

THE POTKILN

COUNTRY INN & WILD FOOD RESTAURANT



THE POT KILN PROSPECTUS

ENQUIRIES – FrancisRockliff@potkiln.org PHONE 01635 201366 MOBILE 07855 528023
Pot Kiln Ltd, Pot Kiln Lane, Yattendon, West Berkshire RG18 0XX England / WWW.POTKILN.CO.UK



‘WILD ABOUT NATURE’

THE POT KILN (Est.2005), a Country Inn and Wild Food Restaurant, is located in a Conservation Area of Outstanding Natural Beauty in the heart of West Berkshire on The Lord Iliffe’s Yattendon Estate. Located at the heart of the Estate gives the Pot Kiln unrivalled access to nine thousand acres of woods and farmland with a nutritious wild food larder of game and seasonal foraging. Our ideology is to avoid produce from intensive farming practices and promote respect and care for Nature’s Plants, Animals and Landscape.

KATIE ROBINSON – Partner

FRANCIS ROCKLIFF – Partner

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

TIM HAYWARD - THE FINANCIAL TIMES

HAWKRIDGE WOOD VALLEY – view arriving at The Pot Kiln

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



LOCATED ONE HOUR FROM LONDON AT HEART OF YATTENDON ESTATE

Keeping Food Miles to Minimum / Nutritious Food in Healthy Soil

WELL MANAGED AND ESTABLISHED BUSINESS POISED FOR SUBSTANTIAL GROWTH

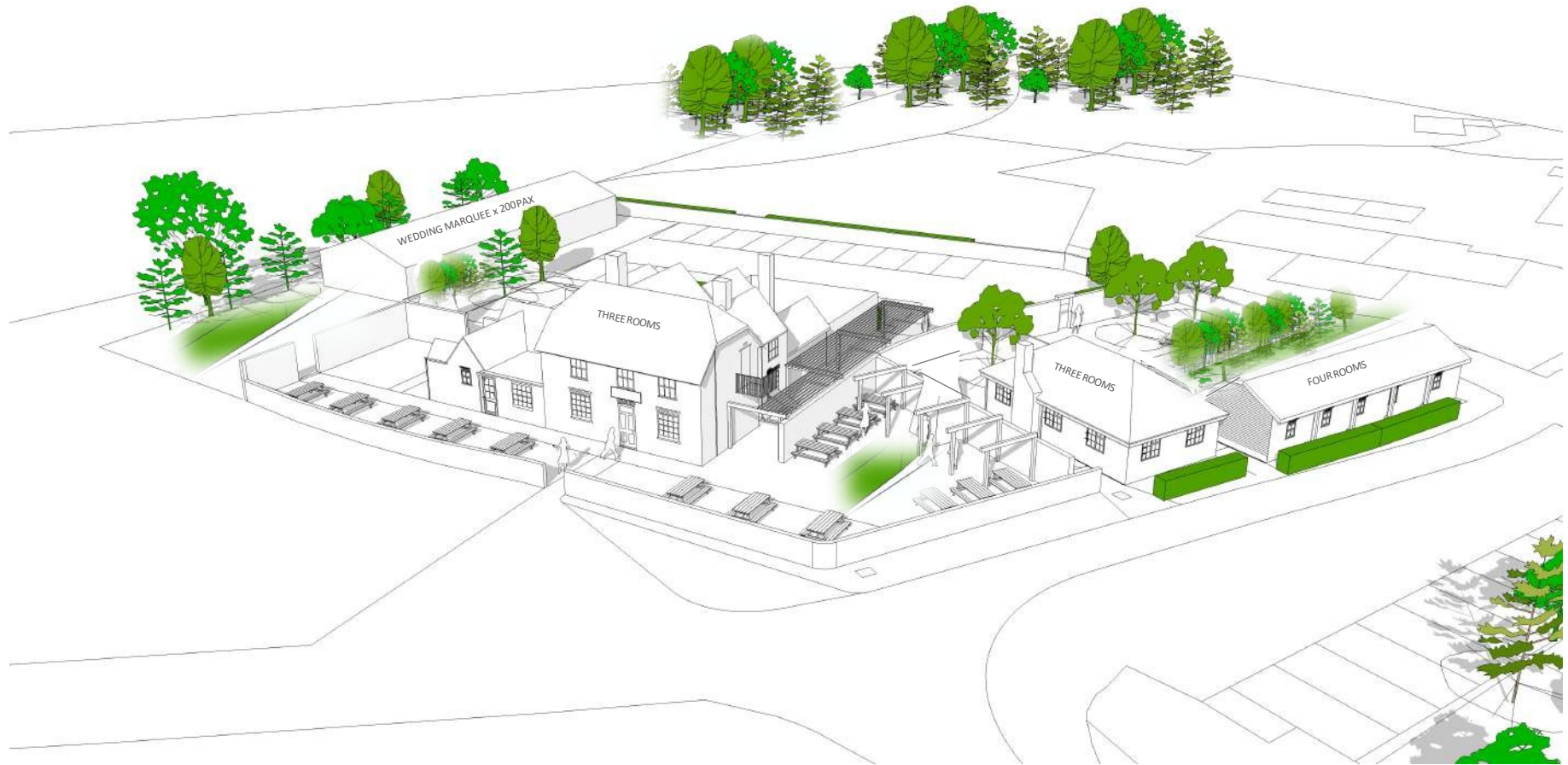
'Food and drink sales at a ten-year high - new, revenues to come from ten Guest Rooms, Wedding Hire, Dining Club Subscriptions and Cultural Events.'



