

Licensing Authority: Brighton and Hove City Council  
Applicant: New World Trading Company (UK) Ltd  
Application: Premises Licence  
Proposed premises: The Botanist  
Address: Ground and 1<sup>st</sup> Floor Churchill Square Shopping Centre, Brighton

Appendix E - Property Brochure

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**APPENDIX 01**  
**NWTC PROPERTY BROCHURE**

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THE  
NEW WORLD TRADING CO.

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2022

# ALL ABOUT

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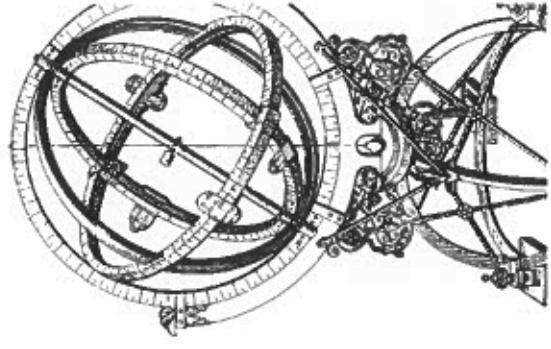
## THE NEW WORLD TRADING COMPANY

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Welcome to The New World Trading Company, where our instinct for adventure drives everything we do. Our story takes us to the most curious and unconventional of places; across 33 of our award-winning sites including: The Oast House, The Botanist, The Club House, The Canal House, The Smugglers Cove, The Trading House and The Florist.

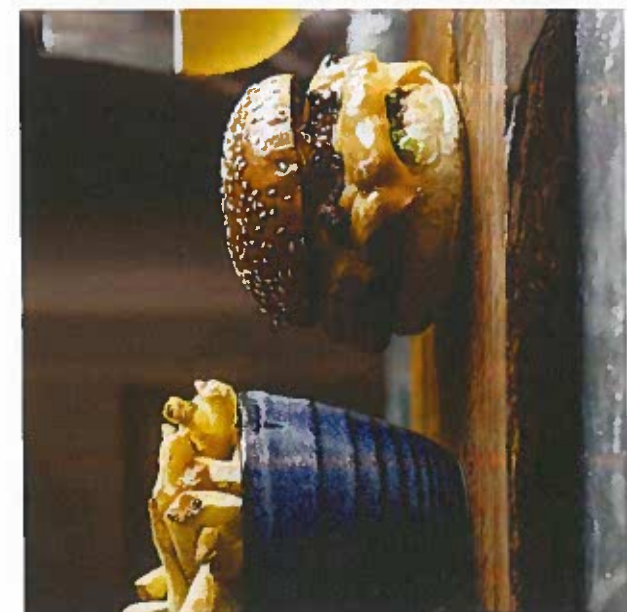
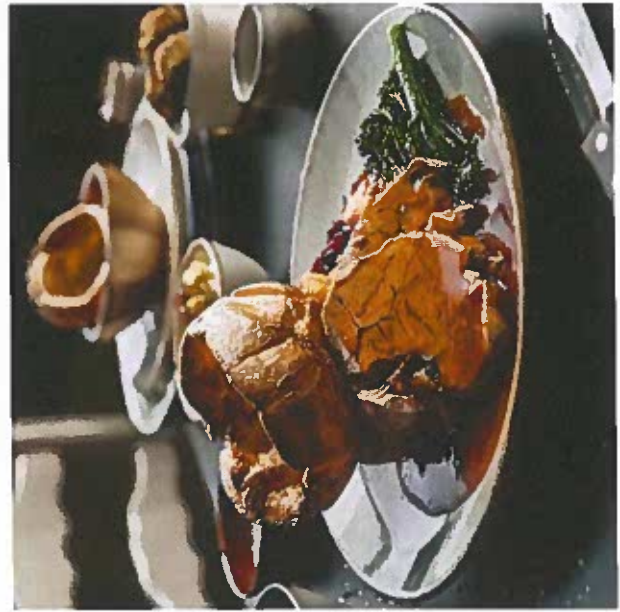
We are a carefully curated collection of amazing venues. Our expeditions have lead to discoveries of world-famous beers and ales, curious cocktails handcrafted by our BAR-tists, classic and contemporary cuisine created by our chefs and vibrant live music played every evening in each of our sites. Come and immerse yourself in a world of imagination and innovation

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# THE STORY SO FAR

2011 THE OAST HOUSE	2014 THE BOTANIST	2016 THE BOTANIST	2017 THE BOTANIST	2018 THE FLORIST	2019 THE BOTANIST	2020 THE BOTANIST
Spinningfields, Manchester EST. OCTOBER 2011	Chester, Cheshire EST. APRIL 2014	Farnham, Surrey EST. FEBRUARY 2016	Didbury, Manchester EST. APRIL 2017	Bristol, Avon EST. FEBRUARY 2018	Bath, Somerset EST. MARCH 2019	Lincoln EST. AUG 2020
2012 THE BOTANIST	Deansgate, Manchester EST. AUGUST 2014	Knutsford, Cheshire EST. MARCH 2016	Reading, Berkshire EST. JUNE 2017	Liverpool, Merseyside EST. APRIL 2018	Warrington, Cheshire EST. NOVEMBER 2019	2021 THE CLUB HOUSE
Alderley Edge, Cheshire EST. NOVEMBER 2012	Monument Mall, Newcastle EST. DECEMBER 2014	Sheffield, South Yorkshire EST. OCTOBER 2016	MediaCityUK, Salford EST. SEPTEMBER 2017	THE BOTANIST	BENEATH	Plymouth EST. MAY 2021
2013 THE BOTANIST	2015 THE BOTANIST	THE CLUB HOUSE	THE CANAL HOUSE	Coventry, West Midlands EST. NOVEMBER 2018	Bath, Somerset EST. MARCH 2019	THE FURNACE
Trinity, Leeds EST. MARCH 2013	Temple Street, Birmingham EST. APRIL 2015	THE CLUB HOUSE	THE CANAL HOUSE	Cheltenham, Gloucestershire EST. DECEMBER 2018	THE FLORIST	Sheffield, South Yorkshire EST. JUNE 2021
2013 THE SMUGGLERS COVE	Marlow, Buckinghamshire EST. DECEMBER 2015	Liverpool One, Liverpool EST. FEBRUARY 2016	Bridge Street, Birmingham EST. AUGUST 2017	COMING SOON	Warford, London EST. APRIL 2019	THE BOTANIST
Albert Docks, Liverpool EST. NOVEMBER 2013	2015 THE TRADING HOUSE	COMING SOON	COMING SOON	THE BOTANIST	THE FLORIST	THE CLUB HOUSE
	Gresham Street, London EST. MAY 2015	THE BOTANIST	THE FLORIST	THE CLUB HOUSE	THE CLUB HOUSE	THE CLUB HOUSE
		Ipswich Barnsley Worcester	Chester, Cheshire	Cardiff Bay		Exeter EST. OCTOBER 2021



## FOOD

FOOD SALES ACCOUNT FOR 40% OF TOTAL SALES

· Av. spend per head on food is £16.95 incl VAT

BEST SELLING DISHES ARE:

- Chicken Hanging Kebab™ with chips - £11.95
- Pork Hanging Kebab™ with chips - £12.95
- Lamb Hanging Kebab™ with chips - £12.95
- Deli Board - £11.50

**SIMPLE & FUN**

· The Food offering is centered around a core offering of Deli, Rotisserie and Grill and supported by classic, traditional dishes.

· The food menu is inexpensive and available all day, everyday. The success of the food offering is that it constantly exceeds expectations.

· The food offering is split in to three groups: The Botanist and The Smugglers Cove, The Houses and The Florist. Whilst many recipes are the same across all brands, the presentation of the dishes is different, but always fun and feminine. Each menu changes 3 times per year.

· All of the chicken, beef and pork used in our dishes is sustainably sourced to ensure we can trace our meat from field to fork.

· The food offering also caters for a variety of dietary requirements with vegan and non gluten options available in all our venues.

CURRENTLY  
CATER FOR

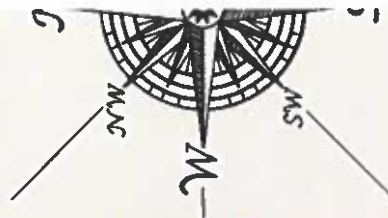
OVER

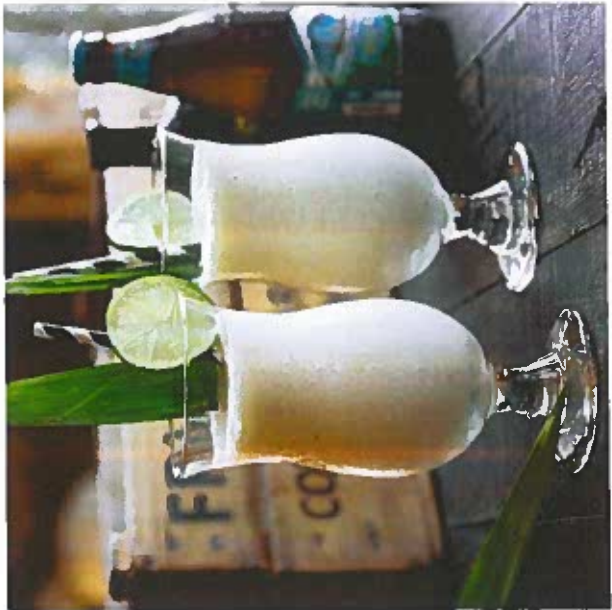
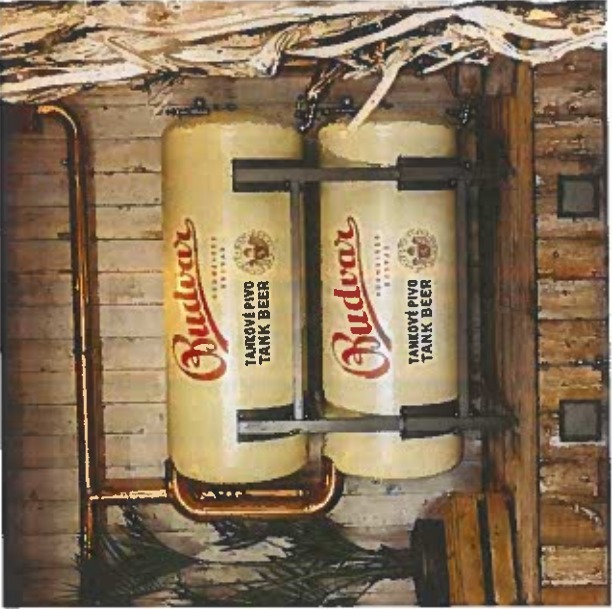
**22,000**  
DINERS PER  
WEEK

