

THE POT KILN

COUNTRY INN & GAME RESTAURANT



THE POT KILN PROSPECTUS

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ESTABLISHING A COUNTRY INN OF CULINARY DISTINCTION FOR WILD FOOD

"Planning permission granted to develop and expand business to include 10 Guest Rooms, Restaurant & Kitchen Extension alongside landscaping for Wedding Hire and a Wild Food Cookery School."

"A selection of superb game, treated with skill and honour in unpretentious surroundings."

THE FINANCIAL TIMES OCT 2017

AREA OF OUTSTANDING NATURAL BEAUTY

Set in the Yattendon Estate's nine thousand acres of farms and woodland



CONSERVATION AREA

Only one hour from London and ten minutes for the M4 exit

HAWKRIDGE WOOD VALLEY – view arriving at The Pot Kiln

Home to the Pot Kiln's larder of wild game including Partridge, Pheasant, Pigeon, Rabbit, Roe, Muntjac and Fallow with seasonal foraging of edible flora and wild mushrooms



LOCATED AT THE HEART OF YATTENDON ESTATE

Keeping Food Miles to Minimum / Humanely Raised Wild Food / Nutritious Edible Flora in Healthy Soil

The Pot Kiln Future

Establish a Rural Chic Country Inn of Culinary and Cultural distinction for Wild Food



ESTABLISHED IN 2005 – The Pot Kiln received instant international exposure when featured on Heavens Kitchen, an eight- part ‘fly-on-the-wall’ TV documentary hit series about restoring an English country pub and it leading the UK revival of game cookery. In 2008 The Pot Kiln co-founded Fulham’s Harwood Arms that is now the only pub in London to hold a Michelin Star specialising in game.

In 2016 The Pot Kiln was voted number 6 in The Sunday Times’ ‘Top 15 Country Pubs and Restaurants and ranked by Britain’s Finest Guide alongside Rules, the oldest restaurant in London that also serves traditional British food and classic game.

In 2017 Fortnum & Mason’s food writer of the year, Tim Haywood, reviewed The Pot Kiln in the Financial Times comparing The Pot Kiln’s food to Sweden’s Noma and Denmark’s Fäviken restaurants - both ranked in the acclaimed Zagat Guide of the world’s top ten restaurants.

Having established a core and loyal following, The Pot Kiln is ready to exploit its high ratings and, with planning permission granted, is set to expand its business and fully exploit the potential of an outstanding location in a conservation area of outstanding natural beauty.



EXPANSION IN 2018 – Development of ten guest rooms, increased indoor and outdoor dining, a new restaurant kitchen and garden landscaping for a wild food cookery school kitchen, rural activity workshops, rustic weddings and live events. Support for the expansion has come with a £1.25 million investment from The Yattendon Group Plc and its neighbouring Yattendon Estate, both privately owned by The Lord Iliffe’s family.

Yattendon Estate’s 9000 acres boasts some of the best stalking and Partridge and Pheasant shooting in the South of England while also home to pigeon, rabbit, Roe, Fallow and Muntjac deer. Located at the heart of the Estate’s Hawkridge Wood, Pot Kiln is exclusively positioned to serve a truly organic and wild food menu with room guests enjoying a programme of rural activities including foraging, stalking, wild life workshops and game cookery courses.

Global brands off the M4 ‘Digital Corridor’ and a growing London customer base now represent 53% of the business. Strategically, marketing of guest rooms with countryside courses will be targeted at existing customers within a fifty-mile radius. Additionally, qualifying London private clubs and businesses will be offered loyalty incentives to include membership to a Pot Kiln Country Club with club rates for guest rooms, rural courses and exclusive hospitality events.



ONE HOUR FROM LONDON
FIFTEEN MINUTES FROM M4

SET IN A CONSERVATION AREA OF OUTSTANDING NATURAL BEAUTY
SURROUNDED BY 9000 ACRES OF WOODLAND

Business Plan Summary



Pot Kiln Ltd to raise £200,000 of Equity Capital to fund its expansion with a projected 38% internal rate of return over three years

