

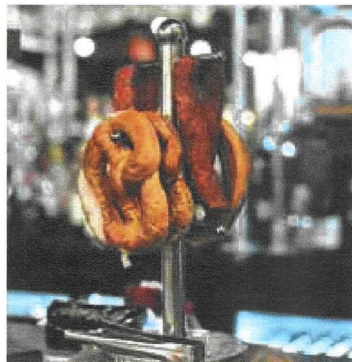
PROPERTY & LANDLORD PACK

ABOUT US

We're a modern Bierkeller with traditional German food

Munich Cricket Club is a successful and exciting **contemporary Bierkeller**, a fun twist on the traditional Bavarian Beer Hall. Munich Cricket Club has already **achieved legendary status** with its first location in London Victoria. Delivering traditional, freshly prepared **authentic German food** and specially selected **Munich Beers** with a backdrop of laughter, **quirky design** and **entertainment**, the MCC team have built a **loyal following** and are ready to grow.

ABOUT US



‘Food is maybe more of a feature than you’d expect to find, though it is perfectly tailored to the needs of the beer lover: sausages, schnitzels, the classic Euro ‘big salad’; even the mighty Schweinshaxe, a whole slow-roast pork knuckle, aka the Bar Snack of Champions. But in truth, you don’t really notice the food. It is a good place to be with your friends, jabbering away and just enjoying one another.’

– *The Telegraph*

THE TEAM

The Munich Cricket Club management team is well balanced and has the capability and experience in depth to oversee and successfully manage the growth of the brand. We're run by father and son team Tom and Robbie Gill and Operations Manager Thomas Schutte. Day to day operations are run by Robbie. We also have top class professional legal, financial and licencing advisors.



THE TEAM



Robbie Gill

Robbie has a proven track record for creating successful sites wherever he goes.

He is responsible for the over all operations and brand management.

With a 1st class Honours degree in Hospitality Management, he cofounded Moonshine Bars Ltd in 2009 transforming the fortunes of a number of gastro pub sites across London, from The Elephant on the Hill in Battersea, to The Loose Box in Westminster and The Rose in Fulham. Then, in early 2016, following the acquisition of a lease on a largely derelict space in London's Victoria, Robbie created Munich Cricket Club, from concept through to execution. He is responsible for the over all operations and brand management.



Thomas Schutte

Thomas has been General Manager of Munich Cricket Club, Victoria since it opened and has been greatly influential in its success to date. He is a German National and brings a wealth of hospitality experience from Europe, including Austria and Switzerland.



Tom Gill

Tom is a serial hospitality entrepreneur. He is responsible for property acquisition and development as well as financial control of Munich Cricket Club.

He was a founder Director and Shareholder of Magic Pub Company Ltd, which became the UK's then largest managed independent pub company, sold to Greene King plc for 197.5m. He was a founding and substantial shareholder in Ambishus Pub Company PLC. After 18 months trading, the company was acquired by an institutionally backed team for £38.2m. He was also a founding shareholder of Broken Foot Inns Ltd which as BFI remains a successful operator. Tom then joined Puzzle Pub Company Ltd as Chairman and oversaw the sale of its assets to Food and Drink Group PLC and Capital Pub Company Ltd.



Louise Clausson

Louise is our Marketing and Events Manager responsible for all marketing, especially through online and social media, as well as partnerships with brand owners. With a degree in Hospitality, she has worked with us for over 5 years starting as a waitress through assistant manager, and now in her present capacity.



Our management philosophy is that we approach Hospitality with quality.

Our Menus are carefully considered and freshly delivered by real chefs. Our drinks, whether Beer, Wines or Cocktails are carefully selected.

THE TEAM



Staff are attracted to join us from our German speaking network. We have invested in robust EPOS equipment, accounting systems and stock controls

Personnel are the life blood of any business and so future talent carefully sourced is critical to our continued success

OUR ENVIRONMENT

The design was conceived as a nod to the Munich Bierkeller.

It is contemporary, industrial and simple, although high quality. We have good clear space and under-pavement vaults. Solid Oak flooring, bespoke, sturdy tables all meant for sharing. Plenty of authentic German Brewery fittings and original signs in metal and ceramic. To add to the fun and authenticity, our staff wear Dirndls and Lederhosen. Manufactured in Germany. We feature Oompah Bands twice a week adding to the atmosphere. We are however, not a late-night venue.