SALES AT  
SEAT ARE

**23%**

OF TOTAL  
SALES





## DRINK

THE AVERAGE DRINK SPEND  
TO ACCOMPANY FOOD SALES  
IS £13.82 PER HEAD  
(INC. VAT).

Our drink presentation and offering really differentiates us in the marketplace offering guests exceptional diversity and a new taste experience. 64% of our guests purchase a starter alongside their main meal, 37% order a desserts and 48% order a drink.

Our guest spend on average over £16.95 on food when visiting us, showing that food is the main purpose for their visit.





# DRINK



The cocktail offering across the estate differs between each brand... Focusing around the story of each brand, the cocktail menus are developed internally by NWTc's bar operations team. Bartenders throughout the company have the opportunity to put their cocktails forward for consideration.

Alongside the bespoke brand menus all NWTc bartenders are trained on how to create the top 100 classic cocktails from around the world. This is known as the NWTc Classic Cocktail List.

The NWTc Gin List features a local gin from every one of our locations across the UK. So you may be in Sheffield but you can try a gin local to our Newcastle site.

The NWTc Wine List is carefully selected in house by our experts and is available in all NWTc venues.

## MASTERCLASSES

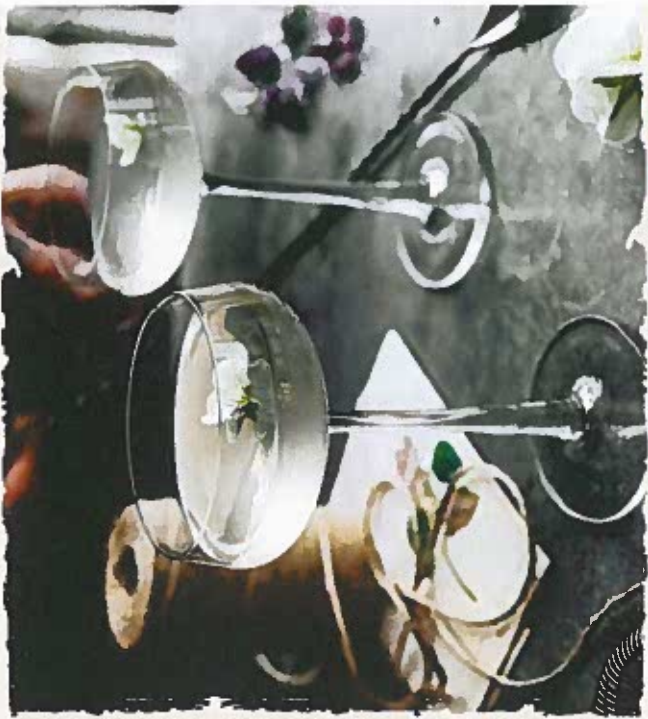
Masterclasses are available in all sites, you can choose from:

ALE COCKTAIL GIN

COCKTAIL SALES 'THE BOTANIST PORNSTAR'  
ACCOUNT FOR 40% OF IS THE BIGGEST SELLING  
ALL LIQUOR SALES COCKTAIL - £9.95

THE BOTANIST	THE FLORIST	SMUGGLERS COVE	THE CANAL HOUSE	THE CLUB HOUSE	TRADING HOUSE	THE OAST HOUSE
A botanical inspired cocktail menu with fruit juice bases	A floristry inspired cocktail menu that takes our customers on a sensory journey	A rum based cocktail menu inspired by our travels	A cocktail menu engineered by our experts and inspired by the life of James Brindley	A fun, 70's inspired cocktail menu perfect for an endless vacation	An exotic cocktail menu inspired by stories from our journeys	A capsule collection of cocktails including draught options, perfect for sipping in the sunny courtyard
Over 40 cocktails to choose from	Over 40 cocktails to choose from	Over 50 cocktails to choose from	Over 30 cocktails to choose from	Over 20 cocktails to choose from	Over 25 cocktails to choose from	Changes 2 times per year
Served in a variety of pots, planters and watering cans	Changes 2 times per year	Additional Rum List with over 80 rums to choose from	Changes 2 times per year	Changes 2 times per year	Changes 2 times per year	NWTc Gin List
Changes 2 times per year	NWTc Gin List	Changes 2 times per year	NWTc Gin List	NWTc Gin List	Complimented by a monthly specials menu	NWTc Gin List
NWTc Gin List		Complimented by a monthly specials menu				

OUR OFFERING



Drink Offering

## LIVE MUSIC

With our very own Music Department within our Head Office, NWTG is one of the UK's leading employers and supporters of live music.

The range of our live acts vary from acoustic and DJ's to live saxophonists.

Our clientele are to be entertained by a good selection of new and old tunes presented enthusiastically in the musician's own style. Sets are upbeat and energetic.



## OUR FESTIVALS

In addition to our live music offering we host festivals multiple times each year across several of our venues where a variety of live music acts play across each weekend on outdoor stages.



# NWTC CUSTOMERS

In 2017 NWTC engaged Javelin Group to deliver an analytics-driven expansion strategy. By profiling existing New World trading venues and customers, Javelin have provided a scientific approach to location planning.

The top three customer profile groups of NWTC are shown below:

## URBAN AMBITION

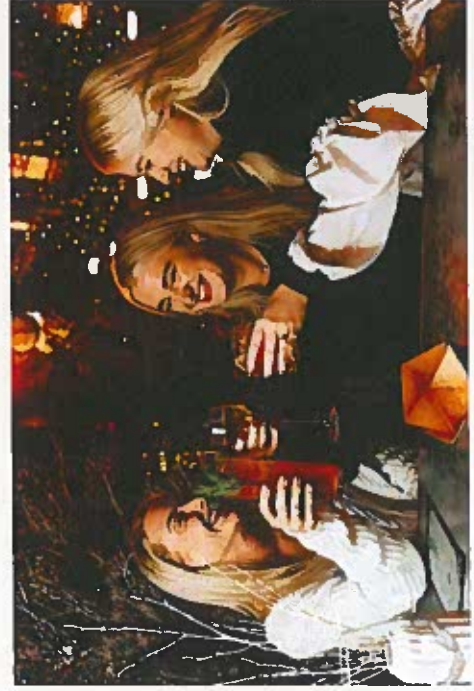
- 20-34
- Managers, directors, professionals
- High-achieving - 55% higher educated
- High income
- 47% Single 21% families 18% other 14% couples

## ENTERPRISING HOUSEHOLDS

- 40-54
- Managers, directors, professionals
- 62% Eat out at least once per week
- High income
- 61% Families 22% singles 11% couples 6% other

## CITY SLICKERS

- 25-39
- Managers, directors, professionals
- High-achieving - 54% higher educated
- 55% Eat out at least once per week
- 20% Got to pub or bar at least once a week
- High income
- 43% Singles 26% families 17% other 14% couples



# NWTC TRAINING

## OUR ETHOS

To find and develop like-minded people, who share our company values; creating experts that deliver unrivalled customer experiences.

### MANAGEMENT TRAINING & INTERNAL DEVELOPMENT

We have an intensive Management training programme taking our managers back to basics, learning how to do all the roles within the business (bartender, server, chef etc). before being coached on how to effectively lead those teams.

We review and assess progress every step of the way. Once complete our Managers enter longer-term development plans to ensure they continue to build their competencies as required.

Internal development is paramount at NWTC. It is fundamental to the future of our success.

### RESTAURANT, KITCHEN & BAR TRAINING

Whichever area our teams fall into, they will receive training that is breaking the mould in the hospitality sector. Servers, hosts and bartenders undergo an intensive one-to-one training scheme for 2 weeks covering key areas that are unique to their roles with a 'sign off' process to show they've completed the basic training.

Chefs at NWTC are required to complete rigorous food safety and kitchen skills training. They spent weeks learning and mastering each section of the kitchen at time before eventually going on to lead kitchens of their own.

# PUBLIC NOTICES

All our venues are supplied with artwork and posters for public notices, to be displayed where appropriate.



We work with SECURO GUARD GROUP for all door staff.  
All door staff undergo rigorous pre-employment checks, SIA vetting and DBS checks.

# CORE VALUES

## AMBITION

Everything starts with ambition. To achieve great aspirations we seek and employ people who are just as ambitious in their own ways. Together we are pioneers and innovators, endeavouring to move forward, unwavering in our quest to achieve success, always evolving and never standing still.