£1.2 Million development nearing completion adding Ten Guest Rooms, Restaurant & Kitchen Extension, Landscaping for Wedding Hire & Live Events and Garden BBQ Kitchen with Outdoor Heated Dining

Environmental Landscaping – Schematic View

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



The Pot Kiln Past & Present

Establishing a Rural Chic Country Inn of Culinary and Cultural distinction



ESTABLISHED 2005 – The Pot Kiln received instant international exposure when featured on Heaven's Kitchen - an eight- part 'fly-on-the-wall' TV hit documentary series about a couple restoring an English country pub and leading the UK's revival of game cookery.

2008 - The Pot Kiln open Fulham's Harwood Arms - the only pub in London to hold a Michelin Star specialising in game.

2016 - The Pot Kiln 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.

2017 –Fortnum & Mason's food writer of the year, Tim Haywood, reviews 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. Planning permission secured to expand its premises to fully exploit potential of its unique location.

2018 -Freehold sold to neighbouring Yattendon Estate for £750,000 in return for 25-year lease and side agreement to develop the site.



EXPANSION 2019 – Support for the expansion with a £900,000 investment from The Pot Kiln's Landlords, The Yattendon Group Plc, and a £300,000 development loan from the Government backed Thames Valley Berkshire SME Expansion Fund. Additionally, a qualifying £45,000 Rural Development Grant is pending approval. The development is nearing completion and has included:

1. Ground floor renovation of Restaurant and Bar.
2. First floor conversion x3 en suite double rooms
3. Conversion of two outbuildings x 7 double en suite double rooms.
4. Restaurant extension doubling capacity to 80 covers.
5. New kitchen construction and fit out.
6. Garden Landscaping for outdoor dining x 120 covers.
7. Outdoor Garden Kitchen and Wild Food Cookery School.
8. Wedding Hire landscaping x 200 guests.
9. Onsite Parking construction x 45 cars.

BUSINESS PLAN 2020 – With food and drink sales at a ten-year high new, revenues to be generated from ten Guest Rooms, Wedding Hire, Dining Club Subscriptions and an annual programme of Cultural Events. Accordingly, profits are forecast at circa £1.6m over 5yrs.