FOOD & DRINK

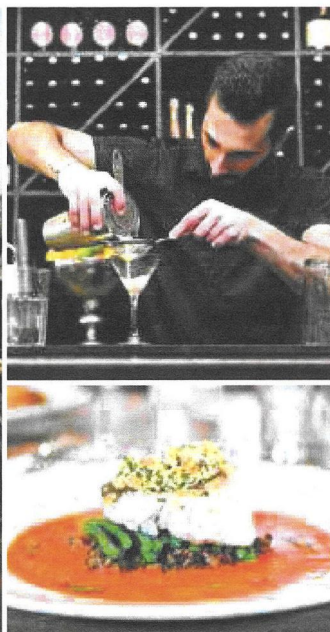
Our food Menus offer many German favourites all freshly prepared by our Chefs.



We import our sausages directly from Germany. We take pride in the quality and authenticity of our Menu items – Schnitzels, Wurst, Pork Knuckles, Raclette, Fondues, Sauerkraut etc. We offer sharing boards piled high with all best and most popular items. At Lunch, we have express options and some lighter dishes. 10 imported Munich Beers on authentic ceramic German fonts served to customers in branded pint glasses, mugs and Steins. Lots of German bottled beers, wines and spirits. No Guinness! No warm Ales!

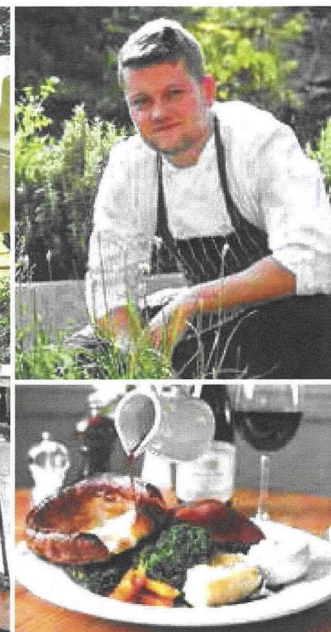
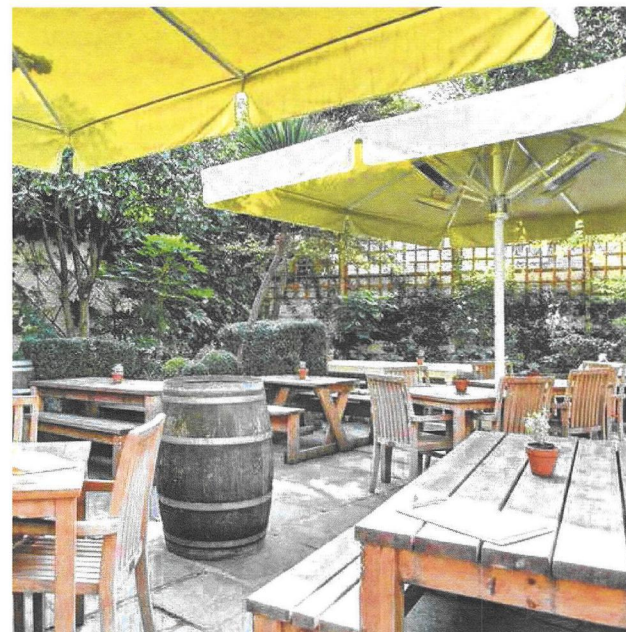
3 BRANDS

The credentials of the management team have been outlined above. As well as the expanding Munich Cricket Club operation, Tom and Robbie continue to operate two other successful businesses:



The Loose Box

This contemporary Bar/Restaurant is located in the heart of Westminster. It was developed from an abandoned pub. The offer is an all-day Bar/Café/Restaurant open from Breakfast through Lunch and then Dinner and after work drinks. Quality, freshly prepared food is offered alongside Premium Drinks and Wines.



The Rose

This is our 'village pub' located in Fulham, close to the Kings Road. A real jewel, loved by locals and visitors alike. Great Pub Food, super drinks and wines. A fantastic Sunday Lunch offer. We have a beautiful Patio Garden for al-fresco Dining.

MARKET POSITION

The hospitality sector, like much of the high street has received significant and varied press.

The sector is polarised with many high street brand declaring poorer than expected performance whilst dynamic independent operators in Central London declare positive results.

Poor performing operators have high costs for heavy food & service led experiences forcing them into challenging positions.

The smart independent sector continues to thrive by maintaining high impact experiences for the customer and driving commercial efficiencies.

Munich Cricket Club was conceived to deliver this unique experience whilst focussing on the optimal mix of food, drink and service delivery.

The net result is Munich Cricket Club converts profitably with a stable commercial setup and sits amongst those brands that have been built on an operational platform most suited to the industry challenges of the future.



Thank you.

If you require any further information, please get in touch: tomgill@moonshinebars.com