## EXPERTISE

When you have an expertise it is important to share it. We are the experts in breaking the mould of the modern pub and we want to share that with as many as people as possible. We do it through quality of product, through investment and delivery of training, and through commitment to our ethos.

## EXPLORATION

Exploration is curiosity put into action. It is at the heart of everything we do. We create venues and menus that invite people to have new experiences. Whether it is the food presentation that is intriguing, or the cocktails that are surprising everything we do and say encourages discovery through exploration.

## INDIVIDUALITY

Individuality is the one thing you have that no one else has. We encourage it. We value it. Each space we create is born of individuality. Each staff member is given the freedom to let their own personality shine through. We treasure quirks and authenticities, in people and places, they are what make us all unique.

## INTEGRITY

Success without integrity is failure. That's why we strive for professionalism in everything we do. We believe in supporting colleagues. We demand respect for everyone, especially our customers. We strive for consistency and fairness in the way we behave, and we consider honesty not just the best policy, but a way of life.

## HAPPINESS

When we open a new site, concoct a new cocktail, create a new dish, or welcome a customer, everything we do is really about discovering happiness. From new starters to managers, suppliers or customers, our goal is to make people happy. We do it by taking pride in our work, by bringing fun and excitement to each new day.

# OUR AWARDS





# The Botanist

Discover a world of adventure and exploration, where botanical cocktails await the curiously minded...  
[thebotanist.uk.com](http://thebotanist.uk.com)

- |   |   |   |
|---|---|---|
| 15 London Road, Alderley Edge<br>Cheshire, SK9 7JT            | 1D School Lane, Didsbury<br>Manchester, M20 6RD         | 1-5 King Street, Reading<br>Berkshire, RG1 2HD  |
| The Octagon, Milsom Place<br>& 28 Milsom Place, Bath, BA1 1Bz | 4-5 Townhall Buildings<br>Farnham GU9 7ND               | 5 Leopold Square<br>Sheffield, S1 2JG           |
| 14-16 Temple Street<br>Birmingham, B2 5BG                     | 41A King Street, Knutsford<br>Cheshire, WA16 6DW        | 15-19 Stonegate<br>York, YO1 8ZW                |
| Unit 6, The Brewery,<br>Cheltenham, GL50 4Pa                  | 67 Boar Lane<br>Leeds LS1 6HW<br>0113 205 3240          | 40 Bridgford Road<br>West Bridgford NG2 6AP     |
| 13 St. Werburgh Street<br>Chester, CH1 2DY                    | 48 West Street, Marlow<br>Buckinghamshire, SL7 2NB      | Unit 16, Time Square,<br>Warrington, WA1 2NT    |
| Unit 4, Cathedral Lanes,<br>Coventry, CV1 1LL                 | Orange Building, MediaCityUK,<br>Salford Quays, M50 2H1 | Unit 5-10, Church Street<br>Cardiff, CF10 1BG   |
| 78 Deansgate<br>Manchester, M3 2FW                            | Monument Mall<br>Newcastle, NE1 5AU                     | Unit 32, Queen Street Dining<br>Exeter, EX4 3HG |
|   | Unit 4, Exchange Square<br>Lincoln, LN5 7ET             |   |