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



Multi revenue business poised for expansion with projected annual sales of £1.3 million

FIVE YEARS 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 BUSINESS PLAN ON REQUEST

THE ONLY POT KILN IN THE UK

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



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

THREE FAMILY OWNERS IN 300 YEARS

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



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

RANKED ALONGSIDE 'RULES' THE OLDEST RESTAURANT IN LONDON

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



RESTAURANT x 80 COVERS / GARDEN DINING x 120 COVERS

Renovation of Bar, Restaurant and Kitchens now completed



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

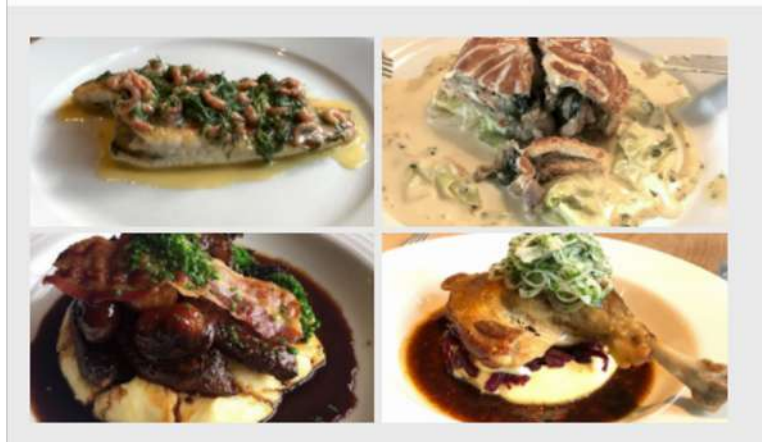
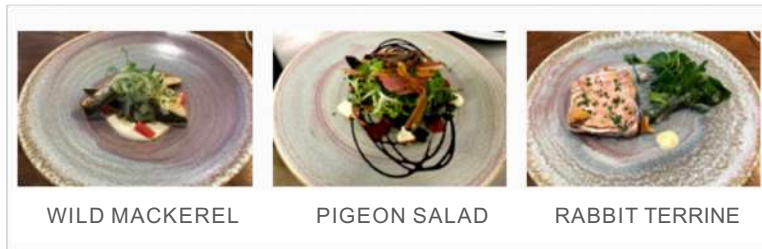
Offering guests one of the most beautiful outdoor dining locations in Royal Berkshire



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

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.



HEARTY RURAL RECIPES OF EUROPEAN REGIONAL COOKERY



CLASSIC POT KILN SHARING PLATE OF FALLOW

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

CONSISTENTLY RATED IN UK'S TOP GASTRO PUBS & RESTAURANTS



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

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

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

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

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

"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**

"The Pot Kiln rated in UK's top 40 great cosy pubs with rooms." - **Guardian / Alistair Sawday**



