

Ego mediterranean restaurant & bar



Urgent Pub Requirement
6 sites per year required over next 3 years



Led by James Horler and Adrian Abbey, the duo who built Frankie & Benny's in the 1990's and La Tasca in the 2000's, Ego is a fast-growing modern Mediterranean casual dining experience whose aspirational brand is synonymous with high quality, fresh, affordable cuisine and excellent service in a relaxed atmosphere. Ego have opened 6 pubs within the last 12 months, taking the total number of sites to 15. Ego have a strong brand recognition within the communities where they are located, and consistently outperform other local multiple operators. All sites are located in the Midlands, Yorkshire and North West, and our clients continue to strengthen the pipeline of new openings and are actively seeking sites for a rapid expansion of the Ego in a pub format.

Essential Elements

- Free standing public house near residential
- Car parking for minimum 40 cars
- Restaurant capacity 120 covers
- Ability to create large open kitchen
- 3,500 sq. ft. minimum
- Free of tie or tie on draught beers only with guest exclusion.

Desirable Elements

- Existing pubs suitable for conversion
- Good outside areas
- Edge of populated area
- Adjacent to or very near to a main road
- Bar capacity for up to 40 people.

Demographics

- Minimum population of 50,000 within 15 minute drive.

Target locations include:

Middle England

Stafford/Utttoxeter
Burton/Derby
Leicester
Ashby/Coalville
Nuneaton/Hinckley
Northampton
Kettering/Corby/
Market Harborough
Shirley/Solihull
Tamworth
Rugby/Dunchurch
Banbury
Worcester/Droitwich
Bedford/Milton Keynes

The North

Clevely's/Poulton
Halifax
Baildon/Shipley/Bingley
Huddersfield/Brighouse
Otley/Ilkley/North Leeds
Wetherby/Harrogate/
Knaresborough
York/Tadcaster
Skipton/Keighley
Northwich/Nantwich
Congleton/Sandbach
Chesterfield/Clay Cross

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