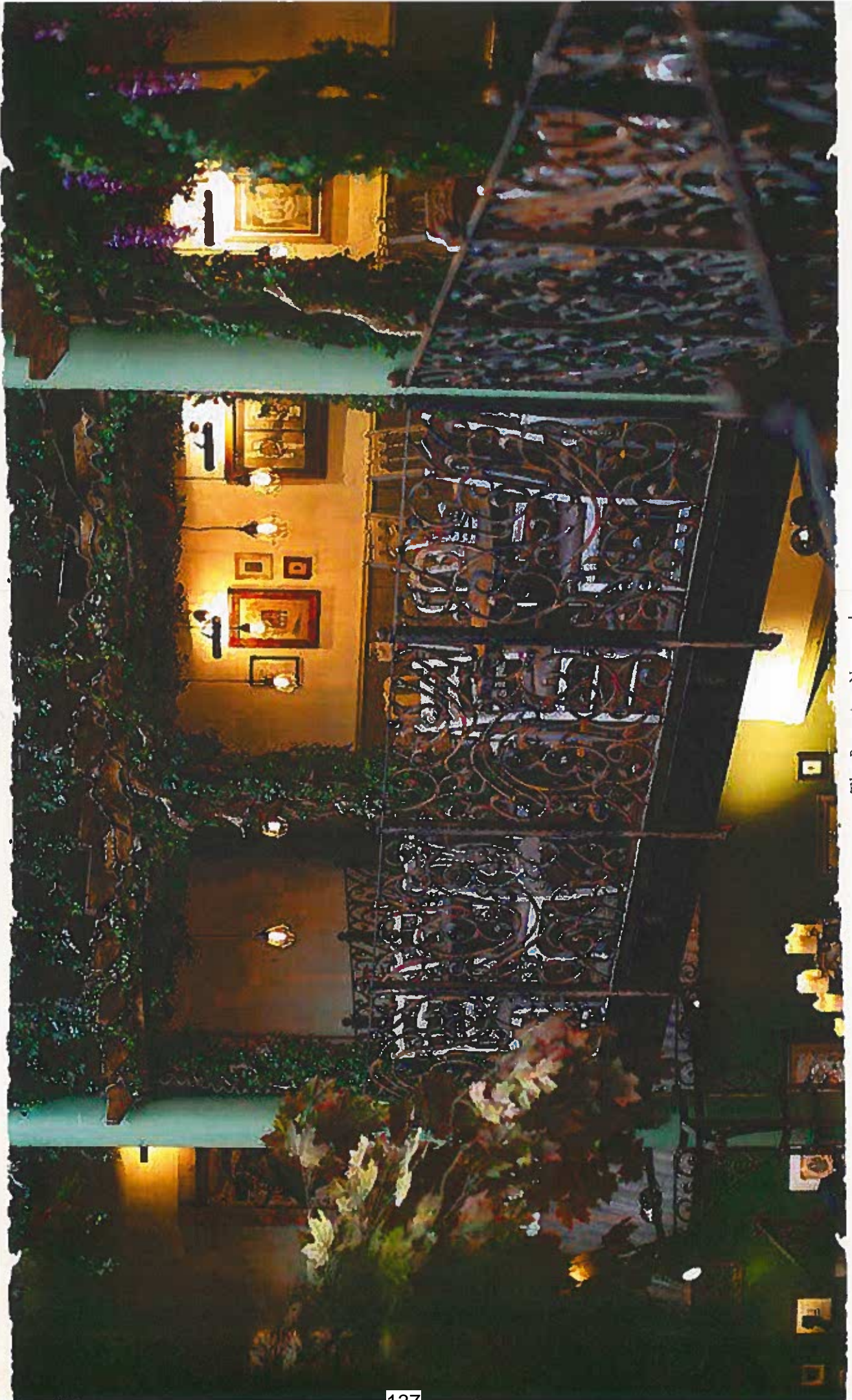


THE BOTANIST



The Botanist, Newcastle

THE BOTANIST



The Botanist, Newcastle



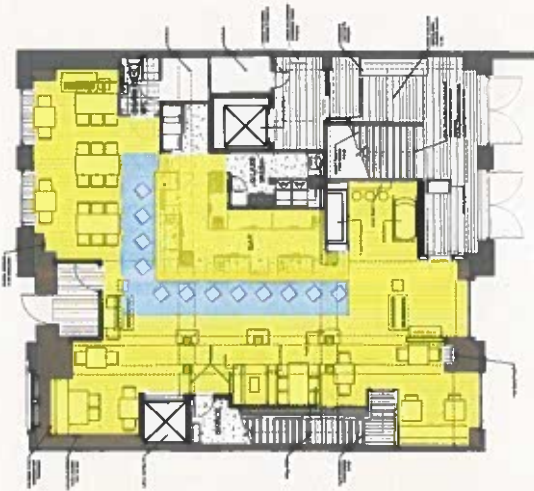
The Botanist, Newcastle



THE BOTANIST



The Botanist. Sheffield

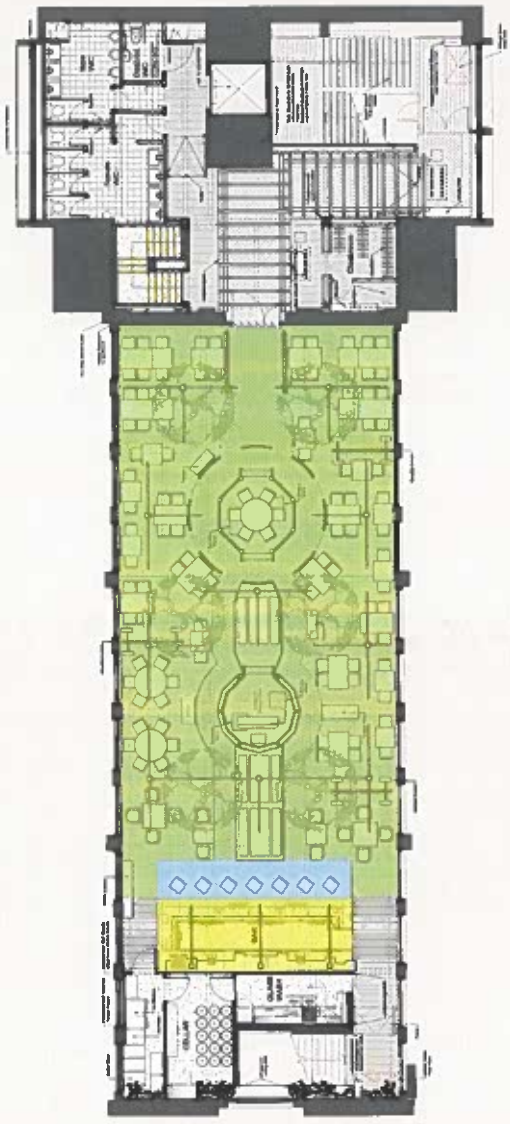


Ground Floor Plan

- Sheffield**
- Dining
  - Table Service
  - Drinking



First Floor Plan



Second Floor Plan

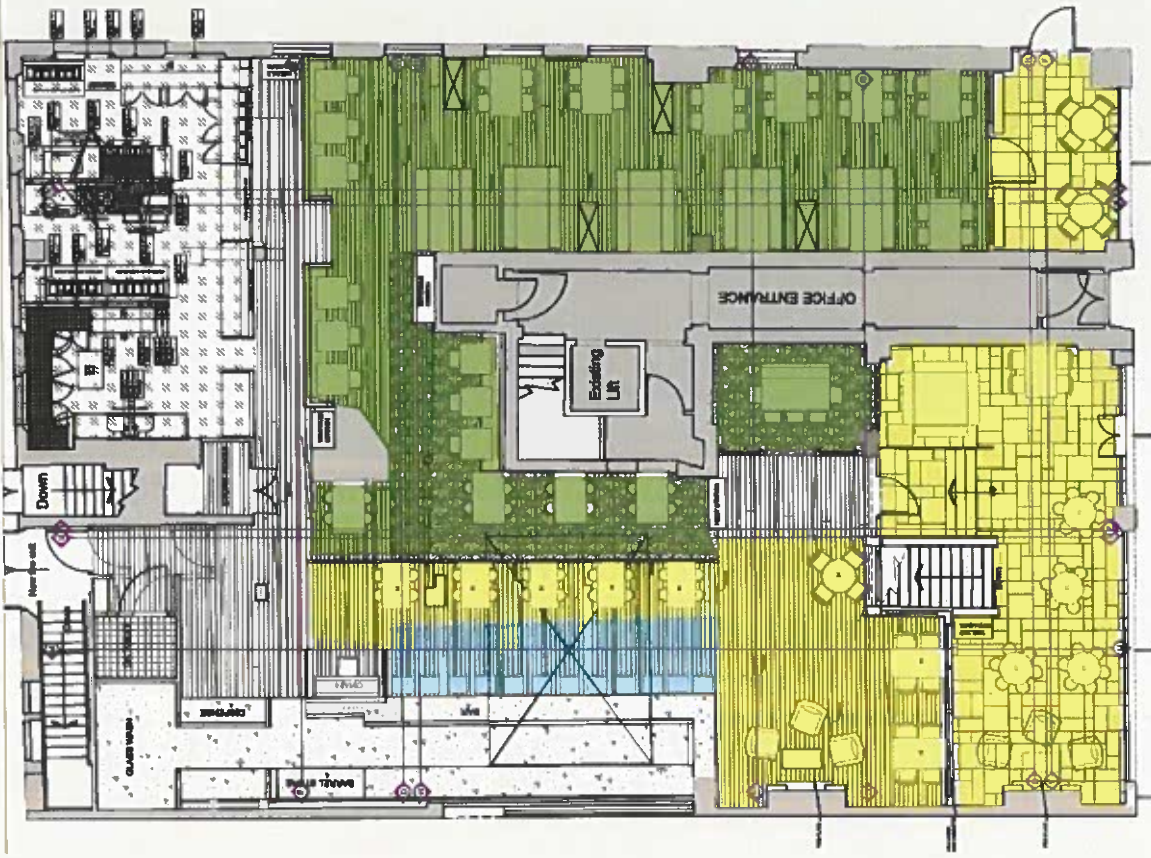
The Botanist, Sheffield

THE BOTANIST






The Botanist, Birmingham





**Birmingham**

-  Dining
-  Table Service
-  Drinking

# THE FLORIST

.....  
The Florist believes in the fundamental principles of floristry, to charm the senses. Step into a sensory world to discover an arrangement of culinary delights, fragrant cocktails, daily beats and nightly DJ's...  
.....

69 Park Street    24 Hardman Street    Arria Watford  
Bristol            Liverpool            Watford  
BS1 5PB            L1 9AX            WD17 2DJ  
0117 203 4284    0151 294 4695    01923901311

Chester - coming soon



THE FLORIST



The Florist, Liverpool

THE FLORIST



The Florist, Liverpool

THE FLORIST



The Florist, Bristol

THE FLORIST



*The Florist, Bristol*

THE FLORIST



The Florist, Watford

THE FLORIST

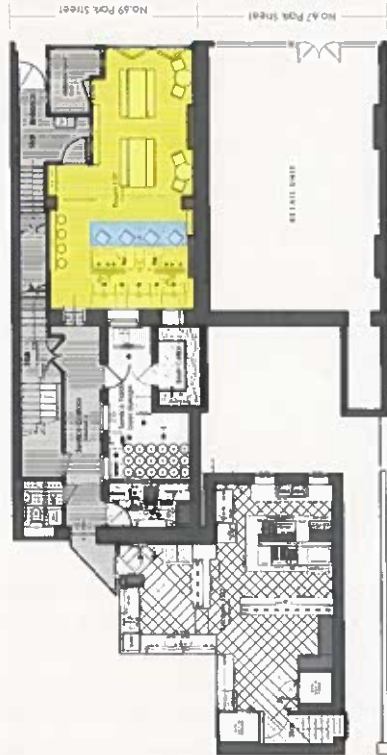


The Florist, Chester (coming soon)





First Floor Plan



Ground Floor Plan



Second Floor Plan

## THE SMUGGLERS COVE



.....  
A world record number of rums under one roof and intriguing rum-based cocktails...  
.....

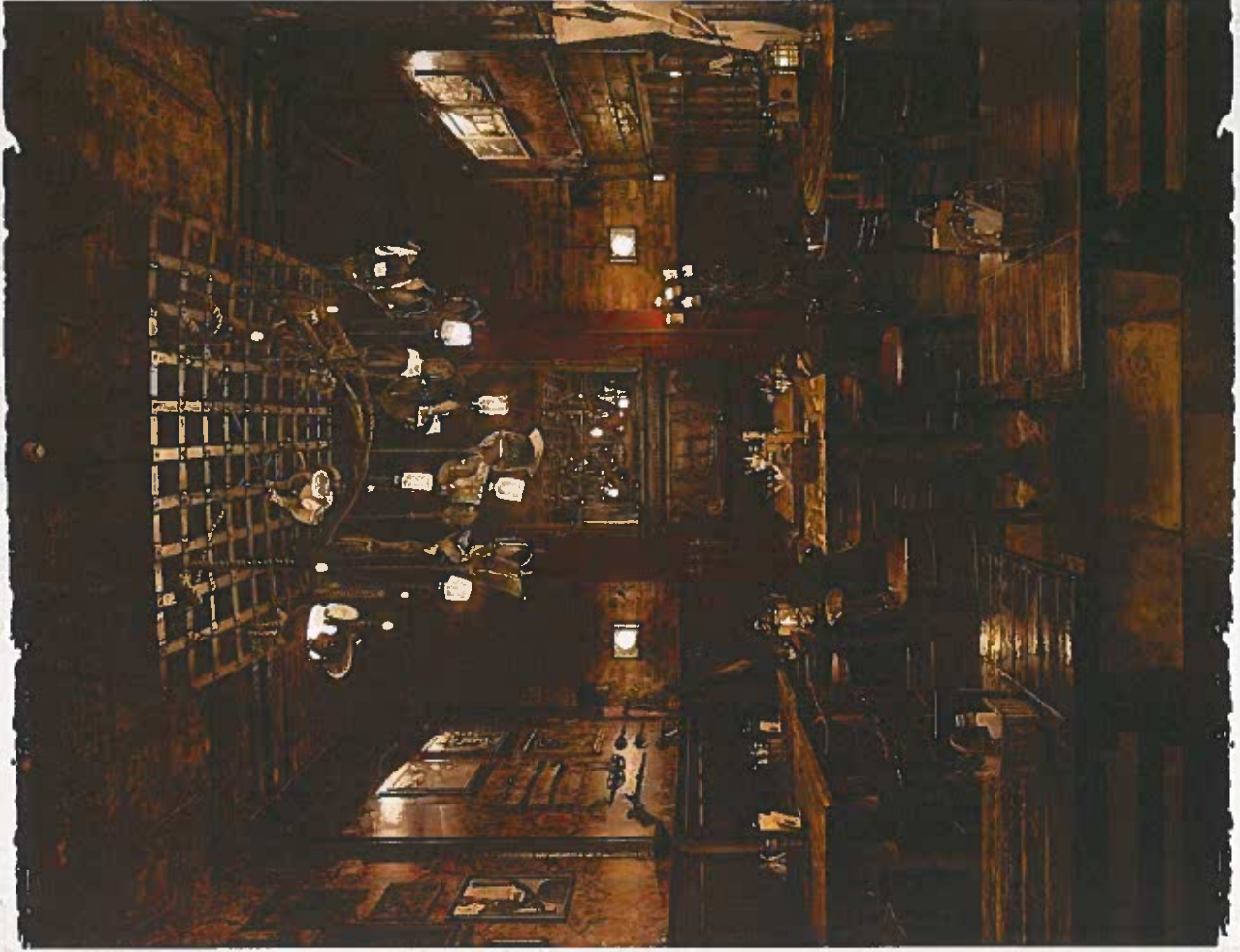
Britannia Pavilion  
Albert Dock  
Liverpool  
L3 4AD

