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
 - $-2590 \text{ ft}^2 \text{ vs} \sim 4000 \text{ ft}^2$
 - 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 STOA TRUE BARBECUE

EVANGELISING TRUE BARBECUE





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



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



THOU SHALT PLOSS



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



THOU SHALT ENJOY THY MEAL. FULLY.



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



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



THOU SHALT WORSHIP NO OTHER BBQ CHEF BUT RED



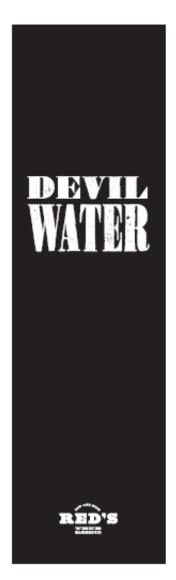
THOU SHALT NOT BUY 'BBQS' AT PETROL STATIONS OR SUPERMARKETS



THOU SHALT SPREAD THE WORD OF RED



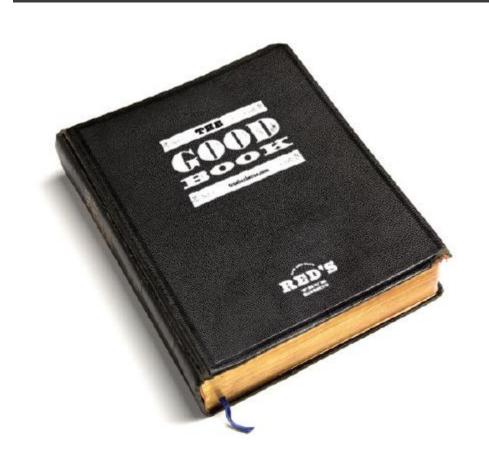
ARY AND CONFIDENTIAL







FOOD & DRINKS MENUS



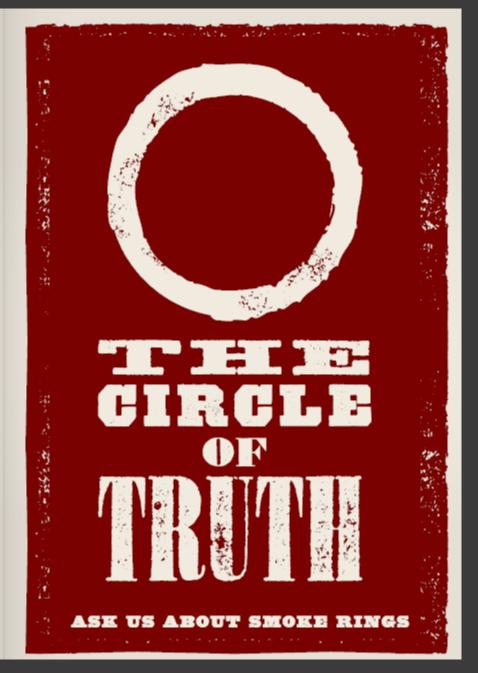


NACHOS DIPS (GUACAMOLE, BBO, SALSA, CHILI CON QUESO)		£1.75 £1.75
PULLED PORK NACHOS	Starter Fu	£4.95 £7.95
WINGS (WITH MILD, HOT, DIABLO OR BLUE CHEESE DIP)	x6 x12	£4.95 £9.45
BBQ RIB STARTER (MIX OF PORK AND BONELESS BEEF)	4.95	
PILIN		£2.25

18-18-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1			1923
	BABY-BACK SWEET, TENDER PORK RISS	x6 x10	£7.95 £11.95
RIBS	ST. LOUIS TRIMMED FROM THE MEATY SPARE RIB CUT	X6 X10	£9.95 £13.95
	COUNTRY (WHEN AWAILABLE: THICK, MEATY PORK RIB)		£11.95
	LONG HORN (Huge Tender Beef Rijss Aka: "Jacob"s Ladder")	X2 X3	£12.95 £17.95
	THE BUCKET (HUGE TENDER BEEF RIBS AKA: "JACOB'S LADDER")	X2 X3	£12.95 £17.95

(SMOKY AND SPICY ALMONDS AND PECANS)

\$ (5)	- Carlos Car		1986
	LOW N' SLOW PULLED PORK SMOKED FOR 14 HRS THEN PULLED AND TOPPED WITH APPLE SAUCE	1	£8,95
SMOKER	80Z BEEF BRISKET FRESHLY CARVED HEAVEN, LOOK OUT FOR THE SMOKE RING		£8,95
SERVED WITH ONE REGULAR FIXIN' AND RED'S SECRET BBQ DIPPING SAUCE.	ENDS (WHEN AVAILABLE: MOIST CUBES OF BRISKET IN A TANGY BBQ SAUCE)		£11.95
	TEXAS HOTLINKS (HOUSEMADE SPICY PORK AND BEEF SAUSAGE – AMEN)	£7.95	
	BEERCAN CHICKEN	1/4 1/2 Whole	£7.95 £10.95 £13.95
	SMOKED SEASONAL VEGETABLES (V)		£8,95





CREMATION

HASTE

BAD MEAT

NUDITY

BAD SAUCE

SMOKING BANS

PETROL STATIONS





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)



MAIN RESTAURANT



EXPRESS RESTAURANT

