



Business Opportunity - Bristol Cider Shop

Bristol Cider Shop has been at the forefront of the 'cider revolution' since 2010 and is one of the leading authorities on craft cider in the UK. It has twice been voted Independent Cider Retailer of the Year (2015/2018) and was named by Rough Guides as one of the reasons "Why Bristol is the coolest city in Britain". Despite this, it has never been very commercially successful.

The owner is now seeking a partner with the skills and experience to take the business forward. He is looking for somebody to take full operational control and demonstrate how they would develop the business in the long term. It is envisaged that this would happen on a profit-share basis although he would also consider selling it.

The business was founded in 2010 and comprises 3 main elements: a retail shop, online shop and cider tastings. It turns over £150,000+VAT and does not currently generate a profit but it is believed that fresh management with a more commercially-focused approach could make it much more profitable.

The **retail shop** has a prime harbourside location in a converted shipping container in Wapping Wharf, Bristol's independent food and drink quarter. It is currently run as A1 (retail) but the permitted use has recently been extended to include A1-A5. It has a large terrace fronting Gaol Ferry Steps and has excellent potential to turn into a cider café/ tasting room.

The **online shop** is an established and trusted website and is one of the best known sites on cider in the UK. The site itself is in need of some updating but is highly ranked with organic links from websites including The Guardian, Independent, Telegraph, BBC, Condé Nast, Jamie Oliver Magazine etc.

The shop's **cider tastings** are very popular and well attended. The weekly Introduction to Cider nights sell out every week and private/ corporate events are held by arrangement. The tasting business is successful and unique and could easily be developed into a more significant part of the business.

The shop has an excellent reputation and this is reflected in its reviews – it is rated 4.7/5 on Google, 4.7/5 on Facebook and 5/5 on Tripadvisor (Certificate of Excellence in both 2017 & 2018). The business also has an Amazon store and is rated 4.6/5 on Amazon. It has 5,100 Twitter followers, 2,700 Facebook likes and 2,300 Instagram followers.

Bristol Cider Shop has an authentic story to tell and the credibility with which to tell it. What it needs is a partner with the commercial skills to turn it into a profitable business. The owner is open to ideas about how best this might be achieved and is inviting interested parties to get in touch.

Contact Pete Snowman on pete@bristolcidershops.co.uk or (0117) 929 3203.