0151 703 6555

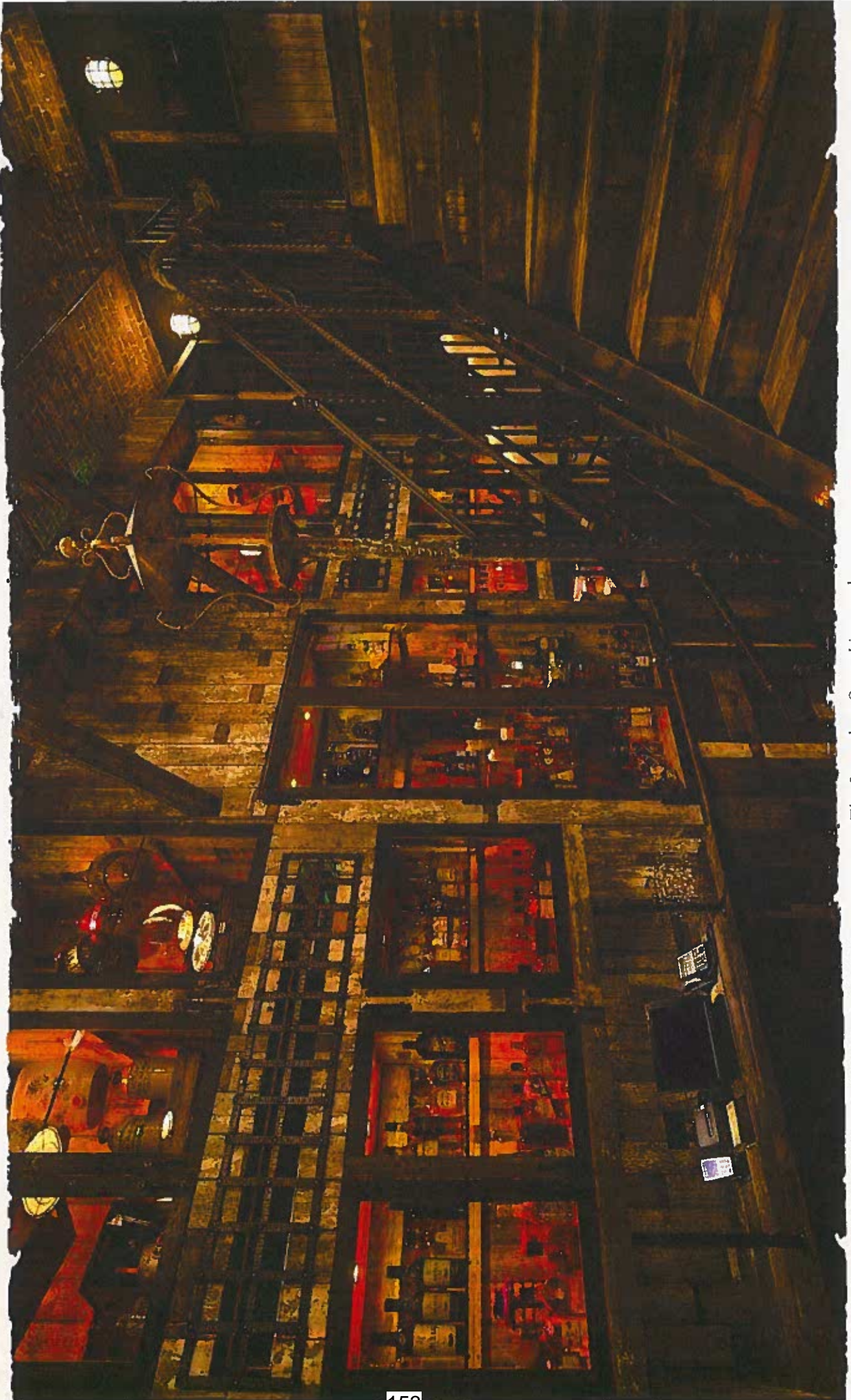
[thesmugglerscove.uk.com](http://thesmugglerscove.uk.com)



