+ FRANCHISE OPPORTUNITY · BRIGHTON

BRING CHAMPAGNE + FROMAGE TO THE HEART OF BRIGHTON

A premium Champagne and cheese bar proposed for a prominent dual-aspect corner at 13 Brighton Place, in Brighton's historic Lanes. The key revenue and cost assumptions are anchored to the actual 2025 trading performance of Champagne + Fromage Greenwich, then adjusted for Brighton's seating capacity, trading schedule and expected customer mix.

Indicative rendering · Champagne + Fromage, 13 Brighton Place, The Lanes

WHY BRIGHTON

THE BRAND'S HIGHEST-RANKED UK TARGET CITY

Brighton is one of the UK's leading visitor cities: affluent, an hour from London by rail, and busy year-round, with an evening and weekend culture built around eating and drinking out. This aligns closely with the audience for a premium Champagne and cheese bar.

12.2m
visitor trips a year

£886m
annual visitor economy

20%
of city jobs rely on tourism

#1 of 20
UK cities scored by the brand

Champagne + Fromage scores every prospective UK city across six factors. Of the twenty cities assessed, Brighton ranks highest.

SITE-SELECTION SCORE

28 / 30

Local catchment	●●●●●	Visitor draw	●●●●●
Footfall	●●●●●	Brand fit	●●●●●
Financial case	●●●●○	Available sites	●●●●○

The Lanes is Brighton's most characterful and highest-footfall quarter, and 13 Brighton Place is a prominent dual-aspect corner at its heart: the type of characterful, high-visibility location suited to the brand.

THE OPPORTUNITY AT A GLANCE

£590k
Net annual sales

£95k
Mature-year EBITDA

16.1%
EBITDA margin

1.5–1.6 yr
Mature-EBITDA payback

£130k
Total funding requirement, ex VAT

The 16.1% mature-year EBITDA is struck after the £35,000 owner-operator salary and the franchise royalty and levy; about 22% before the levy.
Payback is based on mature-year EBITDA and does not represent the precise period from opening.
Recommended available funds of £140–150k include a buffer, plus temporary VAT funding.

THE SITE & MARKET

A PRIME CORNER IN A PROVEN VISITOR CITY

44 seats	+37.5%	+62.5%	The Lanes
26 internal, 18 external	total capacity vs Greenwich	internal capacity vs Greenwich	evening & weekend destination

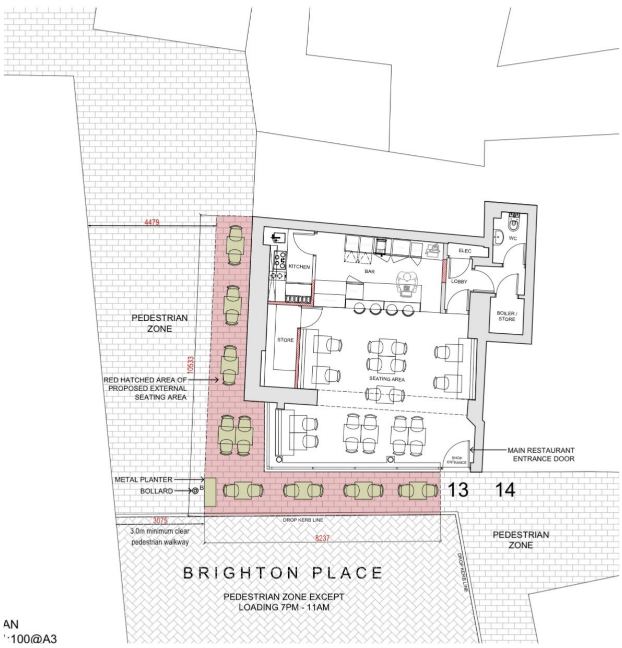
A prominent dual-aspect corner positioned within The Lanes, an established evening and weekend destination, with a four-month rent-free period from lease completion. The transitional lease is expected to be taken centrally and assigned to the approved franchisee, subject to landlord consent and final legal, planning and licensing completion.

