

RED'S PREMISES LICENSING REVIEW

UNIT 1, CLOTH HALL ST, LEEDS

Civic Hall, Leeds

11 June 2012

GENERAL OVERVIEW

- We're a “Low ‘n Slow Barbecue” restaurant
- Relaxed family-friendly environment with focus on a unique food menu
 - “Food with Integrity” provenance mantra (mobile unit experience)
- Innovative dining style with express carry-out options for those on the move
- Drinks menu designed to complement food menu (matching)
- Thorough and extensive market research completed (Leeds specific)
- Smaller unit than neighbouring Zizzi's and Las Iguanas
 - 2590 ft² vs ~4000 ft²
 - Dedicated 107 table covers (see floor plan)
- Creating “new” careers in Yorkshire
 - Employing 15+ staff initially at Cloth Hall Street
 - 2 new Leeds sites planned in 2013 (additional 20+ careers)
 - Further flagship sites planned in 2014
- Scott will be DPS (personal license holder), James is back-up
- Great customer service is our passion and our focus!

LOW AND SLOW

RED'S

**TRUE
BARBECUE**

EVANGELISING TRUE BARBECUE

THE

TEN

COMMANDMENTS

OF BARBECUE

1

**THOU SHALT NOT CREMATE
BURN OR FOSSILISE AND
TRY TO PASS OFF AS TRUE
BARBECUE**

TWO

**THOU SHALT ATTEMPT
'THE LAST SUPPER' AT
LEAST ONCE IN ONES LIFE**

3

THOU SHALT FLOSS

4

**THOU SHALT NOT BBQ TOO
FAST NOR AT TOO HIGH
A HEAT**

FIVE

**THOU SHALT ENJOY
THY MEAL. FULLY.**

6

**THOU SHALT GUIDE THE
UNCONVERTED SO THAT
THEY TOO MAY SEE THE
LIGHT OF RED**

7

**THOU SHALT NOT COVET
ANOTHER MANS RIBS
(NOT TOO LOUDLY)**

8

**THOU SHALT WORSHIP
NO OTHER BBQ CHEF
BUT RED**

NINE

**THOU SHALT NOT BUY
'BBQS' AT PETROL
STATIONS OR
SUPERMARKETS**

10

**THOU SHALT SPREAD
THE WORD OF RED**

THE TEN

TEN COMMANDMENTS OF BARBECUE

1

THOU SHALT NOT CHEERLE
BEER OR BEERLESS AND
TAT TO PASS OFF AS THOU
BARBECUE

TWO

THOU SHALT ATTEMPT
THE LAST SUFFER AT
LEAST ONE IN THIS LIFE

3

THOU SHALT FEAR

4

THOU SHALT NOT SEE THO
TART FOR AT THE SIGN
A BEAT

FIVE

THOU SHALT DRINK
THOU SHALL FULLY.

6

THOU SHALT BUDGE THE
UMBRELLAS OR THAT
THAT YOU MAY SEE THE
LIGHT OF SUN

7

THOU SHALT NOT DUTY
ANYONE MADE FOR
NOT THE LOCALS.

8

THOU SHALT WORKUP
SO OTHERS WHO FIRST
NOT FOR

NINE

THOU SHALT NOT BEY
THOU AT PEPRA,
SAYINGS OR
SUFFERMENTS

10

THOU SHALT SPEAK
THE WORD OF GOD

THE TEN
AMEN
THE TEN



FOOD & DRINKS MENUS

**DEVIL
WATER**

RED'S
WORLD
CLASSIC

**HOLIER
WATERS**

RED'S
WORLD
CLASSIC



LIGHT BITES

NACHOS

DIPS

(GUACAMOLE, BBQ, SALSA, CHILI CON QUESO)

PULLED PORK NACHOS

WINGS

(WITH MILD, HOT, DIABLO OR BLUE CHEESE DIP)

BBQ RIB STARTER

(MIX OF PORK AND BONELESS BEEF)

NUTS

(SMOKY AND SPICY ALMONDS AND PECANS)