FIVE YEAR SUMMARY	Year 1	Year 2	Year 3	Year 4	Year 5	Five Year Total
SALES						
Restaurant & Bar	691,818	761,000	837,100	920,810	1,012,891	4,223,619
Guest Rooms	263,893	351,857	404,636	465,331	535,130	2,020,846
Venue Hire	18,750	18,750	23,438	29,297	33,691	123,926
Club Subscriptions	22,800	45,600	57,000	71,250	89,063	285,713
	997,261	1,177,207	1,322,173	1,486,688	1,670,775	6,654,104
COST OF SALES	328,222	379,517	417,469	459,216	505,137	2,089,561
GROSS PROFIT	669,039	797,690	904,704	1,027,472	1,165,638	4,564,543
OVERHEADS	497,683	525,678	578,246	636,070	699,678	2,937,355
ANNUAL PROFITS	£171,355	£272,012	£326,458	£391,401	£465,961	£1,627,187
CUMULATIVE PROFITS	£171,355	£443,367	£769,825	£1,161,227	£1,627,187	
Conversion to profit	17.18%	23.11%	24.69%	26.33%	27.89%	24.45%

Established 2005

DETAILED INVESTMENT PROPOSAL AVAILABLE ON REQUEST

The Management Team

With reviews at an all-time high, expansion is underway led by a Management Team with over forty years' restaurant, hospitality & live events experience



KATHERINE ROBINSON – MANAGING DIRECTOR

A Pot Kiln Founding Partner and 50% shareholder, Katie continues to manage the day-to-day operations of the business and is committed to developing it with her new business and personal partner, Francis / Rocky, ensuring that the business evolves to its maximum potential. Her intrinsic knowledge of the Pot Kiln's customers' expectations, gained over 14 years, brings essential and invaluable intellectual and marketing capital to the management team and its business plan.

FRANCIS ROCKLIFF – BUSINESS DEVELOPMENT

A 50% shareholder, Francis joined Pot Kiln in 2014 and secured the critical Planning Permission, wrote the Business Plan and negotiated Yattendon Estate's investment - an entrepreneurial spirit born of his Liverpool family's printing and shipping business EST.1830. In the 1980s, with a love of food and music, he set out as a professional jazz pianist and private dinner party caterer. While performing in London clubs and bars, including Ronnie Scotts, he started a wholesale chilled foods business serving Harrods, Selfridges and Harvey Nichols Food Halls. In the 90s he entered the hospitality and live events industry producing large-scale festivals of flight for Virgin Atlantic at Blenheim Palace. Accordingly, he aims to establish subscription revenues from the launch of a **Pot Kiln Country Club** with members enjoying exclusive invitations to an annual programme of high-quality culinary and cultural hospitality events

DANIEL GALMICHE – CHEF PATRON

Childhood – Wild Food Hunter Gatherer in the Vosges Mountains of Eastern France & Germany on his grandparents' organic farm.

Training – Le Gavroche, two star restaurant Schillinger in Colmar, three star Marc Meneau in Veselay and two star Hostellerie du Chateau Servin.

Michelin Star Awards – Harveys Bristol, Ortolan Reading, Cliveden House Royal Berkshire and Knockingam Lodge, Scotland.

Executive Chef – three 5 Star Le Relais & Chateaux Hotels - The Vineyard, Newbury, L'Ortolan Reading and Cliveden House Royal Berkshire.

Tutoring – Tutor at Anton Mosimann Academy in London and France

Television – BBC Saturday Kitchen and C4 Sunday Brunch.

Cook Books – For books published in eleven countries and six languages.

Today – Executive Chef at the Gore Hotel, Kensington, London / The Soil Association Organic Awards Judge / Ambassador Norwegian Seafood Council, representing Fjord sea trout.

Future – A return to his hunting and foraging origins with the Pot Kiln as his 'auberge' and Yattendon Estate's 9000 acres as its 'larder' in pursuit of the coveted Michelin 'Bib Gourmand Award'



EXPANSION UNDERWAY

MANAGEMENT TEAM TO GENERATE NET PROFITS OF £1.5 MILLION OVER FIVE YEARS WITH DIVIDEND PAY-OUTS OVER £345,000 TO INVESTORS

THE ONLY POT KILN IN THE UK

Second year voted as one of the top one hundred restaurants in England – **The Sunday Times 01 Mar 18**



Community Asset with regular National and International diners / Addition of rooms to benefit Rural Tourism

A RIDE BACK IN TIME – One hour from London / 10 mins from M4

"Good cooking, fresh ingredients, capably prepared - Simply a Good Meal." - Michelin Guide



ESTABLISHED
CUSTOMER FOLLOWING

Fifty three percent of existing customers from Reading & London with
average customer drive time of 30 to 60 minutes

THREE FAMILY OWNERS IN 300 YEARS

"Rated number six in the UK's top ten pubs." - Sunday Guide 2017



"The Pot Kiln's slow Roast Fallow Shoulder - one of best pub dishes in Britain" - SUNDAY TIMES DEC 17

GAME IS OUR GAME

Located at the heart of Yattendon Estate gives the Pot Kiln exceptional access to a wild larder of local game and seasonal foraging while keeping 'food miles' to the minimum.



