

Vision & Values

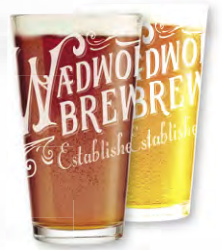
WHO we ARE

Independent family regional brewer and pub company established 1875

Real brewing, real pubs, real people

Our VISION

A **family** business with award-winning **beers**, well-run well-invested **pubs**, an engaged **team** and highly satisfied **customers**.



Our VALUES

1 We are a Community

People come first: our teams, our partners, our customers and our local communities:

- We **trust, respect** and **support** each other and can reach-out to anybody
- We are **energetic, passionate** and **positive**

4 We are leaving a Legacy

We are **proud of our past** and **fired up by our future:**

- We talk about our **history** and **heritage** with **pride**
- We are building our business for the long term; **sustainably** and **profitably**

2 We deliver Quality

Everyone's role is important and everything we all do has an impact:

- We **never compromise on quality**; we finish what we start and we keep it **uncomplicated**
- We are **honest**, and challenge each other to **exceed expectations**

3 We drive Performance

We **invest wisely:**

- We will **optimise** our performance through **inspiring, recognising** and **developing** our people
- We make every penny count, aim to **waste nothing** and are always **accountable** for our actions