MARKET CONTEXT

	BRIGHTON & HOVE	ROYAL GREENWICH
Resident population	**approx 284,000**	**approx 300,000**
Annual visitor trips	**approx 12.2m**	**approx 18.65m**

Greenwich's visitor figure covers the wider Royal Borough, including the Peninsula and the O2. Brighton's activity is concentrated in a compact central area, with the site in the heart of The Lanes. These figures are market context, not a direct street-level footfall comparison.

The proposed site plan from Urban Box sets out the internal seating, the open kitchen and bar, and the red-hatched external terrace fronting Brighton Place.



Proposed site plan · Urban Box · 1:100 · indicative

PROVEN BENCHMARK

CHAMPAGNE + FROMAGE GREENWICH · 2025 ACTUAL

Greenwich is an established venue with real customers, real operating costs and a proven 15.7% margin. Its 2025 performance is the foundation for the Brighton forecast.

TRADING

Annual covers	**10,769**
Covers per day	**approx 38**
Trading days per week	**5.5**
Seats (16 + 16)	**32**
Gross sales (incl VAT)	**approx £403,000**
Gross sales per week	**approx £7,750**
Net sales	**approx £336,500**
Service charge (to staff)	**approx £40,000**
EBITDA	**approx £52,900**
EBITDA margin	**15.7%**

PROVEN COST BASE

Cost of sales	**£107,131**	31.8%
Labour	**£104,674**	31.1%
Shop rent	**£36,521**	10.9%
Business rates	**£6,693**	2.0%
Service charge	**£2,588**	0.8%
Insurance, licences & maint.	**£3,419**	1.0%
Variable (utilities, cleaning, repairs)	**£10,340**	3.1%
Total property	**£59,561**	**17.7%**
Commissions / card fees	**£8,030**	2.4%
Consumables	**£1,745**	0.5%
Finance costs	**£263**	0.1%
Marketing	**£450**	0.1%
Other general	**£1,754**	0.5%
Total other costs	**£12,243**	**3.6%**
EBITDA	**£52,930**	**15.7%**

MATURE-YEAR P&L

THE TRADING MODEL

Net sales	**£590,700**	100.0%
Cost of sales	**(£183,100)**	31.0%
Gross profit	**£407,600**	**69.0%**
Labour, incl owner-operator salary	**(£177,200)**	30.0%
Property costs	**(£71,900)**	12.2%
Other operating costs	**(£27,900)**	4.7%
Franchise royalty & levy	**(£35,400)**	6.0%
Indicative EBITDA	**approx £95,000**	**16.1%**

The model rests on three controlled pillars:

69%
Gross margin

30%
Labour, % of net sales

12.2%
Property cost, under 15%

EBITDA of 16.1% is struck after a £35,000 gross owner-operator salary (within the cost of labour) and after the 6% franchise royalty and levy. Add the fee back and the margin is about 22%; add back both the salary and the fee and it is about 28%. Rent is £40,000 pa plus VAT; recoverable VAT is a cash-flow item, not a P&L cost.

+ Year 1 is an opening year: about £510,000 of sales and £44,000 EBITDA (8.5%), building to the mature figures above.
+ The ramp is supported by a full-year marketing campaign and a four-month rent-free period on lease completion.

KEY ASSUMPTIONS

WHAT THE FORECAST IS BUILT ON

52
Covers per day

6.5
Trading days / week

£40.33
Avg spend / cover

44
Seats (26 + 18)

31%
Cost of sales

30%
Labour

12.2%
Property costs

6%
Franchise royalty & levy

Average spend includes VAT, excludes service; percentages are of net sales. Anchored to Champagne + Fromage Greenwich's 2025 actuals.

