



BAR

BLOCK

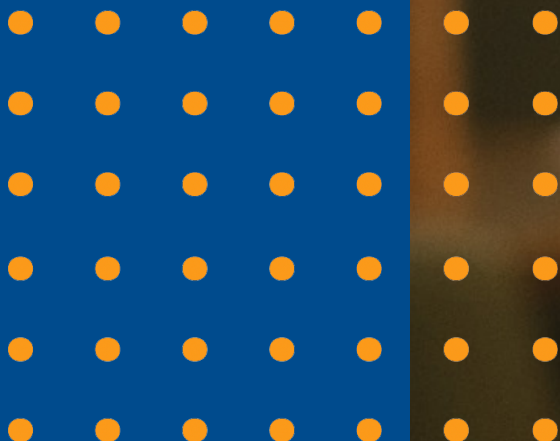


COOKHOUSE PUB

WHITBREAD

# REASONS TO BELIEVE

REDEFINING  
**WHITBREAD**  
**RESTAURANTS**  
FOR A NEW  
ERA OF  
HOSPITALITY









# 1. THE JOURNEY STARTS HERE

As the home of the UK's hotel giant we know how to make our Restaurants premier too...

**Whitbread owns iconic brands. Premier Inn has long set the standard in the budget hotel market and the brand's expansion into Germany gathers at pace with a growth plan that's matching our ambition.**

And, while our restaurant brands are loved by many, we see the opportunity to make them even bigger. That's why we're investing £8 million and a strategic five-year plan to move our business forward.

It's a massive statement of our intent. But did you know that Whitbread is not just a hospitality business, it's also one of the UK's biggest property companies? We own most of our sites across the country and are constantly looking to grow and develop this portfolio. So we can continually innovate – opening new sites and developing our existing properties to drive performance.

The investment in our restaurants is real, the foundations are sound and the really exciting part is if we can show results then more investment will follow... so the opportunity is limitless.

## WHITBREAD

Our unique position as a hotel and restaurant business has us perfectly placed to lead the way in hospitality with our winning brands.



844  
hotels

Premier Inn



ZIP  
by Premier Inn



447  
restaurants



BAR BLOCK



COOKHOUSE + PUB

£1703m

Whitbread PLC revenue  
2020/21

£227m

Statutory profit/(loss)  
2020/21

**The Willen Dragon**, our latest Brewers Fayre shows the exciting direction we're heading



## In numbers



5 year strategy

£ 8 million pound plan



### Is this you?

- **Ready** to dig deep and focus on **performance**
- **Consistent** in delivery of the best customer experience







## 2. THE AWESOME FOURSOME

We're going to consolidate our restaurant portfolio into four leading restaurant brands

The future looks bright for our four core brands. We are investing in both the historic, and much loved, Beefeater and Brewers Fayre brands to maximise their potential. We're also bringing our heritage to life with Whitbread Inns, creating a quality pub dining experience.

Not only are we revamping our classic brands, we're continuing to develop our newest concept Bar & Block within city centres and urban areas, making it a real destination venue.



### Is this you?

- **Regenerating** our brilliant brands, both young and old
- Making sure **brand standards** are consistent
- **Leading** your team through change



A BUZZING BAR WITH  
*signature cocktails*  
AND DELICIOUS,  
*quality cuts*  
COOKED OVER CHARCOAL AND  
INSPIRED BY TRENDING CUISINES.

[Click here](#)



*Amazing grilled food*  
DELIVERED BRILLIANTLY INSPIRED  
BY GREAT GRILL MASTERS FROM  
AROUND THE WORLD.

[Click here](#)



CLASSIC, AFFORDABLE, GOOD QUALITY  
PUB GRUB, IN  
*generous portions,*  
DELIVERED BRILLIANTLY.

[Click here](#)



Whitbread Inns are a collection of independently named pubs celebrating our history and expertise in brewing beers and running inns, and this comes to life through our food and drink.

[Click here](#)







### 3. FAMOUS FOR FOOD



You know us for steaks and sundaes but we've got even more to fire up your imagination

Our development team of Chefs use their expertise, skills and knowledge to create a pipeline of exciting, delicious dishes to delight and amaze millions of guests every year.

We create dishes that are unique to our menus, dishes that guests can only find in our restaurants, giving them more reasons to visit.

From award winning pies to our celebrated burgers to our signature '74 BBQ sauce, our Chefs make sure there is always something new to discover...