Rum List of the Year  
Private Dining Room:  
The Rum Room

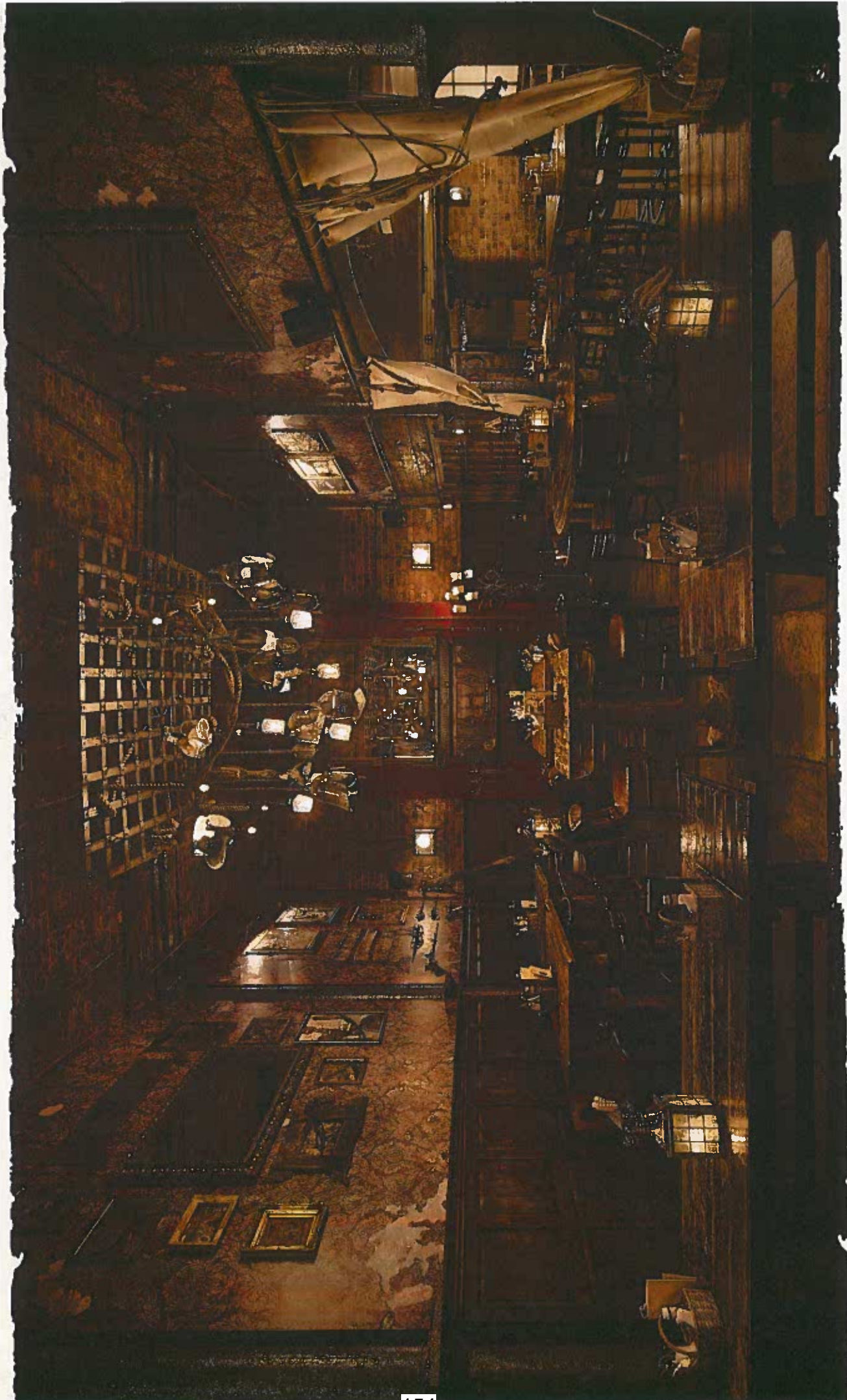


THE SMUGGLERS COVE



The Smugglers Cove, Liverpool

THE SMUGGLERS COVE

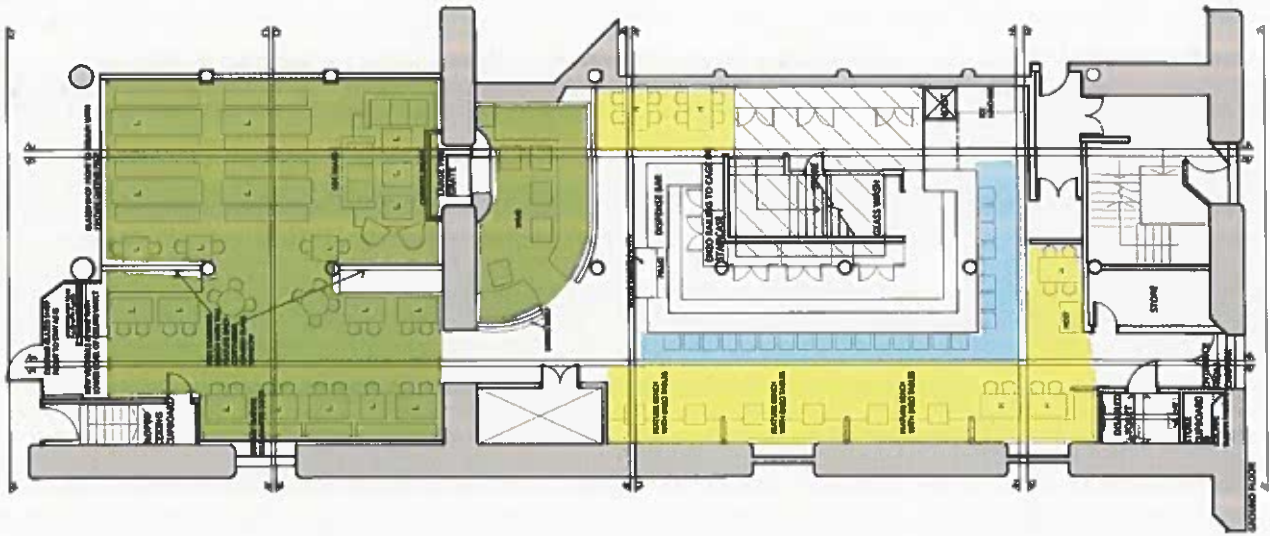


The Smugglers Cove, Liverpool

THE SMUGGLERS COVE

The Smugglers Cove

- Dining
- Table Service
- Drinking



The Smugglers Cove, Liverpool

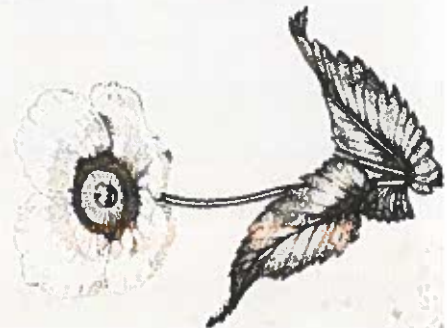
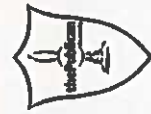


# THE OAST HOUSE



Turning the cosmopolitan Spinningfields on its head. Offering a soon-to-be-world-famous selection of craft beers and ales, it's an adventure like no other!

The Avenue Courtyard  
Spinningfields  
Manchester  
M3 3AY  
0161 829 3830  
theoasthouse.uk.com



The Magical Teepee (Seasonal)

THE OAST HOUSE



The Oast House, Spinningfields

THE OAST HOUSE



The Oast House, Spinningfields



THE CANAL HOUSE  
• JAMES BRINDLEY •

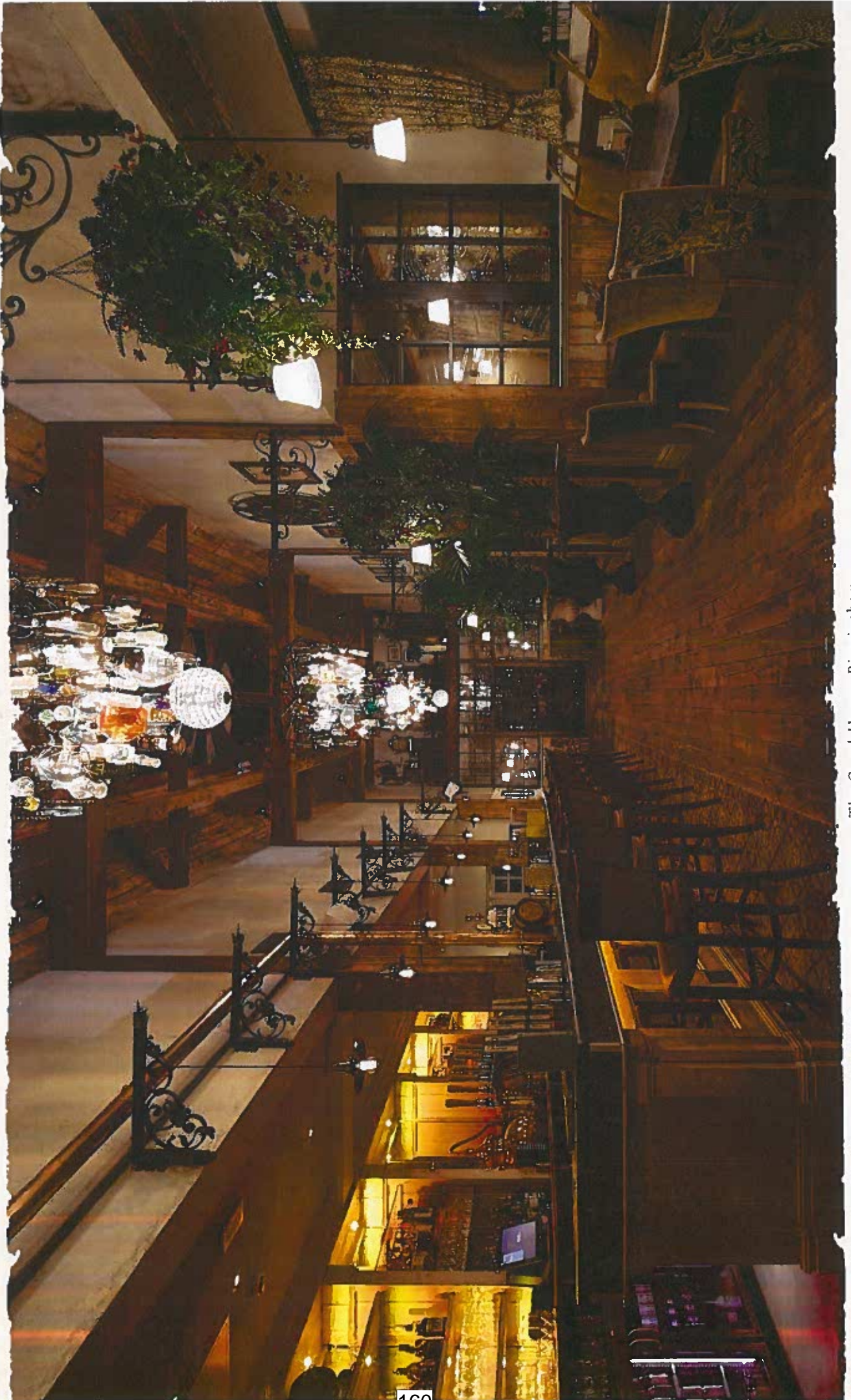
.....  
An 18th century icon of the engineering revolution. James Brindley, the facilitator of waterway connections and pioneer of progress; unlocked a new era. A time of exploring possibilities and navigating new conversations and communications. Discovering new flavours and freight. His work, life and spirit, we celebrate and appreciate through food and drink, in equal measure. As the ancestors of adventure, redefine his legacy in 21st century fashion.  
.....