HOW THE REVENUE IS BUILT

FROM COVERS TO SALES

52	×	6.5	×	£40.33	=	£13,630	→	£709k	→	£590k
COVERS / DAY		DAYS / WEEK		AVG SPEND		GROSS / WEEK		GROSS / YEAR		NET OF VAT, EXCL. SERVICE

THE COVER TARGET

- Greenwich: 32 seats (16 internal, 16 external) do about 38 covers a day.
- At the same covers per seat, Brighton's 44 seats scale to about 52 a day — the forecast (38 × 44 ÷ 32).
- But seats aren't equal: indoor trades year-round while the terrace is quiet in winter, and Brighton has far more indoor seats than Greenwich (26 vs 16), with a similar terrace (18 vs 16).
- On a like-for-like seat mix the figure is nearer 55, which supports the view that the Base forecast is cautious rather than aggressive.

THE AVERAGE SPEND

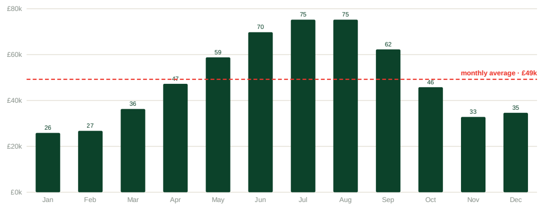
Brighton's spend is about 8% above Greenwich, reflecting evening and weekend trade: Champagne bottles, sharing boards and longer visits.

PER COVER	GREENWICH	BRIGHTON
Net of VAT, excl. service	~£31	~£34
Incl. VAT · model basis	**£37.40**	**£40.33**
All-in with service	~£41	~£44

SEASONALITY

A YEAR-ROUND BUSINESS

Brighton trades seasonally, from a July and August peak to a January trough. The shape below redistributes the £590,000 Base across the year; it does not add to it.



Net sales by month (£000s), indicative seasonal weighting · ties to the £590k Base

- **Summer carries the year** — July and August run about £75,000 of net sales each; the quiet months (January, February, November) sit below the £49,000 monthly average.
- **Indoor-led, not terrace-led** — 26 seats trade year-round; only the 18-seat terrace, two more than Greenwich's, is weather-dependent.
- **Profitable every month** — labour and variable costs move with revenue, so EBITDA stays positive even in the depths of winter.
- **Cushioned** — the working-capital buffer carries the seasonal cash-flow swing, and events and private hire (excluded from the forecast) build off-season trade.

The monthly indices are an estimated weighting that ties to the Base revenue, not measured site data; they will be replaced with actual trading data once available.

PROPERTY COSTS · LIKE-FOR-LIKE

GREENWICH VS BRIGHTON

	GREENWICH	BRIGHTON
Shop rent	**£36,521**	**£40,000**
Business rates	**£6,693**	**£10,409**
Service charge	**£2,588**	**£2,540**
Insurance, licences & maintenance	**£3,419**	**£4,000**
Variable (utilities, cleaning, repairs)	**£10,340**	**£15,000**
Total property	**£59,561**	**£71,949**
Percent of net sales	**17.7%**	**12.2%**

Brighton's property costs are higher in absolute terms but lighter as a share of sales, 12.2% against Greenwich's 17.7%. That is operating leverage: similar fixed costs spread over higher turnover. Rent, the business rates and the service charge are firm; insurance and the variable lines are scaled from Greenwich's actuals, with utilities at about £11,000 (baseload, not driven by covers) and repairs kept low for a brand-new fit-out. Card fees, marketing, accountancy and EPOS sit outside this table, within other operating costs.

OPENING THE VENUE

CORE PROJECT COSTS

Fit-out, furniture & equipment	**£50,000**
Franchise fee · 10-year term	**£15,000**
Rent deposit · 3 months	**£10,000**
Legal, architectural & licensing	**£19,600**
Site-finding costs	**£4,800**
Opening stock	**£9,000**
Launch marketing campaign (months 1-3)	**£3,600**
Working capital	**£15,000**
Contingency	**£3,000**
Total opening & funding requirement (excl VAT)	**approx £130,000**

Final investment will depend on contractor quotations, technical design, statutory requirements and the final fit-out specification.

