



CLIENT: PIONEER BREWING COMPANY

Part of AB-Inbev, the world's largest brewery company, Pioneer was tasked with bringing one of America's foremost craft breweries to London to open a test-bed site for AB-Inbev's 'Disruptive Brands' division. Founded in Chicago in 1988, Goose Island is one of the most successful craft breweries in the Midwest and produces some of the most popular, and award-winning, beers in the U.S.

SERVICE PROVIDED

On a retained basis terms were agreed with Pioneer and AB-Inbev to provide UK commercial property advice, advice on market availability and co-ordinate a comprehensive property search to deliver an appropriate site to open within strict budgets, within the current financial year (10 months' time) and also provide contingency opportunities for future openings should suitable opportunities dictate.

ACTIONS

Liaised with the UK operations executive and the US based Global Director of Retail Brand Experience to advise on the UK commercial property market, specifically relating to the refinement of a global acquisition brief in the context of the UK retail, licensed and leisure property market.

Co-ordinated with the extensive advisory team and array of stakeholders to produce financial models to assess deliverability of three different operational models, each with widely different parameters.

An extensive property search was carried out with strict confidentiality provisions due to commercial sensitivity over a period of four months to source properties and business opportunities in target locations covering three different operational models. This covered strategic locations in London in major developments, leisure & entertainment schemes, standalone properties, existing businesses and new build/redevelopment opportunities.

Traffic light and scoring system for assessing suitable sites developed in conjunction with client's internal reporting protocol in order to present to Board.

Full liaison with and reporting to business expansion, design, fit out, legal, estates management teams throughout the process to completion.

RESULTS

Offers submitted on several properties to offer client Board choice of opportunity. Board Approval obtained on one which delivered on timescale, without contingency and within the least risk operational model.

Complex lease acquisition negotiations included landlord Trustee approval, historic planning breaches, rectifying deficient easements in lease, variation of lease terms.

Premises in Balham acquired off market from BeAtOne, with completion and fit out on time for opening 3 weeks before the financial year end.