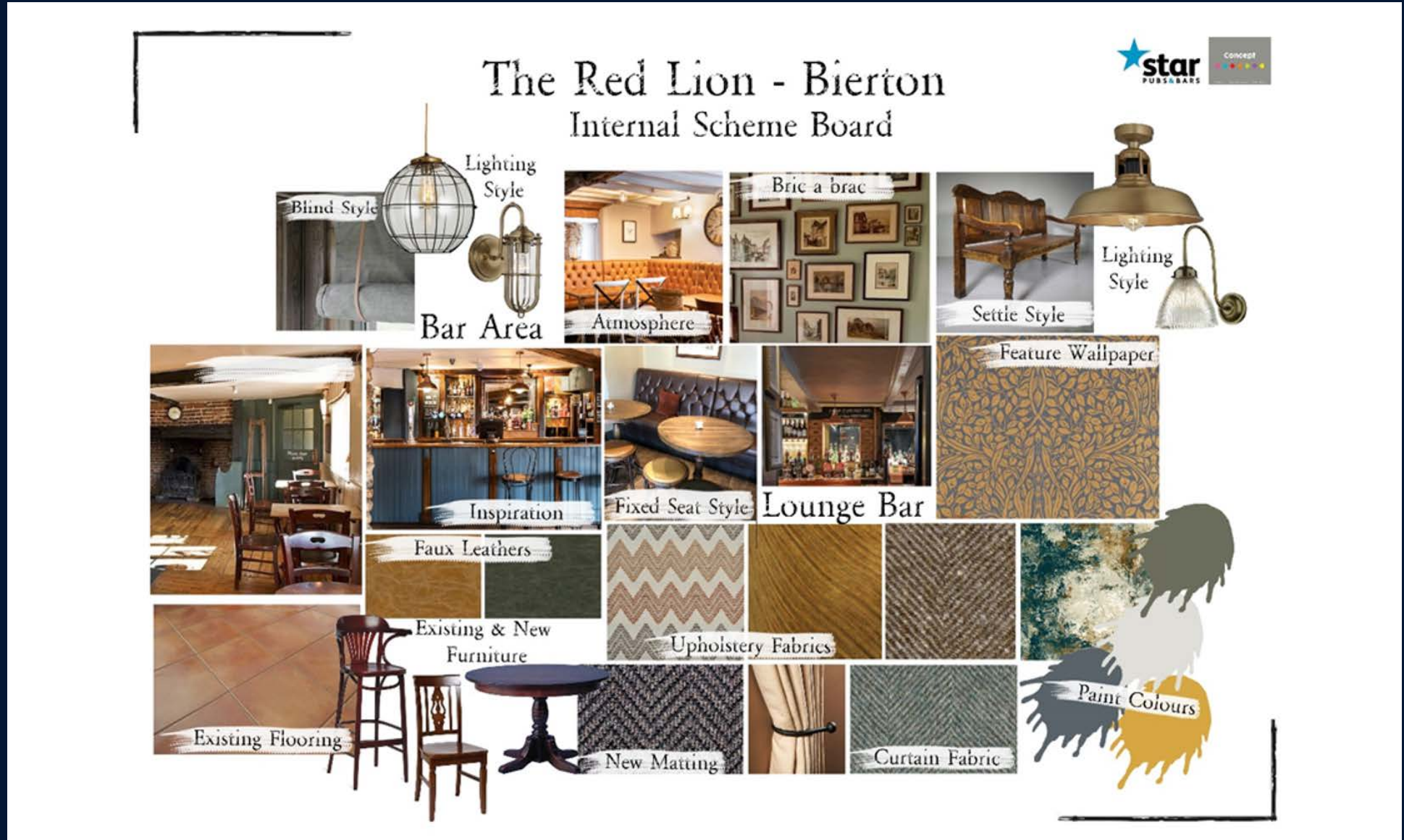
- A wide range of consumers and will attract affluent, local residents and families
- Consumers willing to travel for some great food & drink with a warm, welcoming atmosphere
- Couples and professionals looking for a drink or bite to eat throughout the week

OFFER

When refurbished, the Red Lion will offer:

- Quality, traditional pub food
- Premium drinks offer including lagers, craft beers, wines, ciders and spirits.
- A coffee offer to increase daytime trade
- Weekly sport, quiz and theme nights throughout the week

INTERNAL MOODBOARD



EXTERNAL MOODBOARD

The Red Lion - Bierton *External Scheme Board*



RENDERED FLOOR PLAN



FLOOR PLANS & FINISHES

1

LOUNGE

- Retain existing quarry tile floor and clean
- Refurbish existing fixed seating
- Treat existing bar counter
- New back bar
- Some new F&F
- Re-decoration

2

BAR

- Treat existing bar counter
- New back bar
- Refurbish existing fixed seating
- Retain and clean existing tiled floor
- Feature wallpaper to RHS wall
- Some new F&F
- Re-decoration

3

TOILETS

- Male & Female toilets will both be fully refurbished
- Retain existing tiled floors with deep cleans

4

KITCHEN

- Some new equipment and service existing



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

Works will include:

- External redecoration of main pub building
- New signs and lights to illuminate the pubs striking tudor appearance
- New bound gravel
- Moretti Star First F&F (tables/planters)
- Festoons Lighting



FIND OUT MORE

This project will significantly enhance the business's potential and we would like to see you bring your own ideas and flair to make the most of this great opportunity.

Interested? Call us today.

 08085 94 95 96

Or visit

 www.starpubs.co.uk