GALANTINE OF HAWKRIDGE WOOD RABBIT



GRILLED PAVE STEAK OF YATTENDON FALLOW



GRILLED PIGEON & CRISPY BLACK PUDDING & BACON



CONFIT OF WILD BOAR BELLY

COMMITTED TO COMPASSIONATE HUSBANDRY AND USING HUNTER-GATHERER PRODUCERS WHEREVER POSSIBLE

RANKED ALONGSIDE RULES THE OLDEST RESTAURANT IN LONDON

Traditional British food and classic game." - **Britain's Finest Guide 2017**



NEW RESTAURANT EXTENSION - EXTRA 20 COVERS / GARDEN DINING - 120 COVERS

Access to a wild larder of local game and seasonal foraging

Committed to compassionate husbandry and using hunter-gatherer producers wherever possible



Yattendon Estate boasts some of best stalking and partridge & pheasant shooting in South of England and home to large deer herd including Roe, Fallow and Muntjac

DINING WITH A VIEW

Offering guests one of the most superior outdoor dining locations in Royal Berkshire



VIEW OF HAWKRIDGE WOOD ON YATTENDON ESTATE - THE POT KILN'S LARDER FOR WILD FOOD

GARDEN DINING TO INCREASE

A favourite with the Saudi and the British Royal Families and Barnie the thatcher



LANDSCAPING TO INCLUDE WILD FOOD COOKERY SCHOOL KITCHEN AND UNDER COVER DINING FOR 150 COVERS

CONSTANT DEMAND FOR PRIVATE EVENTS

Offering guests one of the most superior outdoor dining locations in Royal Berkshire



Development to meet demand for rooms & venue hire from existing corporate customers including:

VODAPHONE / MICROSOFT / BAYER / MC ALPINE / HONDA / NOKIA / BP / PRICE WATERHOUSE / PEPSICO

EXPLOITATION OF £10 BILLION WEDDING MARKET

Wedding and Civil Partnership License now attainable



"Demand for unusual wedding venues soaring as demand for less traditional sites rises with couples wanting to celebrate a day with a difference." **DAILY TELEGRAPH 2018**

GARDEN DEMO KITCHEN & COUNTRYSIDE COURSES

Pot Kiln to offer wild food cookery classes and rural activity courses



COOKERY CLASSES – Michelin Starred Chef, Daniel Galmiche - Pot Kiln Chef Patron
RURAL COURSES - Environmental Biologist Dr. Katja Lehmann / Lecturer in Biology University of Oxford

