



Dear Pot Kiln Friends,

THE POT KILN CLUB HAS LAUNCHED

As this year closes, and with reviews and ratings at an all-time high, a new chapter in the history of The Pot Kiln opens with the launch of our new Members Club and a mouth-watering menu of Club Privileges and Club Rates as follows:

1. Complimentary £200 Joining Dinner for four
2. Transferable £75 Food & Drink Gift Voucher
3. 10% off Drink/Food/Rooms/Venue Hire/Events
4. Introduce a friend get dinner for two
5. Annual Subscription - a lean £100
6. Email office@potkiln.club to apply
7. More details visit www.potkiln.club
8. Applications Close Midnight 31 Dec 18

Merry Christmas and Happy New Year.

Katie Robinson & Rocky Rockliff

PS: If you fancy a bed time read then see the small print below . . .

THE BACKGROUND

Over the last three centuries The Pot Kiln site has endured by adapting to social and economic changes - home to brick manufacturing, pot making, brewing and, with only three owners in three hundred years, as a public house serving local ale and wild food. Brick and pot manufacturers dug out clay and burned wood from the surrounding fields and forests and so fired bricks and pots in their kilns. Today that resourceful tradition continues with The Lord Iliffe's Yattendon Estate of 9000 acres of woodland and farmland as our larder for wild and nutritious food.

YATTENDON ESTATE INVESTMENT

The Estate is our new partner and has committed £900,000 to help secure the future of The Pot Kiln for many centuries to come - its funding covers the construction costs for ten guest rooms and an extension at the rear of the main pub, for a new kitchen and additional dining space. In turn these renovations, by increasing capacity, will help maintain The Pot Kiln as a public house without changing the 'much loved' look, feel and use of the front side, while improving the rear north side. The additional business will also secure an affordable local for our loyal drinking regulars of neighbours, ramblers and cyclists who can continue to enjoy propping up our old bar - a bar serving pints of quality West Berks Brewery ale with a brimming fresh baked roll. With a new kitchen inside and a Wild Food BBQ Kitchen outside, once again, we will see the return of some PK Classics including our legendary Venison Scotch Eggs, Giant Deer Dogs, Muntac Skewers and a Poachers Plate big enough to feed an army of cyclists and ramblers.

POT KILN INVESTMENT

Building works start in January. After fourteen years of sweat capital invested by Katie, keeping Mike's vision for The Pot Kiln alive, and some Planning Application and Business Development magic by Rocky, we are setting out to raise the final £150,000 - funds required to fit out and furnish the new kitchen and rooms alongside various much needed repairs and renewals. We have been offered loans, had clearance for crowd funding and proposals from prospective venture capitalists. However, we have come to the conclusion that we would rather share the future with our existing customers, staff and suppliers and go with our very own 'Crowd Feeding' scheme.

CROWD FEEDING

Accordingly, we have established a Pot Kiln Members Club to raise the remaining capital from Club Subscriptions. Please take a look at our new Club website and, if interested in joining, then, at this stage, just simply **Apply for Membership** on the Club website or click the email links at the top and bottom of this letter. We will let you know when our online payment system opens. At this point, in return for our stakeholders' 14 years of loyalty, Club Membership is only open to customers, social media followers, staff and suppliers on our mailing lists . . . just spreading the love!