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

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

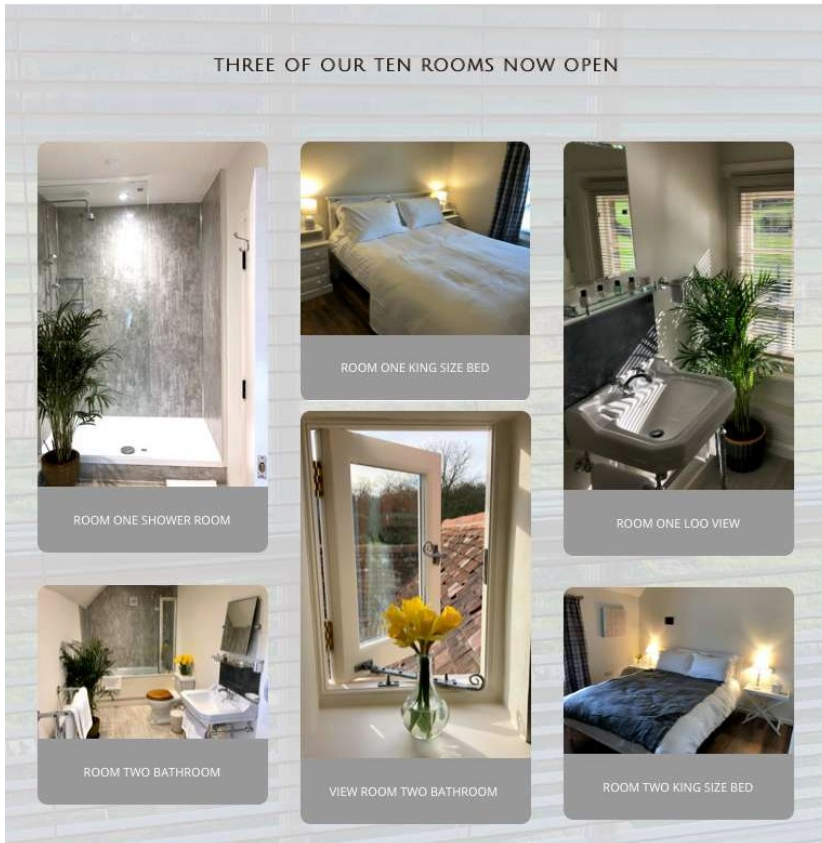


ESTABLISHED
CUSTOMER FOLLOWING

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

New Guest Rooms x £8500 of bookings in first week without promotion

Each month x 4,500 unique visitors view 12,000 Pot Kiln website pages x 2.2 minutes per visit



Savday's

The Guardian

TRIPADVISOR - 3000 PAGE VISITS PER MONTH

TWITTER - 1700 FOLLOWERS / NEWSLETTER - 5000 ACTIVE RECORDS

EXPLOITATION OF £10 BILLION WEDDING MARKET

Wedding and Civil Partnership Licence 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**

CONSTANT DEMAND FOR PRIVATE EVENTS

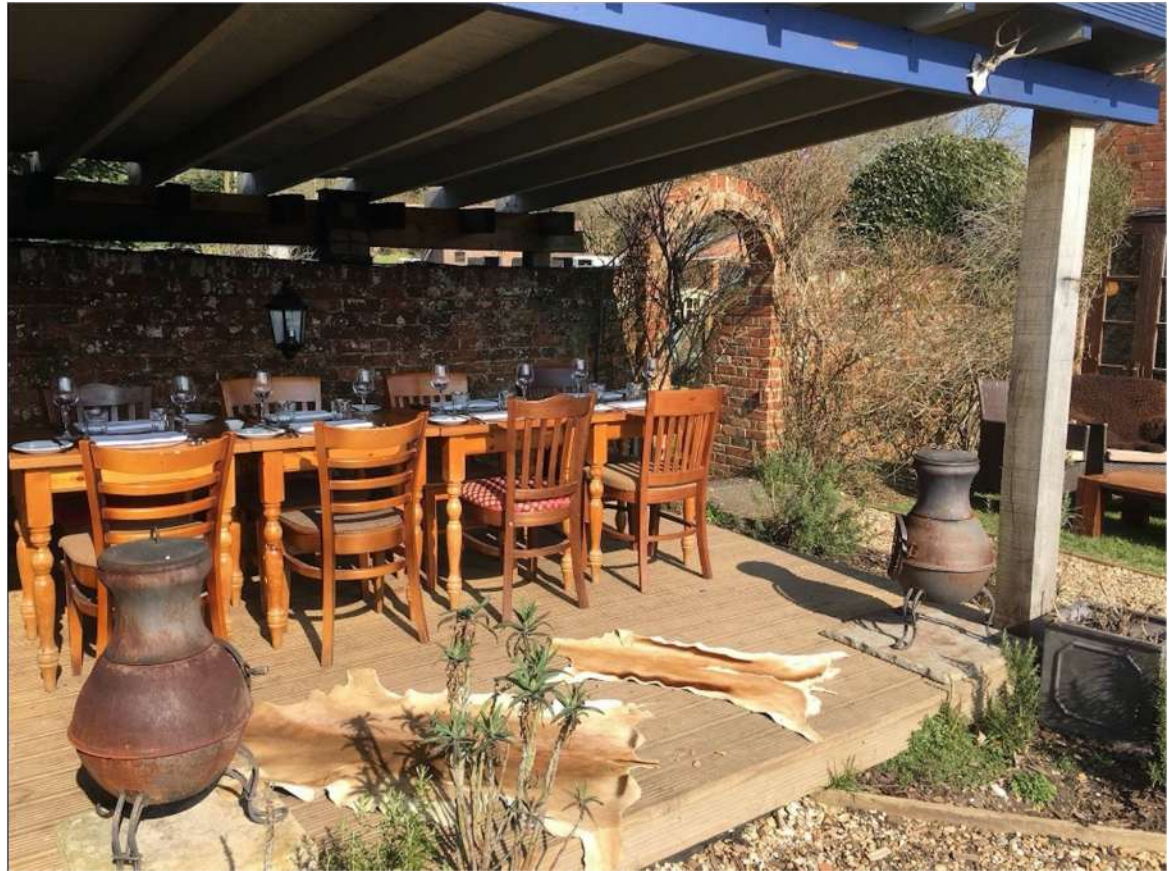
Offering guests and an outstanding rural backdrop for entertaining



