

# Gaining an Advantage with S A Brain

Over the course of the last 12 months we have been busy reconfiguring the tenanted team and creating our new agreements for the future.

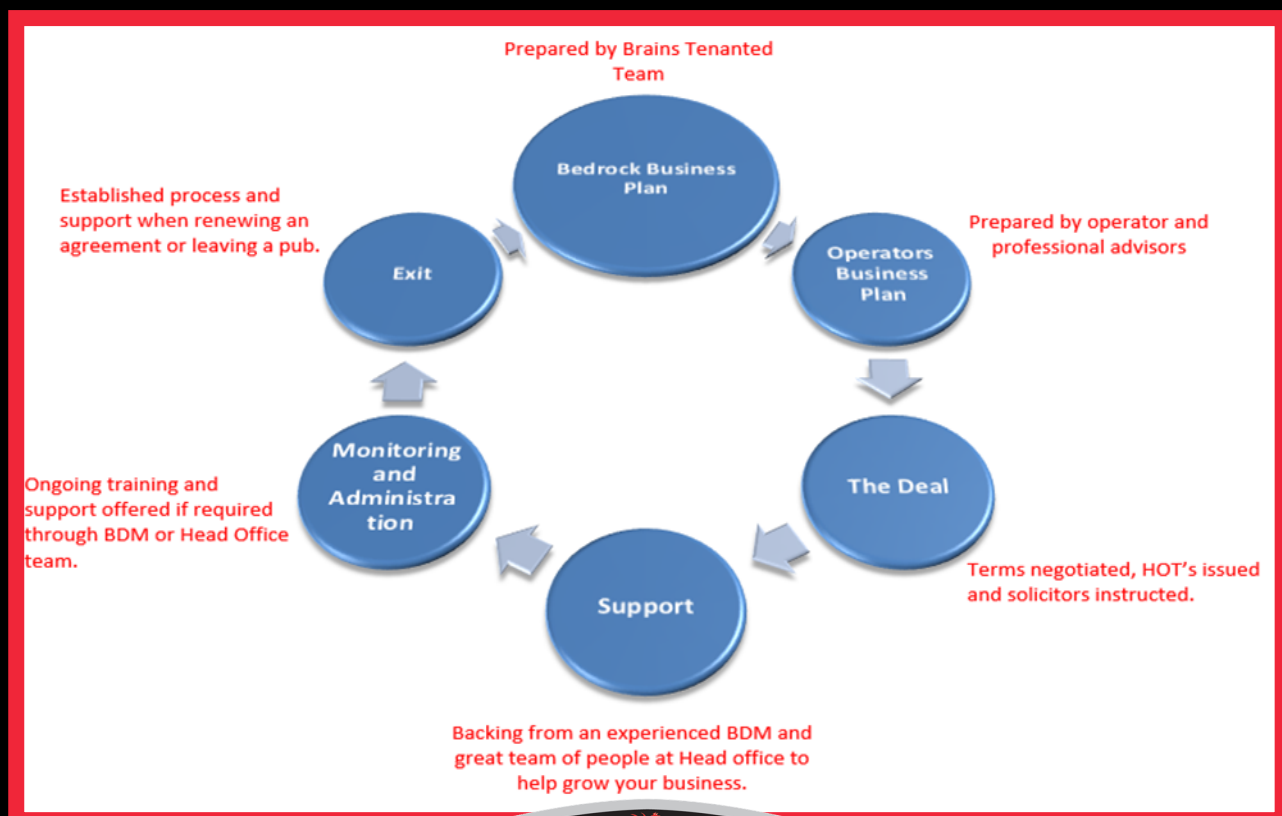
We are following our vision *'To be the company of choice operating a quality estate of tenanted pubs, capable of generating optimal and sustainable returns for both SAB and its partners.'*

In order to adhere to this we have created our new 'Advantage Agreements'.

The key features are:

- Five year agreement protected by the Landlord and Tenant Act.
- Brains are responsible for all building repairs.
- The building will be let to you in a fit for purpose state.
- Wide drinks portfolio and incentivised purchasing scheme.
- A partnership approach to the development at your pub.
- Lettings compliant with IFBB Code of Practice.

In essence our team will carry out market research and in depth analysis of your pubs ideal positioning in the market, then we will seek to ensure that we have the right licenses and the right trading environment, to support you getting the right results.



# Why choose Brains?

## The benefits of our Advantage Agreements.

---

- 5 year term agreement – rent increases are restricted to Retail Price Indexation, giving you stable fixed costs and financial certainty if your business performs above expectations.
- Brains are responsible for all repairs to the building, therefore removing a potential variable cost to your business.
- Fully tied agreements - one invoice, one delivery and one point of contact for all your drinks requirements so you can focus on your customers.
- Substantial barrelage discounts - with incentivised 'top slice' discount to help you grow your beer sales and profits.
- Competitive pricing on packaged products – enabling you to stock a broad range of drinks and attract customers with offers and promotions.
- Extensive product range - Top brands from Heineken, Molson Coors, Diageo and AB Inbev, as well as our own legendary range of Brains beers.
- Flexible capital entry requirements – taking a pub with Brains may cost you a lot less than you think.
- In house technical support – as a brewer we take product and dispense quality very seriously to ensure your customer always gets a perfect pint.
- Dedicated business support – you'll have the backing of an experienced Business Development Manager and a great team at the Cardiff Brewery to help you grow your business.
- Business Planning – our own market research and competitor analysis as part of our investment process, combined with your business plan will provide a shared vision for your pub to give the best possible chance of success.
- Professionally refurbished pub - the best possible start to your business will ensure you can concentrate on serving your customers and building your business.
- Training – ongoing training and support for you and your staff when required.



## Can't decide what agreement would best suit you?

Below is an overview of our two new Advantage Agreements.

	<b>Advantage</b>	<b>Advantage Plus</b>
Agreement Term	5 years	5 years
Rent review	No	No
Annual RPI	Yes	Yes
Notice Period Partner	Rolling 6 months after 1 year	N/A
Notice Period S A Brain	N/A	N/A
Third party Insurance	Partner	Partner
Landlord and Tenant Protected	Yes	Yes
Assignable/transferrable	No	No
Building repair liability	S A Brain	S A Brain
Annual Compliance Testing	Yes	Yes
Termination Dilapidation	No	No
Schedule		
Buildings Insurance	Included with rent	Included with rent
Drinks purchasing obligation	Fully Tied	Fully Tied
Packaged product discount	Yes (pricelist on request)	Yes (pricelist on request)
Machines	50/50 profit share	50/50 profit share
Fixtures and Fittings Ownership	Partner	SA Brain
Fixture and Fittings Maintenance	Partner	SA Brain
Technical Services Support	Dispense, cellar cooling	Dispense, cellar cooling, ice maker, back bar refrigeration & glasswash
Deposit	£5,000—£10, 000	£15,000

For further information on our Advantage Agreements please contact our Recruitment and Lettings Team on 02920 334766 or email [publettings@sabrain.com](mailto:publettings@sabrain.com)

[www.sabrain.com](http://www.sabrain.com)

