



ESTÁBULO

— Rodizio Bar & Grill —

LANDLORD PACK: 2019/2020



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INTRODUCTION

BRAZILIAN RODIZIO

Estabulo Rodizio Bar & Grill honour the Brazilian Gaúcho's traditional method of cooking. This involves taking the most delicious and flavoursome cuts of meat, which are then skewered and cooked slowly on open flames.

In a traditional Brazilian style steakhouse, servers come to the table with knives and various quality cuts of meat on a skewer, most commonly local cuts of beef, lamb, chicken and sometimes exotic meats.

Most rodízio courses are served right off the cooking grill and are sliced right at the table. Sometimes, they are accompanied with fried potatoes, collard greens, black beans, and rice.

In many restaurants, the diner is provided with a coloured card. Green, on one side, indicating they would like more meat. Red, on the other side, indicates they are full.



INTRODUCTION

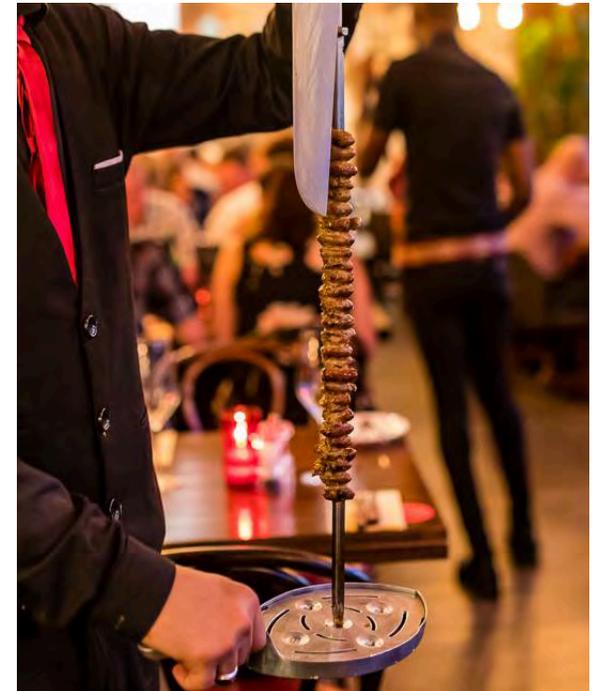
THE RISE OF THE RODIZIO

It's almost impossible to determine who invented rodízio, as many restaurants in Brazil claim the title. But according to legend, rodízio was created by mistake in a restaurant called Churrascaria Matias in the state of Rio Grande do Sul: Per the story, a waiter delivered a meat skewer to the wrong table, but let the guest take a little piece of the roast anyway, kick-starting a sensation.

The concept became popular during the mid-20th century, coinciding with Brazil's big road construction boom; restaurants started to open around the country to feed truck drivers. Grilled meat was the easiest and cheapest food to serve, as the region had many cattle herds — and actually was the kind of food hungry travellers were looking for.

Rodízios took the country by storm, becoming popular throughout the South during the '70s. The meat was usually cooked outdoors in tin roofed rooms, where charcoal would burn on the ground and bricks would support the skewers, originally made of wooden spears. As these roadside venues gained popularity, more tables were added, making them looking more like restaurants than gas stations and stores.

So, whether you're well-travelled or just have an expansive array of restaurants where you live, you have probably tried pretty much all types of cuisine from Indian and Chinese to Mexican and Italian. But now, there's a new kid on the block. It's time to make room in your selection of dishes, because here is the rise of the Brazilian Rodizio.



ESTABULO

MARKET DEVELOPMENT

Estabulo in brazilian Portuguese means *stable* where animals such as cows, sheep, chicken etc are kept and a good household brand name.

In recent years dining out has changed and casual dining has seen a huge rise across the UK and the world. Customers are looking for a unique and authentic dining experience. Estabulo has been developed from the ground up to be that, with our unique serving style of prime cuts of meat served directly at the table side our customers keep coming back again and again.

In the current market, there has been a lot of change in 2018 with many restaurant chains facing a difficult time. despite this Estabulo has grown from strength to strength and has gone through a rapid expansion period.



ABOUT US

Originally Estabulo traded as Brazuca Rodizio Bar & Grill.