#### Is this you?

- **Building** brilliant and diverse teams to deliver the best experience to our guests
- **Confident** that you can deliver through others, taking them on the journey with you.









## 4. BUZZ IN THE BAR

Brewing's in our blood, that's why there's passion and pride with every drink we serve

**We stay true to our roots, brewing is where it all began for Samuel Whitbread and we want to ensure that we're bringing that expertise to the bar.**

We continue to develop our drinks offering, making sure that our guests have the best choice of mixers, cocktails and wines to meet every occasion. Our restaurants are an integral part in their communities and a great place to unwind with a drink. Our proposition is as attractive for local drinkers as it is for our hotel guests.



### Is this you?

- Driving sales by **creating an environment** people want to meet and unwind
- Focusing on what matters, **learning** through mistakes and not afraid to make tough calls when you need to.



### In numbers

# 50

We have introduced over **50 new drinks** to our menus in the past 12 months.

Everything from the classics such as the number one 'Sex on the Beach' to fun mocktails such as 'Cuddles in the Sun'.

# 50%

Rise in our drinks sales as they continue to rocket.







Beefeater.  
Since 1820

'74°  
BBQ SAUCE

RICH, SWEET AND SPICY  
PERFECT FOR DIPPING, DRIZZLING AND MARINADING

18.0.25L 450ml



## 5. CONSISTENTLY GREAT

Right first time, every time, is our secret to delighting millions of guests all year round

**The casual dining market has grown considerably over the last three years with brands and delivery services all battling for their share of trade.**

It's important that our brands stand out for the right reasons and we deliver a great experience for our guests in the quality of the food and drink we put our name to, for the service we provide.

Working together in partnership with the Support Centre, it's our mission to drive consistently great quality throughout our brands. That means focusing on the detail, delivering food and drink to specification, coming up with new ideas to simplify the operation and working with our suppliers to improve our offer and stay ahead of the pack.

To make our customers happy it's important that our teams are happy. That why our teams stay in a business that recognises great work and offers training and career paths other hospitality firms simply cannot.



### Is this you?

- **Focused** on delivering commercial performance by getting the basics right
- **Consistent** quality, consistent guest experience, simplification without impacting standards.

### People pleasers



We've been given the accolade an incredible **12 years in a row!**









## 6. A COMMERCIAL MINDSET

Be a part of making historic change happen across our legendary Whitbread estate

Imagine that your site is the talk of the town, a place where the locals meet and a place that is accepted and respected as their own. The only way we can achieve this is by showing up, speaking up and getting involved in the local community.

What we do well is giving our management true autonomy to make things happen - backed by us. Trading and selling at every opportunity. Identify the offers that will work and build them out to suit your audience.

We've got your tools covered with digital and printed collateral at your fingertips. If you see an avenue to explore, go for it! Provide your sites with posters, leaflets, assets to use and posts to share on their social accounts.

Evaluate performance and learn from the things that don't go so well. Using your team, and their relationships with their guests, you can keep momentum behind sales performance.



### Is this you?

- **Identifying new opportunities** and developing new ideas
- **Planning** and doing, making things happen
- **Reviewing** and evaluating performance
- Going again, putting your **learning** into practice









## 7. INSPIRED MARKETING

Exciting branding, Instagrammable food, desirable drinks, fresh restaurants... roll on '23!

**We have a lot to shout about and, when local marketing's done right it can work wonders. It's not rocket science. All it takes is your initiative and our support.**

So, what can you expect when you join us? Utilise the strengths within your team, for example, get your brightest tech wiz team to train on media centre, your most natural conversationalist to canvas your target businesses, your organisation guru to champion the planning with you, and your social savvy digital native to work on your social.

We're working to make it better and easier for you and put the power in your hands! You decide the content, you decide the offer, we provide the templates. Simple.



### Is this you?

- **Excited** about finding new guests, anticipating what they need, to turn them into regulars
- Always thinking about new ways to **engage**, both online and offline
- Using your team to drive engagement and **deliver performance**



We're not just investing in our brands, we're also investing in **discounts and deals**, attracting guests into your site that you and your team can then convert into sales excellence.









## 8. OUR ROLES

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You've seen our vision of a thriving restaurant business. But what can we offer you?



### General Manager

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**The driving force behind the performance of your site, as General Manager you will ensure that you build the best team around you.**

Thinking about the balance of driving sales and maximising profits, within an ever-changing employment market, you'll have to think commercially to ensure you're meeting all your sites KPI's and targets.