Bridge Street  
Birmingham  
B1 2JR  
0121 643 8829  
thecanalhouse.uk.com

Private Dining Rooms:  
The Study  
The Brew Room  
The Office

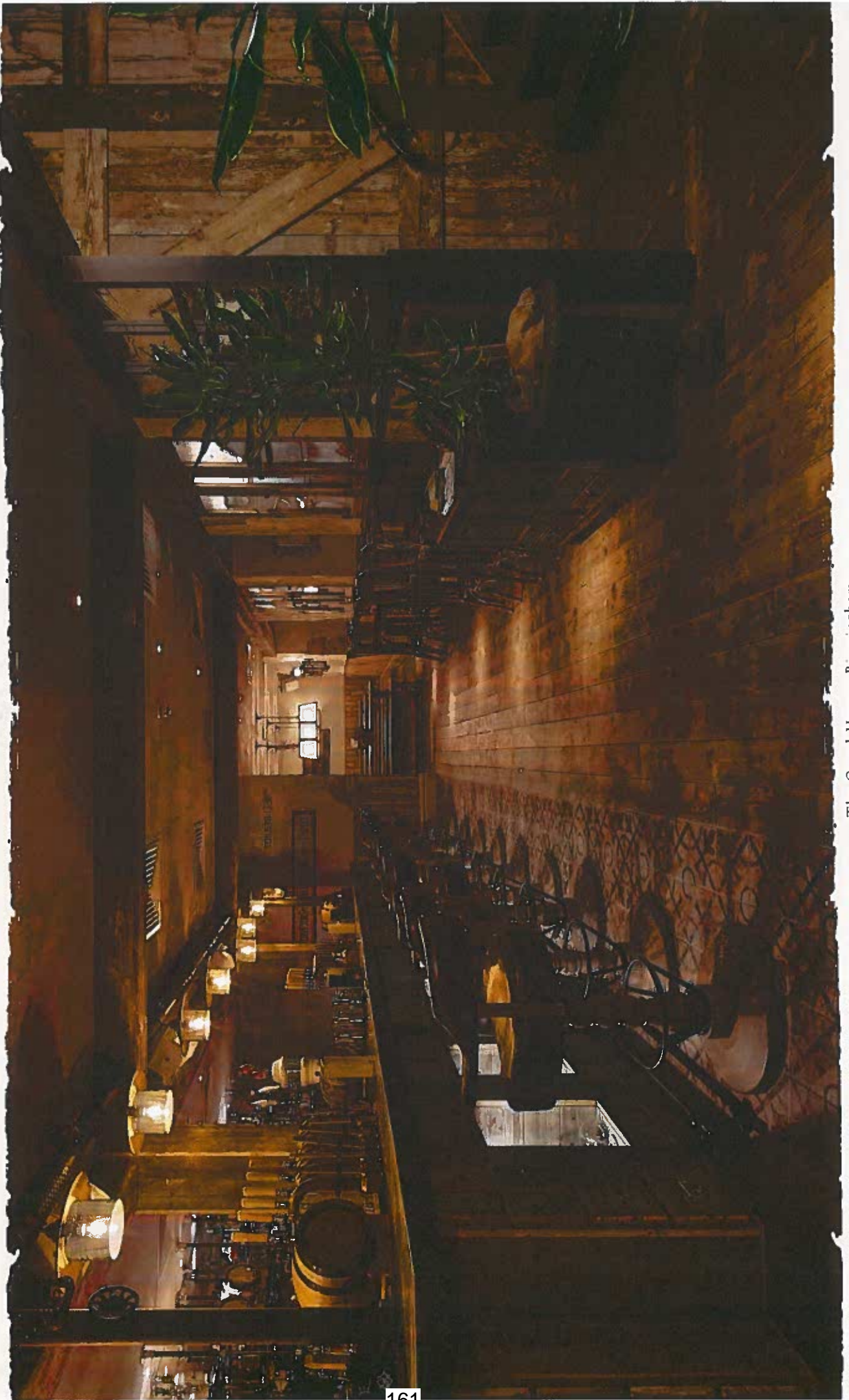


THE CANAL HOUSE



The Canal House, Birmingham

THE CANAL HOUSE



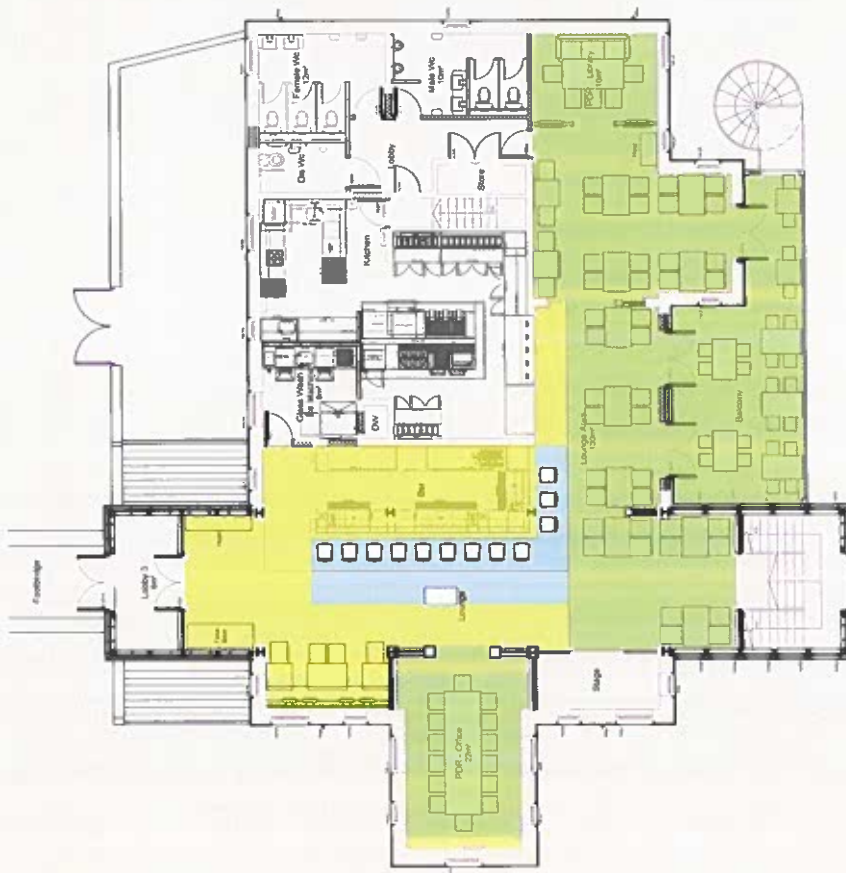
The Canal House, Birmingham

THE CANAL HOUSE

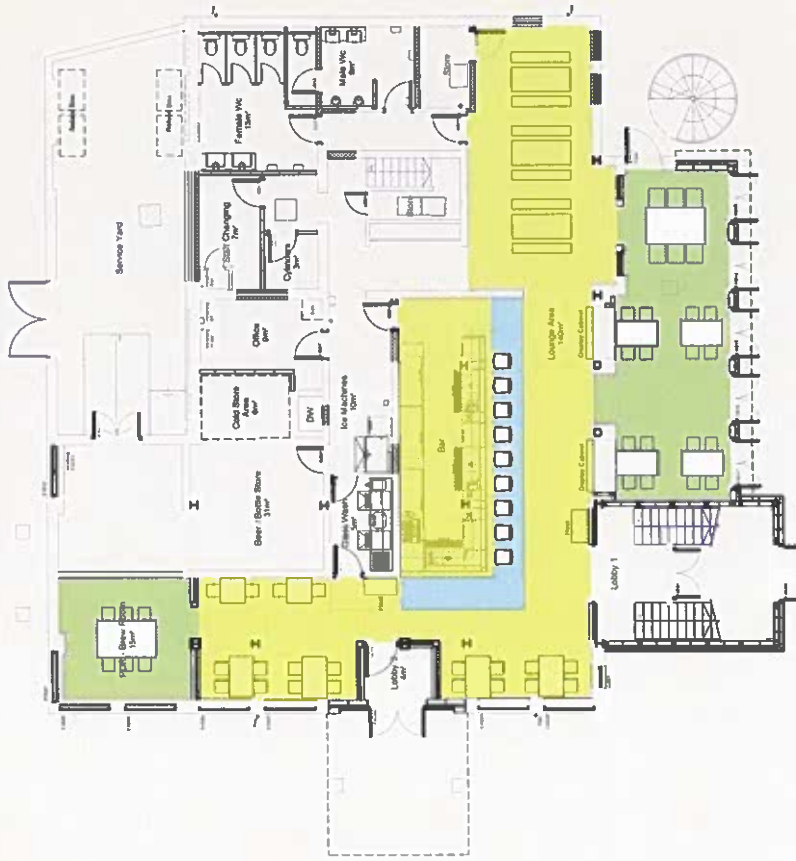


The Canal House, Birmingham

THE CANAL HOUSE



Ground Floor



First Floor

The Canal House

- Dining
- Table Service
- Drinking

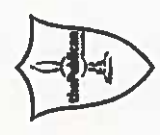
The Canal House, Birmingham

THE  
CLUB HOUSE

[theclubhouse.uk.com](http://theclubhouse.uk.com)

.....  
A timeless family getaway transformed into a recreational retreat, still holding on to its original interior and distinct personality. Featuring a myriad of world beers, ales and ciders alongside a famed selection of classic cocktails, Champagne and wine.  
.....

Chavasse Park      Royal William Yard  
Liverpool One      Plymouth  
L2 9SQ              PL1 3RP  
0151 709 5366      01752989200



Best New Pub  
Private Dining Rooms:  
The Board Room  
The Cigar Room  
The Lodge (Seasonal)