THE POT KILN COUNTRY CLUB

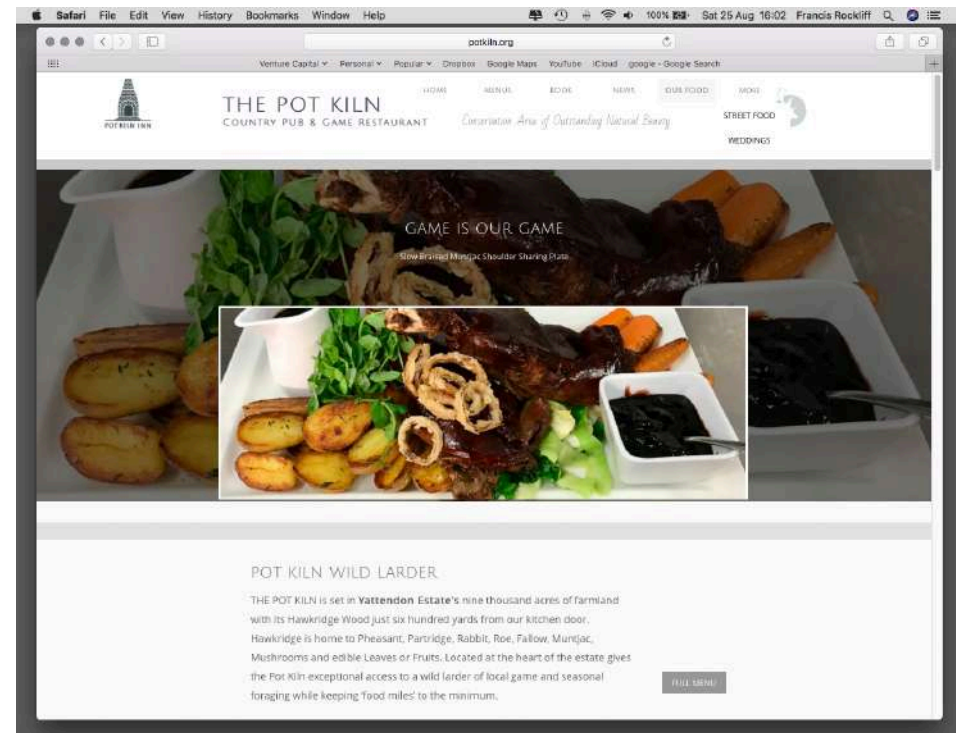
New revenues from subscriptions offering existing customers a members' loyalty package of invitations to an exclusive programme of high quality culinary and cultural events alongside club rates for guest rooms and venue hire.



Five percent of Pot Kiln's five thousand active customer records forecast to subscribe over five years

Pot Kiln Website & Social Media Analytics – August 2018

Last month 4,531 unique visitors viewed 10,524 Pot Kiln website pages x 2.2 minutes per visit