2016 Estabulo in St Peters Place Leeds was opened with a seating capacity for 100 covers. In 2017 an additional VIP area was created increasing the capacity to 150 covers.

Brazuca in White Horse Yard Wakefield opened with a capacity of 150 covers.

2017 Brazuca moved to a new 4,500 sq ft restaurant at Merchant Gate in Wakefield, opposite the main train station. It was fitted out from a shell and re-branded as Estabulo; while we kept the old Brazuca open to cater for the overflow during the busy Christmas period as well as private events.

The Estabulo brand was created to allow all of our restaurants to come under one identity. Our brand identity was rolled out for all sites bringing uniformity to all branding.

Estabulo in The Light Leeds opened with a capacity of 150 covers as well as an external under cover patio area.

Estabulo Flemingate Beverley opened its doors with a capacity for 150-200 covers with an external seating area. The demand has been overwhelming resulting in a kitchen extension and a fully glazed orangery to cover over the external seating area were needed to satisfy our customer's needs. A positive planning decision is anticipated.

2018 Estabulo launched its own labelled red and white house wine.

Estabulo Harrogate opened with a capacity of 150 people, with the addition of a champagne bar on the first floor.

Estabulo Barnsley opened on September and is a split level operation catering for weddings on the 1st floor, over an 8000 sq ft area with the remaining ground floor being the main restaurant for 150 covers over 5000 sq ft.

Estabulo Feethams Darlington opened on November with a capacity of 120 people.

2019 Estabulo Herten Triangle Doncaster near Lakeside leisure park will open sometime in 2019.



OUR STAFF

Our people are our lifeblood. Without great support and quality resources, we are nothing. We only recruit staff with a passion to grow within the brand, that want to add value and become part of something bigger. Giving everyone a voice ensures Estabulo are presented with some great ideas and staff feel inclusive and not 'just a number'. We encourage our staff to find their 'better than ordinary' and offer more than their role to make our customers and team happy, every working day. We in turn reward staff to recognise their efforts and help maintain their passion.



OUR STANDARDS

Standards are important to our customers and equally ourselves. Similar businesses provide staff with bonuses for achieving five star food ratings and positive reviews on TripAdvisor, Google and Facebook. However, at Estabulo we insist this is our minimum standard, from the food and drinks we serve to the cleanliness of our toilet facilities and hygiene standards. We pride ourselves on great cosy interior design with a memorable lasting dining experience. As a brand we empower our customers to engage with us socially which in turn ensures every product we serve is of a consistent quality that our customers want to share.



ESTABULO

FOOD

Estabulo honours the Brazilian Gaúcho's traditional method of cooking. This involves taking the most delicious and flavoursome cuts of meat, which are then skewered and cooked slowly on open flames. As well as our main menus, we also have a selection of Vegetarian, Vegan, Halal and Fish dishes on offer. We are exceptionally proud of the fact that all of our food is locally sourced from the finest local suppliers, and we only use the highest quality ingredients.

Our accompaniments to the main meal are served as a gourmet salad bar and Brazilian hot buffet, featuring a stunning range of fresh salads, vegetables, breads, cured meats, cheese selection and hot dishes.

Its not just about our 15 prime cuts of delicious meat, we also have a stunning range of desserts.



ESTABULO

DRINK

Estabulo is home to an impressive range of alcoholic beverages such as wines, spirits and liqueurs as well as a medley of fantastic gins; each with specific accompaniments to enhance the natural flavours and botanicals. Authentic brazilian beer is also a big hit!

Not only is Estabulo great for food, but it is also popular for nights out, a few cheeky afternoon drinks and 2-4-1 cocktails from our exciting cocktail menu.



CHAMPAGNE

Laurent-Perrier is the exclusive Champagne to the Estabulo group. Founded over 200 years ago in 1812, Laurent-Perrier is one of the most distinguished, family-owned Champagne Houses. Based right in the heart of the Champagne region in Tours-sur-Marne, Laurent-Perrier has a pedigree for innovation, handcrafting elegant champagnes using traditional, time-honoured methods. There are seven champagnes in the award-winning Laurent-Perrier range, from the iconic Cuvée Rosé to the luxurious Grand Siècle. These champagnes make great apéritifs and are also a superb accompaniment to food. The style is all about freshness, lightness and finesse and this is carried through each of the Champagnes in the range.