UNDERSTANDING THE REQUIREMENT

WHERE THE £130,000 GOES

The £130,000 opens and funds the business; it is not the price of the franchise. Only £15,000 is the fee — the rest builds something you own.

- Franchise fee · £15,000
- Recoverable or retained · £34,000
- Physical assets · £50,000
- Setup & professional · £31,000

+ **Franchise fee** — the only franchise-specific cost, and less than the commercial kitchen this format lets you avoid.
+ **Recoverable or retained** — deposit (refundable), working capital (stays as cash) and opening stock (converts into sales).
+ **Physical assets** — the fit-out, furniture and equipment, all owned.
+ **Setup & professional** — what any independent operator pays to open; the contingency may never be spent.

SUPPORTING SCHEDULE

LEGAL, ARCHITECTURAL & LICENSING · £19,600

Lease solicitor's legal fees	**£6,910**
Architect — Stages 1–3	**£5,000**
Schedule of condition & survey	**£1,500**
Highways drawing & liaison	**£1,250**
Pavement licence — professional	**£1,050**
Pavement licence — council fee	**£500**
Premises licence — professional	**£2,750**
Newspaper advertisement	**£450**
Premises licence — council fee	**£190**
Total	**£19,600**

Excludes recoverable VAT, which must be funded temporarily on VAT-inclusive invoices and statutory disbursements. The architect's confirmed fee is £5,000 plus VAT across Stages 1–3, excluding certain specialist consultants, statutory charges, additional Building Regulations services, extra visits and travel.

6 FUNDING

FUNDING THE OPENING

HOW IT CAN BE FUNDED

The requirement is not all personal cash and a large part can be financed:

+ **Government Start Up Loans** — up to £25,000 per director, £100,000 per company. An unsecured personal loan via the British Business Bank.
+ **HSBC franchise facility** — through our partnership with HSBC, up to about half the total for a new brand, subject to a business plan, security and a personal guarantee.

Used on its own, either route can bring the personal cash-in to roughly **£65,000–£75,000**, against a business projected to return about £130,000 a year to the owner.

The two routes are generally alternatives, not additive. All figures are illustrative and subject to eligibility and each lender's current terms; this is general information, not financial advice or an offer of finance.

THE RETURN

WHAT THE BUSINESS COULD GENERATE

The mature-year forecast includes a £35,000 gross owner-operator salary within labour costs. In addition, the business is projected to generate approximately £95,000 of EBITDA before tax, financing costs, depreciation and reinvestment.

£130k
Combined owner-operator salary and business EBITDA

1.5–1.6 yr
Simple payback, on mature EBITDA

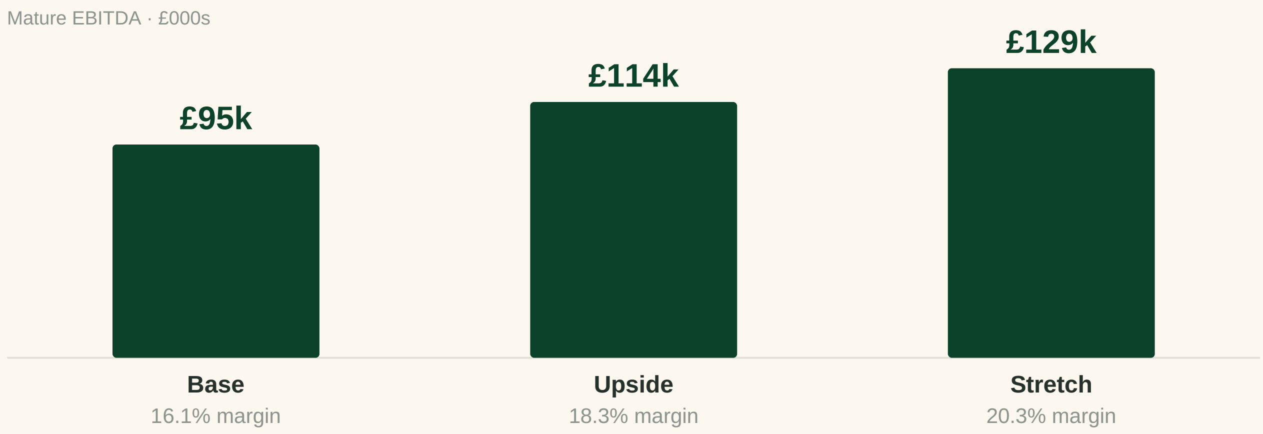
63–68%
EBITDA return on recommended available funds