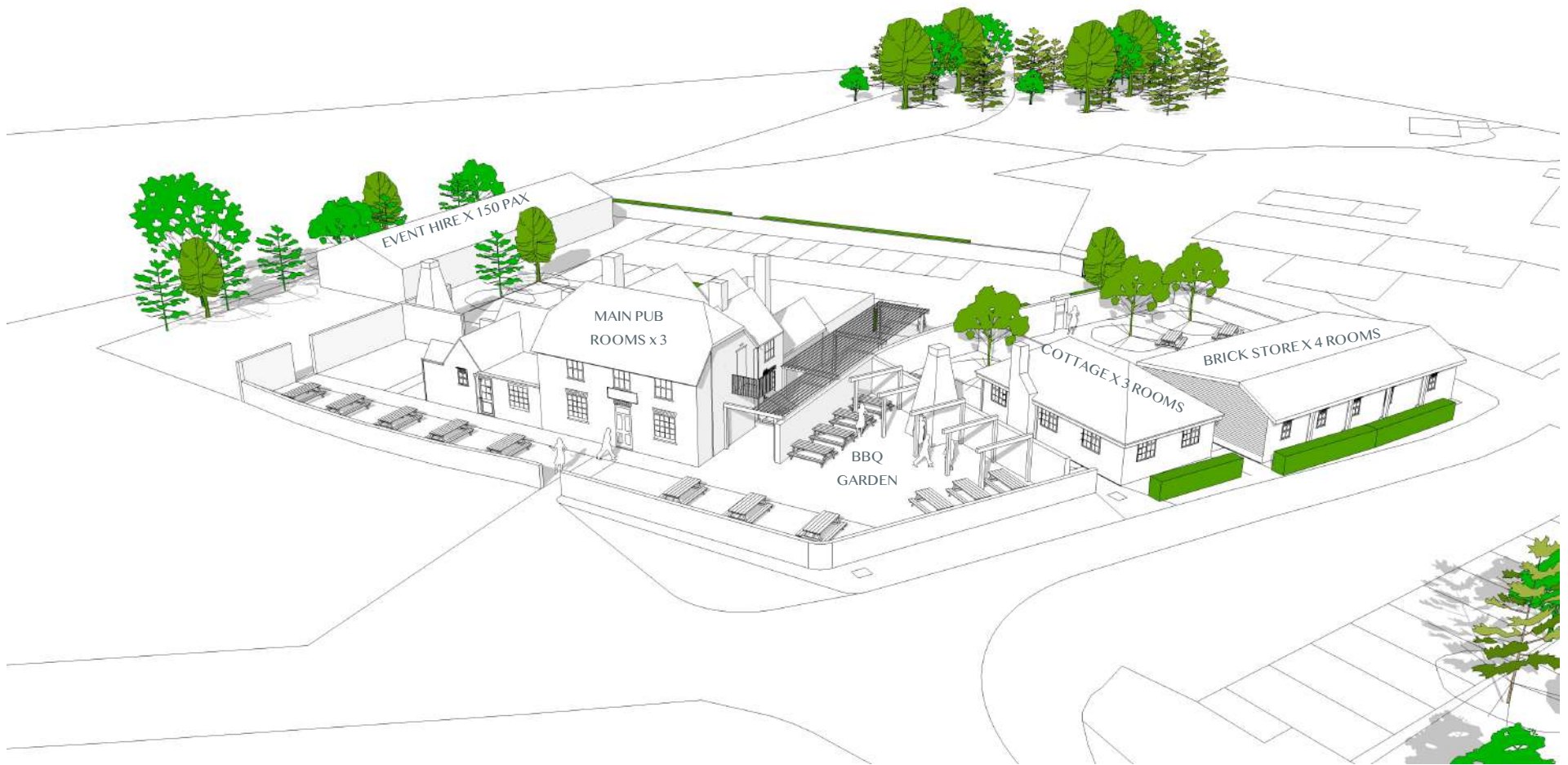


1500 COVERS PER MONTH

TRIPADVISOR - 3000 PAGE VISITS PER MONTH
TWITTER – 1700 FOLLOWERS / NEWSLETTER - 5000 ACTIVE RECORDS

Environmental Landscaping – Schematic View

A country garden and orchard design of wild flowers, plants, vegetables, herbs and fruit



LANDSCAPING SYMPATHETIC TO THE RURAL AESTHETIC

Environmental design to depict local architecture vernacular of brick & timber structural elements



LANDSCAPING TO INCLUDE UNDERCOVER HEATED SIT OUT AREAS USING RECLAIMED MATERIALS

LANDSCAPING SYMPATHETIC TO THE RURAL AESTHETIC

Expressing the Pot Kiln's heritage as an 18th century brick and pottery manufacturing kiln



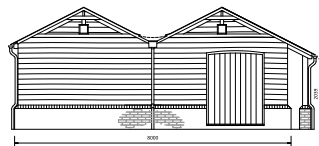
Planting Theme - orchard of summer fruits / Seasonal Vegetable Garden & Flower Beds
Contained in dwarf wall structures alongside tree planting terracing

Renovation of Brick Store & Cottage to Guest Accommodation

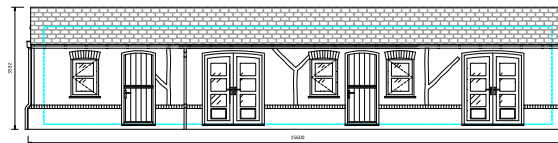
Renovation of dilapidated 18th century brick store for erection of four en-suite guest rooms