Laurent-Perrier is Estabulo main sponsors in supplying quality champagne across all their restaurants.



GROWTH STRATEGY

EXISTING LOCATIONS

Here at Estabulo, we're seeking to expand our rodizio bar & grill to some great new locations! We are currently operating 6 restaurants, with another one expected to be opening before Christmas 2018.

- Wakefield
- Leeds Central
- Leeds Cultural Quarters
- Beverley
- Harrogate
- Darlington
- Doncaster (anticipated 2019)
- Barnsley

DESIRED LOCATIONS

Following these successful openings, we're looking for the right sites in other major towns and cities across the UK.

Preferable locations include:

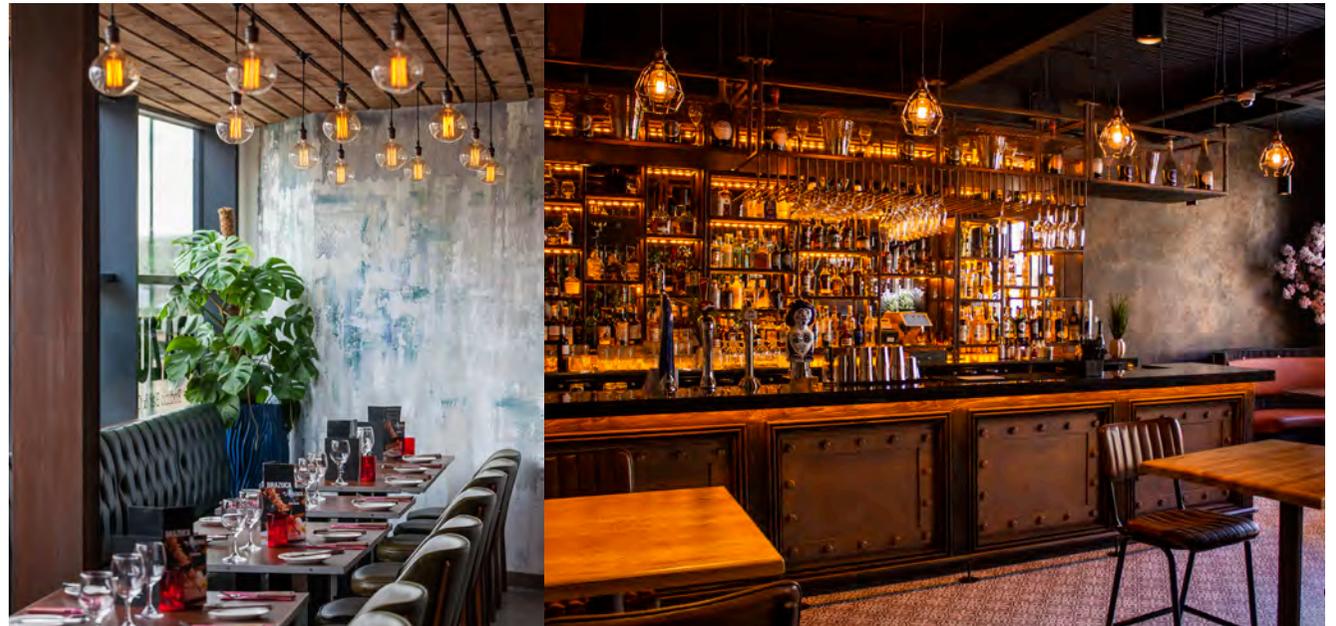
- Manchester
- Newcastle
- Nottingham
- Liverpool
- York
- Sheffield
- Chester
- Leeds Central
- Birmingham
- London
- Belfast
- Glasgow
- Edinburgh
- *Potentially overseas*



GROWTH STRATEGY

SITE CRITERIA & FORMATS

- The venue must be vibrant with a visible frontage.
- Minimum of 3,500 sq ft - Maximum of 6,000 sq ft.
- Can be over two levels.
- Fitted restaurants are preferred, however shell units will also be considered.
- Units with external seating will be prioritised.
- Ideally, established city centre leisure pitches and destinations.



GET IN TOUCH

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