£1.75

£1.75

Starter

£4.95

Full

£7.95

x6

£4.95

x12

£9.45

4.95

£2.25

RIBS

BABY-BACK

SWEET, TENDER PORK RIBS

ST. LOUIS

TRIMMED FROM THE MEATY SPARE RIBS CUT

COUNTRY

(WHEN AVAILABLE: THICK, MEATY PORK RIBS)

LONG HORN

(HUGE TENDER BEEF RIBS AKA: 'JACOB'S LADDER')

THE BUCKET

(HUGE TENDER BEEF RIBS AKA: 'JACOB'S LADDER')

x6

£7.95

x10

£11.95

x6

£9.95

x10

£13.95

£11.95

x2

£12.95

x3

£17.95

x2

£12.95

x3

£17.95

THE SMOKER

LOW N' SLOW PULLED PORK

SMOKED FOR 14 HRS THEN PULLED AND TOPPED WITH APPLE SAUCE

8oz BEEF BRISKET

FRESHLY CARVED HEAVEN, LOOK OUT FOR THE SMOKE RING

ENDS

(WHEN AVAILABLE: MOST CUBES OF BRISKET IN A TANGY BBQ SAUCE)

TEXAS HOTLINKS

(HOUSEMADE SPICY PORK AND BEEF SAUSAGE - AMEN)

BEERCAN CHICKEN

SMOKED SEASONAL VEGETABLES (V)

£8.95

£8.95

£11.95

£7.95

1/4

£7.95

1/2

£10.95

Whole

£13.95

£8.95

SERVED WITH ONE REGULAR FRY AND RED'S SECRET BBQ DIPPING SAUCE.



**THE
CIRCLE
OF
TRUTH**

ASK US ABOUT SMOKE RINGS

THE

7

**DEADLY
SINS
OF BARBECUE**

CREMATION

HASTE

BAD MEAT

NUDITY

BAD SAUCE

SMOKING BANS

PETROL STATIONS





ENTRANCE

FIRE EXIT

CALL LANE

EXIT TO BASEMENT LEVEL

PROPOSED GROUND FLOOR PLAN
107 COVERS

OUR APPROACH

- Everything we do is driven by the *4 Licensing Objectives*
- **Red's service management policy**
 - Strict admittance and dispersal structure
 - Sun-Wed: no-entry after 23:00
 - Thur-Sat: no-entry after 00.00
 - Diners can leave in a relaxed manner...
 - 'Meet and Greet' staff located at entrance
 - Strict proof of age policy (Challenge 21)
 - Point of sale material to be employed
 - ePOS automatic age qualifier installed
 - Children under the age of 16 to be accompanied by an adult
 - Drinks served with food orders only
 - Leverage busy evenings to maximise revenue opportunity
 - Additional 4-5 hours per week could address extra £60k revenue per year
 - As a start-up this could help drive success and further growth
 - ***Dedicated 107 table covers and completely food led!***



OUR APPROACH

- **Noise management policy**
 - We're committed to install appropriate acoustic ceiling technology to operate within 85dB parameters defined by Environmental Health
 - Acoustic consultants engaged and already working with project team
 - Signage located in key areas of our premises
 - "Please respect our neighbours and exit the venue quietly"
 - AV system designed with central dB limiter technology (background music only from 23:30)
 - Log book and data loggers onsite (relevant training)
 - Delivery, collection and storage activities within office hours only
 - Dedicated basement service yard
- **CCTV system to be installed**

OUR APPROACH

- Public relations
 - Leverage existing relationships with local residents and businesses
 - No representations
 - In fact, they are excited about our dining concept
 - Maintaining open communications with local residents
- Staff training
 - Alcohol and drugs awareness courses for all staff
 - Conflict management & resolution courses for key staff
 - Fire safety for key staff
 - Proof of age training for all service staff
 - Health & safety for all staff (Level 2 BIIAB)
 - First aid training for all staff
 - National Certificate for DPS (Level 2 BIIAB)

THANK YOU

MAIN RESTAURANT



EXPRESS RESTAURANT

