
ALE
HUB

ALE HUB

Become the Heart of Your Community



A fresh take on the local pub.

What is Ale Hub?

Don’t be fooled by the name! At Ale Hub we are about way more than just ales! We have curated a fantastic range of beverages to cater to all tastes. From our fantastically priced 2 4 1 cocktails to our craft beers we have meticulously scoured the market for the best available products to provide a premium experience to our customers.





Why is Ale Hub Different?

There has been a lot of doom and gloom around the hospitality industry in recent years, so why are we thriving?

We provide a space for customers to enjoy themselves without the distractions you find it most pubs these days. We do not have TVs or fruit machines, but instead we have a focus on building a local community, where customers who start out as strangers become friends after spending many an enjoyable night with us. Being entirely wet-led means we can focus fully on the quality of drinks and therefore provide a better product to our customers.

Due to providing a premium product we are therefore able to price accordingly, which allows us to preserve our margins when other pubs are losing these. We also operate in smaller units which allows us to keep overheads low which makes us more durable if there are any surges in energy bills or other economic challenges.

On top of this we have an in-depth events schedule that helps draw in customers on week nights which are traditionally slower for the standard high street pub.

What are we About?

Our pubs are not bland corporate pubs, they are vibrant and a great place to go to make new friends. A positive attitude and great people skills are must in order to build that community feel.

Our executive team will be there every step of the way to help you build your Ale Hub into a successful business. We want to integrate you into the Ale Hub family and enthusiasm for the industry is a must.

We can provide a full turnkey solution. From site location to fit out, we deliver an a bespoke package to leave you in the best position for success.

When franchising we are seeking partners who are as passionate about customer service and quality as we are.



Building the Brand

Through our own trial and error we have worked out the perfect formula for how your Ale Hub needs to look and feel. While all Ale Hubs are slightly different we will provide the framework of for the layout and location.

We have unique data and metrics to help you locate your ideal Ale Hub site.



What do our Customers Think?

ALE HUB

Pete Simpson
Local Guide · 263 reviews · 660 photos
★★★★★ 6 months ago
£50–60

The atmosphere here is nice, the staff are extremely friendly and even the owners visit here and are very nice people.

My sister and her partner visit here every Thursday and maybe another day in their spare time.

Everybody appears to be very accommodating and the most important thing is that nobody has an attitude. From the regulars to new customers, everyone is nice...

Laurence Bonner
9 reviews · 10 photos
★★★★★ 11 months ago

The Homely Hub, we have been regulars here almost since they opened, love the great variety of beers, especially the regular Butty Bach!
There is always a nice friendly buzz about the place and amazing how many people you bump into that you know and also people that you didn't know but now you do!
Dog friendly too, so a good excuse for walking the dog!
So much better than the larger dark impersonal establishments!
Great friendly service, shout out to Chloe ;-)
Give it a try, I am sure you won't be disappointed.

Keith Turner
62 reviews · 12 photos
★★★★★ 6 months ago
£1–10

No food! Lovely little ale house with brilliantly well kept ales. If you drink something else, please try a little half and it might open up a new world for you. Staff were lovely and chatty and I'd happily spend a few hours there every weekend.

Charlie Truepenny
2 reviews
★★★★★ 3 years ago

Went here the other night with a few friends and it is a great place to sample some new ales. Really nice atmosphere and decor and a huge variety of both ales and gins. Highly recommend this micropub to any ale and gin lovers! Will be returning soon

Dianne Bowen
85 reviews · 6 photos
★★★★★ 2 weeks ago NEW
£10–20

Food not served but cocktails are amazing and variety of ales superb. Staff are all pleasant with great service. So glad we have this in our community as pubs at Perton are dire

The Package



We have 9 of our own successful pubs, helping us create the perfect model for you to franchise.

We are looking for a partner who wants to build a community Ale Hub who can take full advantage of our expertise.

We provide full training so even if you have never been behind a bar we will ensure you are 100% comfortable by the time you open.

You will get full access to Ale Hub's intellectual property and operations manual.

We will provide a pre-launch marketing and launch strategy.

Ongoing Support



You will have regular meetings with our executive team which will focus on growing your business.

You will have access to Ale Hub's priority pricing from suppliers, allowing you to take advantage of our economies of scale.

You will be added to our website and given access to our booking system, taking advantage of our SEO.

Lets Talk Numbers

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Total costs may vary depending on location.

Franchise Fee - £10,000

Management Fee – Maximum 10% (we operate a sliding scale based on revenue, so it can be as low as 5% meaning you keep more of your hard earned money!)

The overall investment required will be approximately £80,000 + VAT.

Once we have received your application we will be able to meet and share some indicative sales figures based on our other sites.



Funding Your Franchise

ALE HUB

If you are an experienced franchisee already, you'll know that most banks have very agreeable lending packages for qualifying candidates wanting to open a franchise business.

This means you may only require 50% of the total investment in the form of liquid capital.

If you're new to franchising, the reason banks love it is because we provide you with a successful brand, proven business model, training and ongoing support - statistically you have a substantially better chance of building a successful business verses going it alone.

There is also Government funding available for start-up businesses.

Next Steps

If you think you have the skills and personality to open your own Ale Hub please email our recruitment team at info@alehub.co.uk and somebody will be in touch.

The content of this document is, to the best of our knowledge and belief true and accurate as at the date on which it was prepared. However, we make no assurance, guarantee, representation or warranty in relation to such content. Nothing in this prospectus shall be deemed to constitute an offer, assurance, representation or warranty that you will be awarded a franchise by us. The granting by us of a franchise will be subject to you entering into a specific franchise agreement with us. Any financial information forming part of this prospectus is provided for illustration purposes only. These projections do not constitute any assurance, guarantee, representation or warranty that the figures will be achieved by you in your operation of a franchise. The success of your franchise will be directly affected by your own business ability, experience, commitment and local market forces.

We strongly advise you to take independent financial and legal advice in relation to this franchise opportunity.