

Licence Leader Ltd

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Crazy Gin Ltd – Overview

The business model is very similar to that of a typical “Craft ale” tap room. It distils its own brands, which will sell to the Trade and the public. Within the premises are a tasting area, “taproom” for customers to taste the products before purchase, and to see what goes into the product, and experience something different.

In terms of demographics, it is for customers who want to enjoy the experience, flavour and quality of the spirit. There will be no “Happy hours”, our client base is likely to be anything from University students to the ‘Blue rinse’ brigade. It is indicative that a 50cl bottle of Crazy Gin would cost you approx. £39.95; demonstrating that it will predominantly attract a certain class of customer.

The distillery currently supplies a number of 1/2 Star Michelin restaurants, 5 star hotels, some of the UK's top bars, big volume bars and just launching into the Italian restaurant chain Gusto.

The hours for licensable activities are 0900 -2230 hrs; with extended hours for bank holiday weekends to 0100 hrs, where SIA staff will be employed. These hours are very reasonable, even given the fact that the premises within the CIZ, they are much less than many other premises within close proximity.

We strongly believe that these premises will attract a good deal of attention in Wolverhampton, as a high quality specialist outlet within the City Centre.