The salary represents remuneration for actively working in the business. EBITDA is not necessarily fully distributable and remains subject to corporation tax, loan repayments, capital expenditure, maintenance and working-capital requirements.

THREE SCENARIOS

BASE, UPSIDE & STRETCH

The base case is anchored to Greenwich. Upside and Stretch are driven by average spend per cover, the highest-quality lever for a Champagne bar, with labour and overheads held flat. Because covers and fixed costs do not change, incremental spend flows through to EBITDA at about 63%.



	BASE	UPSIDE	STRETCH
Average gross spend / cover	£40.33	£42.33	£43.33
Net sales	approx £590k	approx £620k	approx £635k
EBITDA	approx £95k	approx £114k	approx £129k
EBITDA margin	16.1%	18.3%	20.3%

Upside adds £2 to average spend; Stretch adds £3 and a tighter product mix (cost of sales 31% to 30%). Labour is held fixed in pounds, since a higher spend per cover adds no staff. Events, private hire and off-site catering are excluded from all three scenarios and remain additional upside.

UPSIDE NOT INCLUDED IN THE FORECAST

EXTERNAL EVENTS & OFF-SITE CATERING

The Base, Upside and Stretch forecasts are based on on-site trading only. They exclude external Champagne tastings, off-site corporate events, external catering, venue partnerships and any private-hire revenue above the standard cover assumptions.

Beyond incremental revenue, these channels build corporate relationships, off-season demand and repeat local trade, broadening the business beyond the venue's seating and through the quieter months. None is included in the forecasts, so each is additional potential rather than a dependency.

WHAT THE FRANCHISE INCLUDES

THE OFFER

+ An established brand and clearly defined concept
+ A proven operating model anchored to a live site
+ A prime Brighton location identified in The Lanes
+ Full operational and launch training
+ Brand marketing funded through the 1% levy
+ A four-month rent-free period from lease completion
+ Full forecast, P&L and investment model
+ A ten-year franchise term
+ The opportunity to build transferable business value
+ Potential to expand into additional locations

CURRENT STATUS

WHERE THE PROJECT STANDS

+ Site identified at 13 Brighton Place, in The Lanes.
+ Legal and lease process progressing.
+ Premises and pavement licences in progress, subject to approval.
+ Franchisee selection under way, subject to funding and documentation.

+ REGISTER YOUR INTEREST

A CHARACTERFUL BRAND. A PROVEN MODEL. A PRIME ADDRESS.

Arrange a confidential call → funding and documentation.

FORECAST DISCLAIMER

All forecasts and investment figures are indicative and represent a mature-year trading forecast, not an opening-year result. EBITDA is stated after a £35,000 gross owner-operator salary. These figures do not constitute a guarantee of turnover, profitability, payback or investment return. The Upside and Stretch scenarios illustrate the effect of a higher average spend and depend on the franchisee's execution; they are not forecasts or guarantees.

MARKET DATA DISCLAIMER

Actual performance depends on the franchisee's management, local market conditions, staffing, cost control, customer demand, financing, licensing and the final cost of delivering the premises.