Development to meet demand for rooms & venue hire from existing LOCAL corporate customers
VODAPHONE / MICROFOCUS / BAYER / MC ALPINE / HONDA / NOKIA / BP / PRICE WATERHOUSE / PEPSICO

GARDEN DINING TO INCREASE

Over the years we have fed and watered Top Gear's James May, TV Historian Lucy Worsley, Author Richard Dawkins, Smellie the Stalker, Black Adder's Producer John Lloyd, Cherie the Paramedic and our very Jolly Royal Neighbours ...



LANDSCAPING TO INCLUDE WILD FOOD COOKERY SCHOOL KITCHEN AND OUTDOOR DINING x 120 COVERS

GARDEN KITCHEN & COUNTRYSIDE COURSES

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



Rural Courses by Environmental Biologist Dr. Katja Lehmann / Lecturer in Biology University of Oxford

THE POT KILN DINING CLUB

Last 12 months generate 300 annual subscriptions of new annual revenues of £30,000.

Members' loyalty package includes invitations to an exclusive programme of high quality culinary and cultural events alongside club rates for guest rooms and venue hire.



THE POT KILN CLUB CHAIRMAN - RAYMOND BLANC OBE



BLANC VEGAN BEETROOT TERRINE



BLANC CHOCOLATE DELICE

Thursday 26 Sept 19 - First Club Dinner hosted by Club Chairman Raymond Blanc OBE
70 Club Members @ Ticket £25 / Five Course Meal - £75 / Wines - £75 / Dinner Revenue £12,000

THE POT KILN DINING CLUB

Annual programme of high-quality 'DINNER & SHOW' culinary and cultural events



NEW DINING ROOM EXTENSION

VERSATILE DESIGN FOR RESTAURANT DINING AND LIVE PERFORMANCE

ESTABLISHING A VENUE OF CULINARY AND CULTURAL DISTINCION

THE POT KILN CLUB

Producing an exclusive annual programme of high-quality 'DINNER & SHOW' culinary and cultural events



PROFESSOR RICHARD DAWKINS FRS FRSL OXON
SPRING CLUB DINNER SPEAKER

**Question Time with the Multi Million Selling
Author of The God Delusion**

TICKET £25 / FIVE COURSE DINNER £75

May 2020



COMEDIAN & IMPRESSIONIST RORY BREMNER
SUMMER CLUB DINNER SPEAKER

**Noted for satirical political impressions Rory has won
numerous awards, including 3 BAFTAs**

TICKET £25 / FIVE COURSE DINNER £75

August 2020

CHELSEA ARTS CLUB & CHELSEA 606 JAZZ CLUB TO CURATE ART & MUSIC EVENTS
LONDON CLUB'S MEMBERS TO BE GIVEN POT KILN CLUB MEMBERSHIP BENEFITS & PRIVILEGES

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

LANDSCAPING SYMPATHETIC TO THE RURAL AESTHETIC

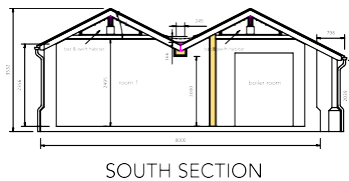
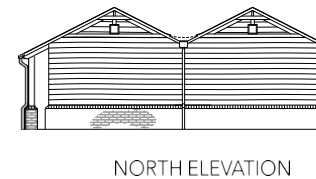
Environmental design to depict local architecture vernacular of brick & timber structural elements



