

# The Brown Jug 242 Bath Road Cheltenham GL53 7NB



## Introduction

The Brown Jug occupies a prominent location on the busy Bath Road in Cheltenham just one mile from the Town Centre. The pub has benefited from internal and external refurbishments over the recent years. Over the past 3 years the site has built up a great reputation as a sports bar which has led to fantastic trade all year round.



### Trading Potential

The Brown Jug is currently trading exceptionally well and has a strong foundation in which to build trade from Cheltenham Town Centre businesses during the daytime and drinking trade from late afternoon. The pub has a very strong following for live music and sport with the current Business Partner establishing a great food offer, seven days a week. The site has 8 TVs with all major sporting events being shown live. The Brown Jug also has the additional benefit from the increased trade during Cheltenham Race weeks.

### New Business Partner Profile

The new Business Partners here will ideally have catering knowledge, along with the skills to maximize a rhythm of the week concept to ensure that all possible sales opportunities are being realized.

### Trade Areas

This site trades in two areas, the main front bar and rear bar with circa 100 covers combined.

### External Areas

The enclosed courtyard area creates an extra 16 covers, with further covered seating for 23 to the front of the venue.

### Domestic Accommodation

The accommodation is situated on the first floor is well presented and consists of 3 bedrooms, one of which could be used as an office, a living room with integrated kitchen and bathroom.



## Capital Required

Fixtures & Fittings estimated to be	TBC
Stock estimated to be	£8,000
Security Deposit	£8,000
Minimum working capital required	£6,000
Total (circa) without fixtures & fittings	£22,000

For further details, please call 01380 732216 or Email: [recruitment@wadworth.co.uk](mailto:recruitment@wadworth.co.uk)

[www.wadworthpubs.co.uk](http://www.wadworthpubs.co.uk)