



# Project Alpha

BTG Advisory has been instructed to advise on the potential sale of a well established and highly regarded niche business operating in the hospitality and leisure industry.

## The Opportunity

- Project Alpha provides the opportunity to acquire a well-respected and highly profitable Company which provides a range of high quality services to the licenced trade.
- Our client occupies a dominant position within a niche market in the UK pub sector.
- Operating for over 15 years, the Company has developed and maintains a national client base, including key relationships with major pub chains across the UK.
- The Company is operated as lifestyle business by its owners, supported by a strong and experienced management team. It presents significant growth opportunities.
- The business is highly profitable, with annual turnover of over £2m, which generates an adjusted operating profit of £700k.

## For Further Information

Further information is available upon completion and return of a Non-Disclosure Agreement (NDA), which is available on request.

Enquires should be directed in the first instance to:

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**Important Notice**

The information above has been supplied by our Client and should not be relied upon as statements or representations of fact or warranties of any kind. BTG Advisory, their partners and employees shall not be responsible for any error, omission or misstatement. Neither we nor our Client accept any responsibility whatsoever in respect of these particulars, which are simply offered as a general indication to parties who may be interested.

This firm is not authorised under the Financial Services and Markets Act 2000 but we are able in certain circumstances to offer a limited range of investment services to clients because we are licensed by the Institute of Chartered Accountants in England and Wales. We can provide these investment series if they are an incidental part of the professional services which we have been engaged to provide.