



“We had always hoped to work collaboratively with the purchaser after a harmonious sale process, and LINK was the key to this becoming a reality.”

Pressure makes diamonds

Company Brewing business

Time to sell 3 weeks

Offers 1

Sold Deadline sale process enabled the vendor to achieve not just market value but work with the purchasers to form on going supply agreements.

Customer

The owners had been in the brewing industry and hospitality sector for nearly 20 years. The Twisted Hop brewery was no longer integral to their current business; they wanted to concentrate their efforts on their hospitality business.

Background

The Vendors approached LINK after having a frustrating time trying to sell the business themselves; they had also listed with another brokerage with no result.

Brief

They gave LINK three months to sell the business. It was a unique proposition based on the setup and supply agreements. The brewery was fully operational with supply and licence agreements and contract brewing arrangements, which made it complicated. The brewery was taking up valuable time, of which, the Vendors had in short supply.

Our approach

Because this business had already been on the market, those in the industry had been introduced to the proposition. LINK's suggestion was a targeted and aggressive marketing campaign that included different methods.

Solution

We ran with a “Deadline Sale” to draw the attention of buyers. The marketing worked, and we had a cluster of 12 enquires in the first two weeks and a further 10 in the last week. On the Deadline Sale day, three weeks after the campaign started, we presented an offer to the owners.

Result

An agreement was drawn up and the brewery sold. As a result of round table discussions and mutual flexibility to each other's needs, the purchasers and vendors planned to work together. We all look forward to sampling the results of their hard work!



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