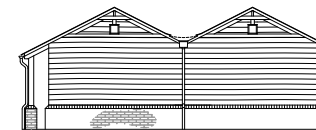
EAST ELEVATION



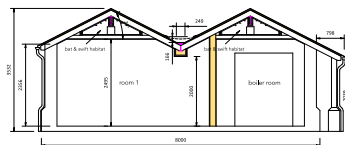
SOUTH ELEVATION



WEST ELEVATION



NORTH ELEVATION



SOUTH SECTION

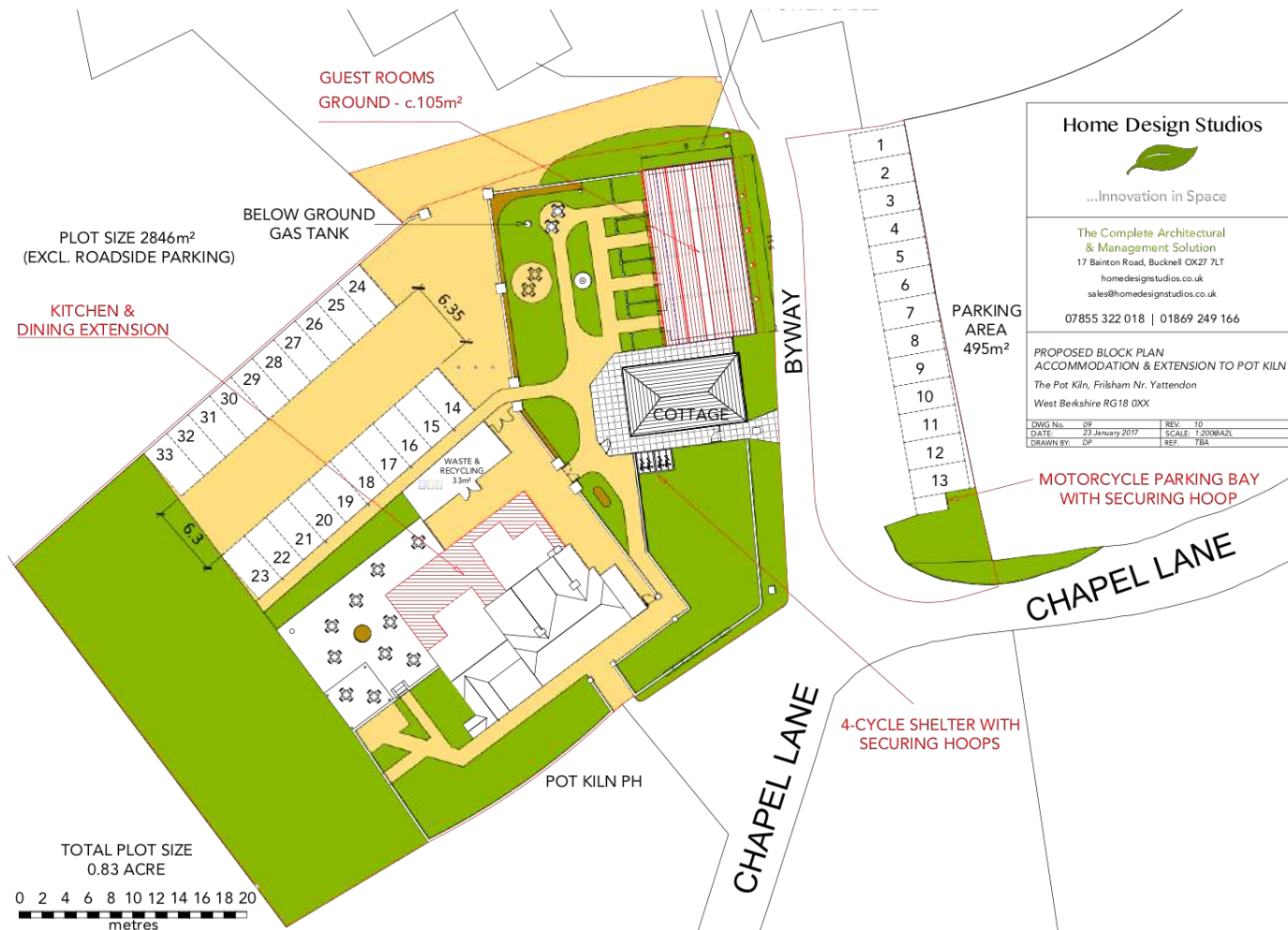


VICTORIAN BRICK WORKERS
COTTAGE DESIGN

Design based on Victorian brick workers social club and family housing recorded at a brick kiln site in neighbouring Upper Basildon

Approved Block Plan

Conserving and enhancing an Area Of Outstanding Natural Beauty



PLANNING RATIONALE

Appropriate limited development with focus addressing commercial needs and the maintenance of the Pot Kiln as a significant part of rural economy

SUNDAY TIMES 2017 & 2018 GUIDE OF UK TOP 100 RESTAURANTS



"Food Exceptional, Service Good & Ambiance Very Good." - **Harden Guide August 2016**

"Rated number six in the UK's top ten pubs." - **Sunday Guide 2017**

"Pub with the prettiest walks in the UK." - **Daily Mail 2017**

"Good cooking, fresh ingredients, capably prepared - Simply a Good Meal." - **Michelin Guide**

"Pot Kiln ranks alongside Rules, the oldest restaurant in London that also serves traditional British food and classic game." - **Britain's Finest Guide 2017**

"The Pot Kiln compares to Sweden's Noma and Denmark's Fäviken restaurants - both ranked in the acclaimed Zagat Guide of the world's top ten restaurants." - **The Financial Times 2017**



REVIEW RATINGS AT ALL TIME HIGH / 2018 TRIPADVISOR REVIEWS 95% EXCELLENT / GOOGLE REVIEWS 4.7 STARS

THE POT KILN - AUTUMN NEWSLETTER 2017 - *what more can we say?*

FINANCIAL TIMES MAGAZINE / Tim Hayward / October 17

Back towards the beginning of the century, Mike & Katie Robinson created something of a TV hit, taking part in a fly-on-the-wall documentary about finding and restoring a country pub. In time Mike was to become the chef patron of the Michelin-starred Harwood Arms in Fulham.

