



THE PHOENIX

GOOD FOOD CASK ALES LIVE SPORTS

THE PHOENIX

Good Food
CASK ALES
WINES & SPIRITS
LIVE SPORTS
& Entertainment

THE PHOENIX

Pub & Dining
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events!
Traditional
PUB FOOD

About the Opportunity



Why Invest?

Exciting Opportunity: The Phoenix, Exmouth Pub Refurbishment!

Located just off the bustling main centre of Exmouth, this pub enjoys a prime spot near popular shops, the beach, and the train station, with a lively neighbourhood of around 6,700 residents within a short 10-minute walk. While it faces some competition with 29 nearby pubs, we're investing in a comprehensive exterior update and a fresh, modernised interior that will stand out to passersby and locals alike.

Elevate Your Investment: Witness the Transformation

This pub has a lot of potential to become Exmouth's go-to music venue. With a lighter refurbishment inside and an upgraded, eye-catching exterior, the pub is primed to attract a younger, music-loving crowd. We're looking for an experienced licensee with strong local connections in the live music scene, someone who knows how to deliver quality service and build a reputation with stellar entertainment and an exciting drinks selection.

About the Opportunity



Target Customers

Music Enthusiasts:

- Drawn by the lively entertainment and frequent live music, these locals seek a vibrant atmosphere where they can enjoy great drinks and discover new bands.

After-work Socialisers:

- This group of friends and colleagues looks for an easy-going spot close to the town centre to unwind after work with a good drink and casual entertainment.

Seasonal Tourists:

- Visiting Exmouth's nearby attractions like the beach and shops, these visitors will find the pub a convenient and welcoming stop for refreshments and local entertainment.

Mature Locals:

- With a keen interest in community and familiar surroundings, these patrons enjoy the pub's friendly service and consistent quality, making it a staple in their social routine.

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The Offer

Drinks:

- The pub will offer a wide range of drinks, lagers, ciders, spirits, wines and cocktails along with a great range of soft drinks and low & no options. We expect the range to cater to a mix of individuals looking to visit the venue, ensuring the pub appeals to a broad audience.

Food:

- There will be a straight-forward range of bar snacks to complement the drinks range.

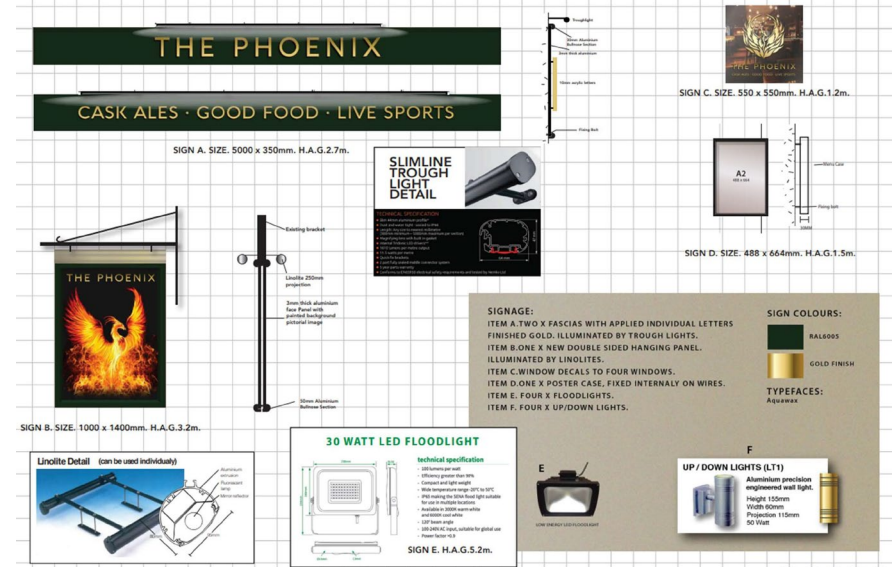
Events:

- The pub will host a range of music entertainment events according to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

Rendered Floor Plan



External Refurbishment



Signage and external works:

- Full preparation and repainting of external walls and joinery.
- New signage scheme and upgraded exterior lighting for better visibility and appeal.
- New covered pergola roof with partial coverage, creating a comfortable outdoor space.
- Updated external doors and refreshed lobby decoration



STAR
PUBS

FIND OUT MORE

This project will significantly enhance the business's potential and we would like to see you bring your own ideas and flair to make the most of this great opportunity.

Interested? Get in touch.

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