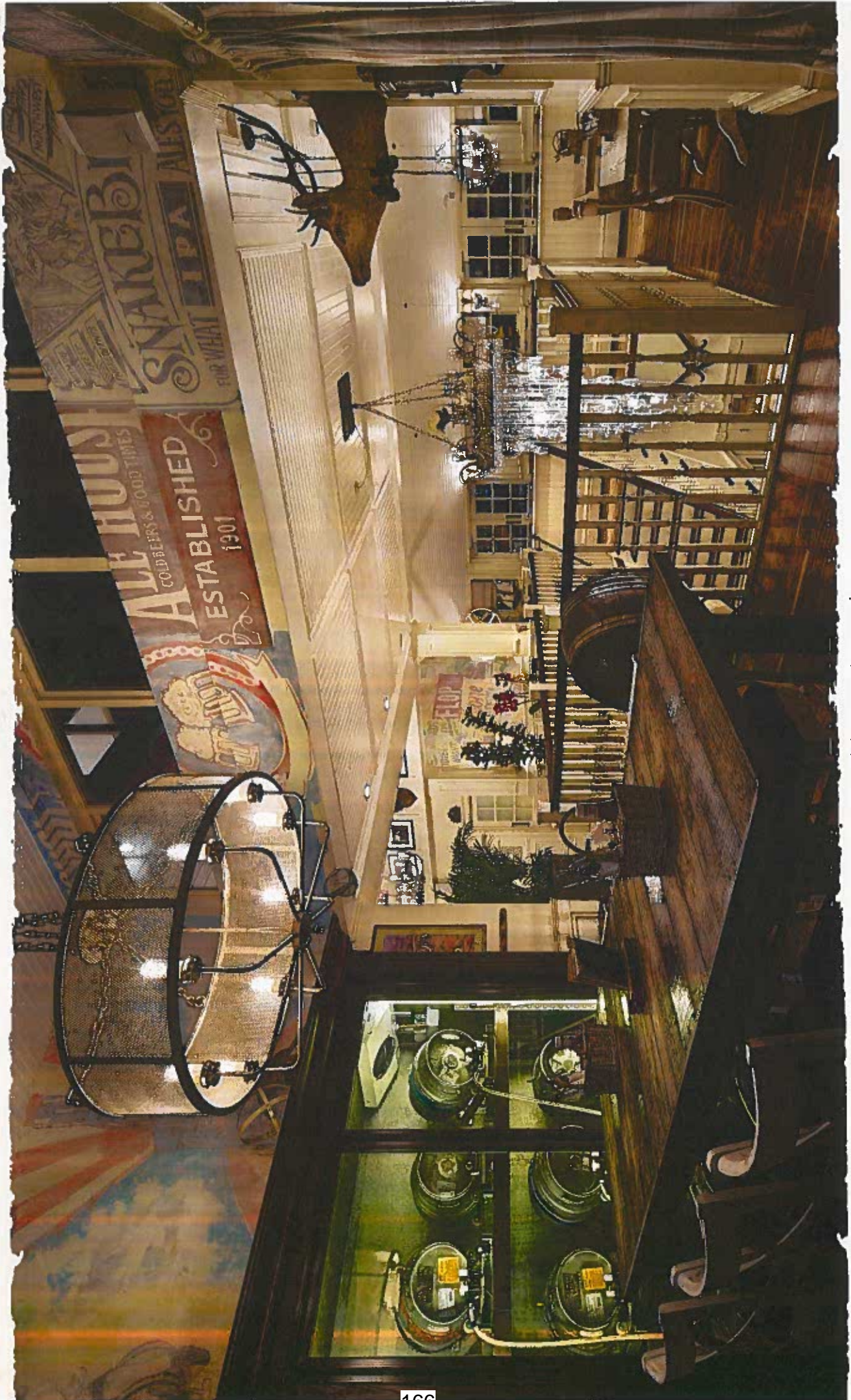


THE CLUB HOUSE



The Club House, Liverpool

THE CLUB HOUSE



The Club House, Liverpool



THE CLUB HOUSE



The Club House. Liverpool

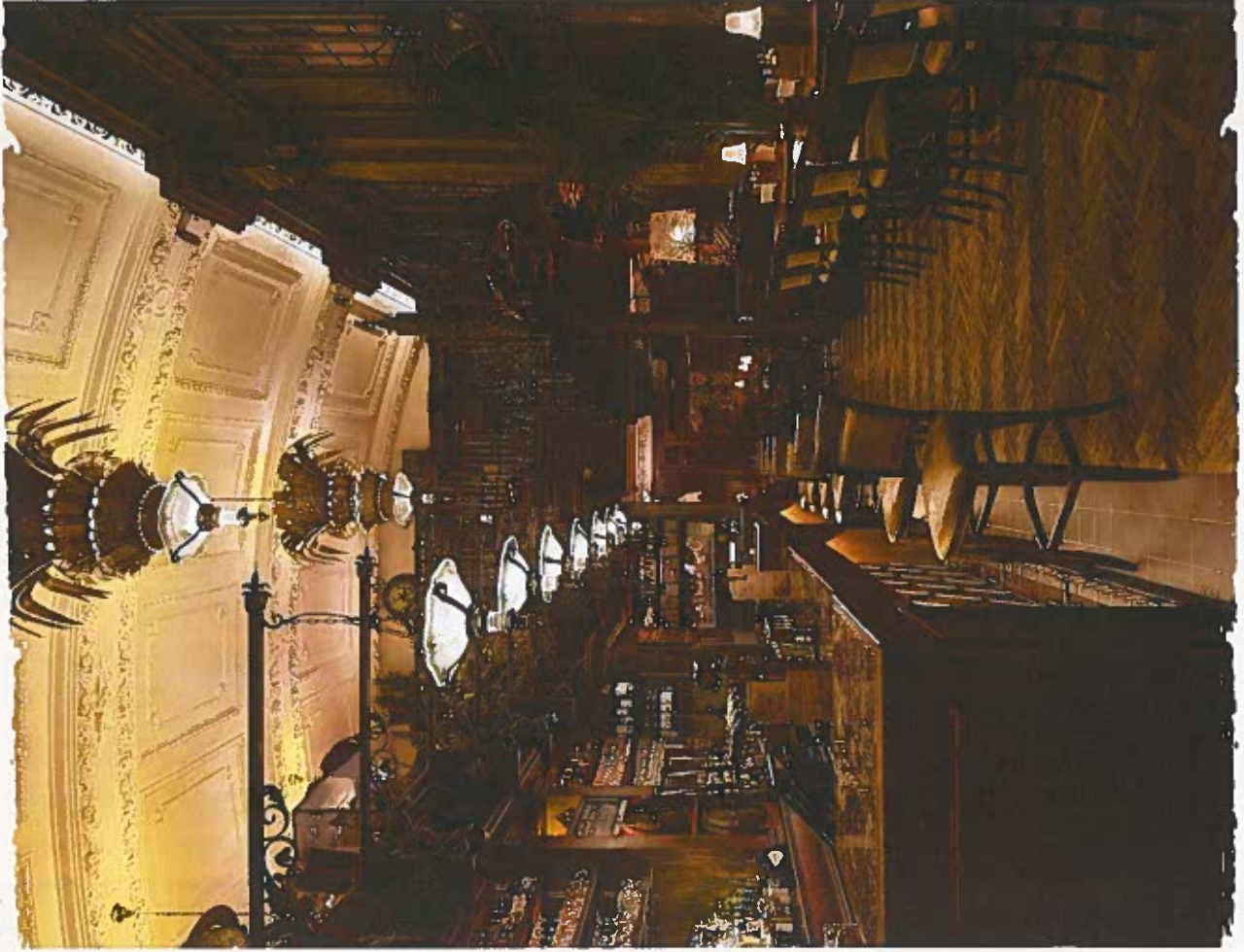


THE  
**TRADING  
HOUSE**

.....  
Frontier importers and exporters of particular and peculiar  
eccentricities, curiosities and antiques. Offering  
spiced-twist cocktails and a traditionally British G&T list.  
.....

Gresham Street  
London  
EC2V 7NQ  
020 7600 505  
[thetradinghouse.uk.com](http://thetradinghouse.uk.com)

Private Dining Room  
The Mezzanine

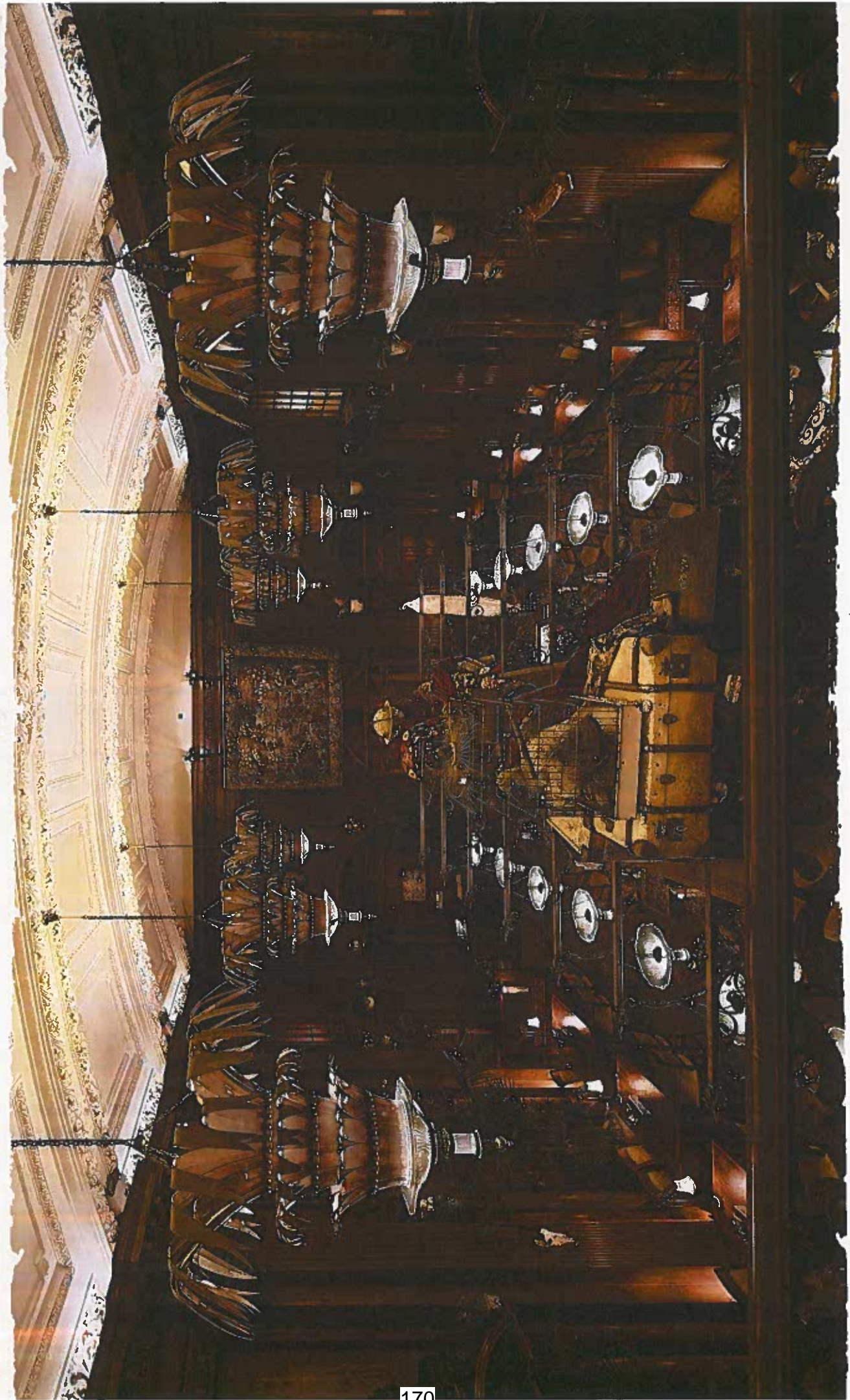


THE TRADING HOUSE



The Trading House, London

THE TRADING HOUSE



The Trading House, London

THE  
NEW WORLD TRADING CO.