### Regional Operations Manager

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**Managing multiple sites you'll lead the region, ensuring that we provide a consistent experience and maximise sales.**

Supporting all of your teams in the delivery of our ambitious plans, bringing a commercial mindset that will help increase sales, profits and service levels across all of your sites. It won't be easy, nor will it be straight forward but we know you'll have fun on the journey!

“

**The Whitbread difference was there from day one. My ROM came to meet me, to check in - I hadn't seen the ROM my entire time at other restaurants I'd worked for!**

Read more from Heather, GM at The Bridgewater Arms, Whitbread Inns, [here](#)









## 9. THE WARM WELCOME WE'RE KNOWN FOR

So that's us – let's talk about you! The journey starts here and we're on hand to support

**If what you've read has you hungry for more, then let's have a chat.**

We have a dedicated team supporting recruitment across the business. Tap their LinkedIn logo and connect – we're a friendly bunch and we'd love to have a conversation about you and your future!

### Drop us an email



Incognito? We don't mind, email us at [whitbread.careers@whitbread.com](mailto:whitbread.careers@whitbread.com) and we'll get right back to you.



Matt Dodd  
**Resourcing  
Lead**



Danielle Marks  
**Resourcing  
Partner**



Allan Laverty  
**Resourcing  
Partner**



Michael Allen  
**Resourcing  
Partner**



Shanna Mills  
**Resourcing  
Partner**

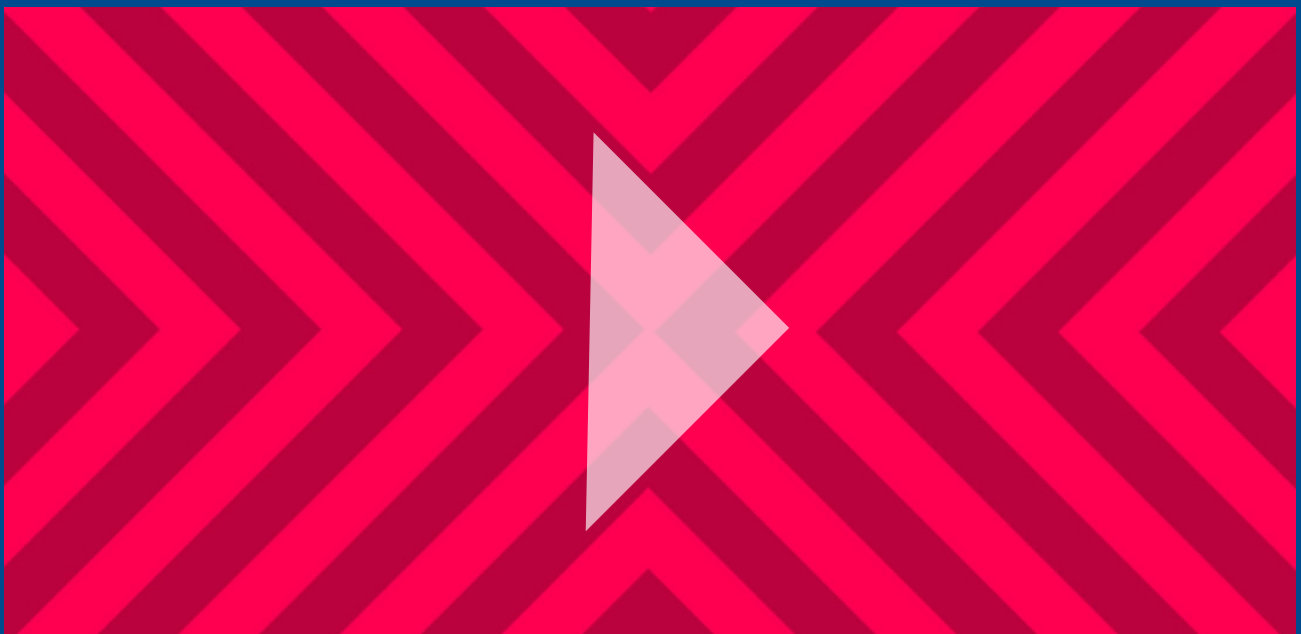


Tom Hepple  
**Resourcing  
Partner**



### Seeing is believing!

Check out what's powering Whitbread Restaurants' five year plan, who we are and what we're about to do by writing our own chapter in our company's proud history. **Click the image** and watch our vision coming to life!







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