These were the early days of food TV, long before shouting, artificial story arcs and false jeopardy. Mike and Katie located the place – a cosy little red-brick boozier in Berkshire – and made it lovely, apparently without threatening each other or walking out in tears. The Pot Kiln has carried on ever since, a quiet retreat and a bit of a “destination” for appreciators of game.

You’re not going to chance on Frilsham by accident. On the map, it’s tantalisingly close to the motorway, but, according to the satnav, you’ll need

to head right to the end of The Beaten Track and then turn off. After seemingly endless lanes of decreasing width, you’re disgorged into a hidden valley that looks for all the world like the set of an over-sentimental BBC historical drama.

Through a bar with locals and dogs straight from central casting, you are led to a table by beautiful boys with cut-glass accents. Colin Firth in a wet shirt is not having a quiet dinner with a young Helena Bonham Carter at the next table, but American guests might find it impossible to believe that they don’t, at least once a week. The menu is short and enticing.

The Pot Kiln is master of game cookery and this is almost certainly the reason you’ll make the trip. There are starters of “heritage” tomatoes and beetroot-cured Gravavlax but these look merely

excellent. Let’s cut to la chasse: there’s a pigeon-breast salad on the menu that’s going to change your mind about game.

I know. We’ve all been trying really hard over the past few years, but let’s be honest. Game might be low-fat, de facto organic and arguably sustainable . . . but it’s also too often bloody dire. Pigeon breasts are frequently tough, shot-riddled, bruised and have usually been over-hung like the Gardens of Babylon. Without fat, venison either lacks flavour or has been allowed to putresce. Grouse might well have been rushed to your table from the moors in a Maserati . . . but it’s not enhanced by the trip. If we’re honest, game eating is too often about class, or stunt food for the macho.

And then there's The Pot Kiln. If I told you there was a place where chefs were "foraging local ingredients, preparing them skilfully and then serving them in the way that most honoured their natural flavour and terroir but that also nodded to local culinary tradition" – you'd nod sagely and guess the 2 Michelin Starred Fäviken or Noma. But this isn't Scandinavia. The Pot Kiln is doing that – all of that – five miles off the Chieveley junction of the M4.

The Pot Kiln's' pigeon breast is cooked pink, naturally, and served on a mound of dressed leaves, small wild mushrooms, bacon and crumbled black pudding. There are smears of something dark, rich and caramelised

but it's the meat that carries it. Sweet, fragrant, crisp on the outside and velvet smooth within, it's so tender it's halfway to being a parfait. The stringy lumps of scabby bird you've had before should have stayed on their owners in Trafalgar Square. This, my friend, is what the fuss is about.

Grilled Pavé of fallow comes with an intense jus, dark oily leaves of kale and a mash that seems to have been fortified with the outstanding quantity of fats that venison lacks. The meat – seasoned, grilled and sliced – just invites you to compare your every other dalliance with deer to it, unfavourably. Unadorned but just beautifully cared for, it is simple and

very, very lovely. There are other things on the menu – good fish, excellent desserts and well-kept cheeses – but you can find these in any decent country pub. It's the game that's worth hunting down but, be warned, it may ruin you – after this, it will be hard to appreciate game elsewhere.

If you like your deer hung till it challenges nose and palate, if you like your birds torched without, raw within, tendoned like a cyclist's calves and with a handful of herbs to mask the stench of death... then there are plenty of places that will serve you. Here, in unpretentious surroundings, expect to see a small selection of superb game, treated with skill and honour.



THE POT KILN

COUNTRY INN & GAME RESTAURANT

‘Alongside Rules Restaurant and the Harwood Arms in London

The Pot Kiln is one of Britain’s finest game restaurants.’

Britain’s Finest - October 2016

These particulars are intended to give a fair and substantially correct overall description for the guidance of intending investors and do not constitute an offer or part of a contract. Prospective interested parties ought to seek their own professional advice.