LANDSCAPING TO INCLUDE UNDERCOVER HEATED SIT OUT AREAS USING RECLAIMED MATERIALS

Renovation of outbuildings nearing completion

Renovation of dilapidated 18th century Brick Store x 4 rooms & Apple Store Cottage x 3 rooms

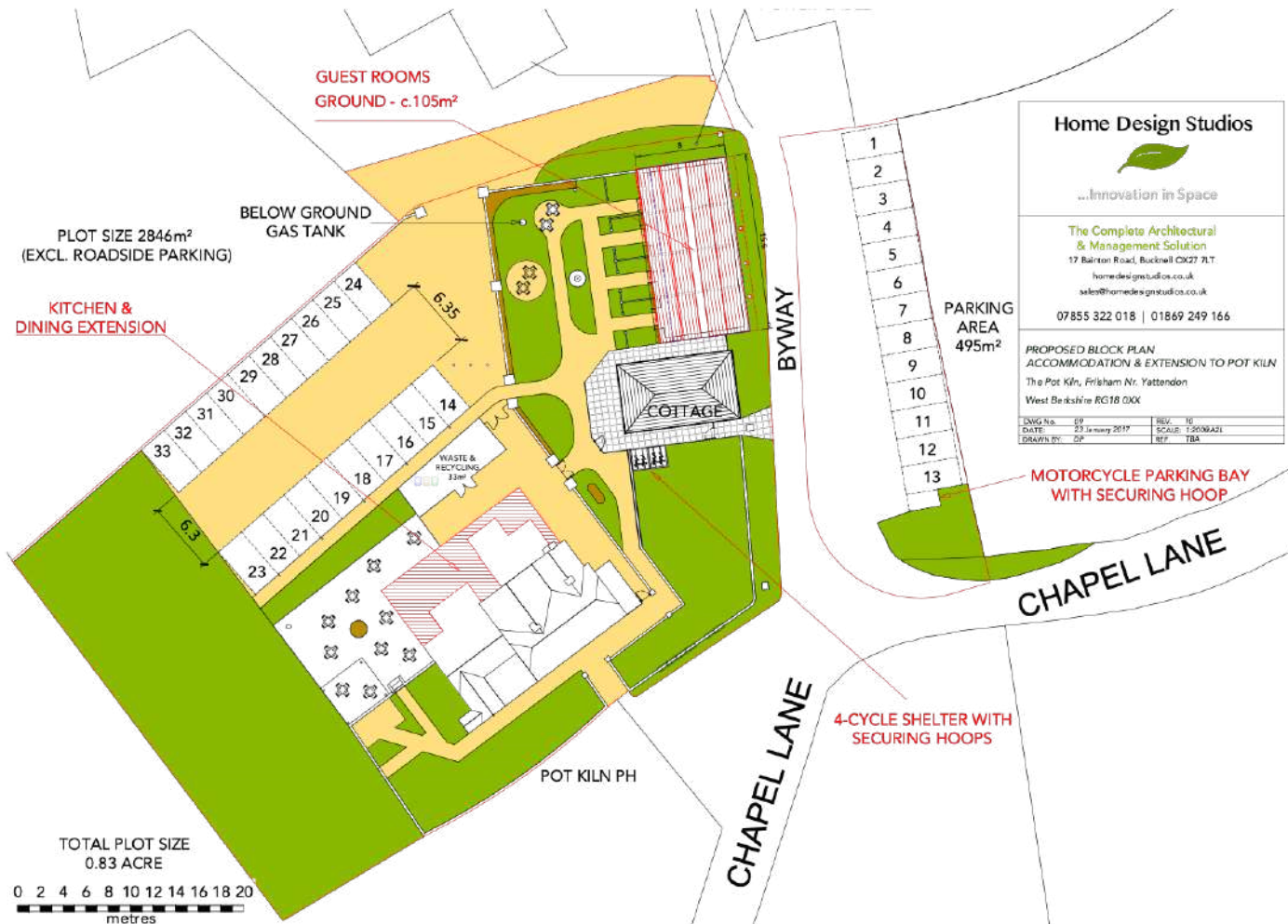


VICTORIAN BRICKWORKERS
COTTAGE DESIGN

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



THE POTKILN

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

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.