

HIVE PUBS

A Pub Franchise with



GREENE KING
PUB PARTNERS

The perfect
opportunity
to run your
own pub

BEST LEASED & TENANTED
PUB COMPANY 2021
Publican Awards - five-time winner



HIVE PUBS

BY GREENE KING

If you have dreamed of running your own business in the pub industry, Hive is a low-cost way to achieve your ambition.

This Franchise Agreement from Greene King Pub Partners provides a pub that's ready to trade so that you can concentrate on growing the business and serving customers.



What is unique to hive?



READY TO GO

Agreement and quality pub assets ready to go, making it easy for franchisees to focus on the customer experience



COMFORTABLY CLOSE

Remaining close to our franchisees with on hand support but autonomy to be your own boss



REALLY RELIABLE

Successful beer and pub brand with over 200 years heritage that consumers know and love

Why will customers visit a Hive pub?

Hive pubs are conveniently round the corner; easy to walk to or easy to park at. A great place to socialise as a group or with the locals. Hive pubs have a great atmosphere with something always going on from sport and quizzes to live local music. Hive includes a great-value, good quality food offer, focusing on pub classics as well as an excellent drink range.



Easy local drink

Convenient catch up



Post-work wind down



Live sport



Always something going on



No-fuss night out



Social everyday escape

Could Hive be your next exciting opportunity?

Are you...

Energised

Full of life, enthusiastic, outgoing and confident

Open

Always open-armed and open-minded to make the pub experience the best it can be

Easy

Approachable and down-to-earth, making every customer interaction easy and enjoyable

Genuine

You like to do things properly, approaching everything with honesty and integrity

Experienced

With pub management and retail management experience



WHAT SKILLS ARE WE LOOKING FOR IN A FRANCHISEE?

A Pub Franchise Agreement sounds like a great deal, but we need to make sure you are the right person to take on this agreement.

Here's what we expect from you in return:

- High standards
- Good administration skills
- Great at running a team
- Brilliant with people and customers
- A drive to succeed



WANT TO FIND OUT MORE ABOUT PUB FRANCHISES WITH HIVE?

For more information please contact us:

Email: pubpartnersrecruitment@greeneking.co.uk

Call: 01284 843 200

Or visit our website:

www.greenekingpubs.co.uk/supporting-you/pub-franchise-agreement



GREENE KING
PUB PARTNERS

Why Hive?

ADDITIONAL INCOME COMING FROM:

Low ongoing cost of

£5,000

(includes legal fees and on-site training)

Minimum guaranteed annual income of

£20,000

Franchise fee

A percentage of the

Weekly Turnover

(Variable by pub)

Quarterly percentage of
Business Profits

£7,500

Annual bonus for meeting compliance audits



WHAT CAN HIVE OFFER YOU?

- No commute to work
- Every pub will be set up including an investment
- Live in accommodation, covering bills and maintenance**
- Running costs and repairs are covered
- Food and drink supplied – allergens, food specification books and food order guides
- Hive Induction and on-going support
- Support from a dedicated Business Development Manager
- Systems such as tills, epos and ordering systems are all included
- Your marketing support including material such as menus and POS

**excludes council tax and TV licence

BECOME PART OF THE HIVE FAMILY



Step 1

COMPLETE THE ONLINE APPLICATION FORM AT

www.greenekingpubs.co.uk/next-steps



Step 2

YOU'LL RECEIVE A CALL FROM OUR RECRUITMENT TEAM to discuss your application



Step 3

YOU WILL HAVE A GENERAL INTERVIEW with one of our business development managers



Step 4

WE WILL ASK YOU TO PREPARE A BUSINESS PLAN and we will provide information to help you with this



Step 5

YOU WILL ATTEND A PUB SPECIFIC INTERVIEW where we review your plans and the pub in more detail



Step 6

A FINAL APPROVAL MEETING a senior member of our team will meet with you for the final approval



Step 7

WE WILL PROVIDE YOU WITH A PUB FRANCHISE AGREEMENT which comes as a documentation offer pack



Step 8

PRE-AGREEMENT MEETING to ensure you understand everything you need to know about the pub and the agreement



Step 9

THE BIG DAY KNOWN AS CHANGE DAY – this is the day you will get the keys to your new Pub Franchise



What can you expect from Hive in the future?

We are currently developing Franchise Agreements including the Hive branded Franchise. We have got plans to expand these throughout the country.

GREENE KING – WHO WE ARE

Founded in 1799 with a heritage of 220 years in brewing and pubs.

Based in Bury St Edmunds and Burton-on-Trent, we operate over 2,500 pubs across England, Scotland and Wales, comprising managed, leased, tenanted and franchise pubs.

Greene King employs 40,000 people and has supported more than 13,000 apprentices since 2011.



Greene King breweries in
Bury St Edmunds, Suffolk
Belhaven in Dunbar, Scotland

Greene King Pub Partners,
Abbot House, Westgate Brewery, Bury St Edmunds, IP33 2QT

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