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## Searcys explores options for growth

Searcys, the up-market bar and restaurant operator and caterer, hopes to expand from 16 to 25 sites in the next two years, with a Champagne brasserie concept one vehicle for growth, chief executive Doug Tetley has told *M&C Report*.

Searcys is to work with Champagne brand Besserat de Bellefon as the brand partner for the concept.

Tetley said: "We believe that there's an opportunity to do something that's not fine dining but it's bridging Champagne with food in an accessible brasserie environment. We're talking to a couple of potential partners in terms of a unit to do that in." Units could be [created] either on high streets or by working with a partner on a conversion basis.

Tetley told *M&C Report*: "If we can deliver this then it has got some rollout potential." He highlighted London, Leeds, Manchester and Birmingham as possible locations and felt there could be "half a dozen, maximum".

Another expansion route is providing F&B operations at hotels. In October Searcys will take over running the bar and fine dining restaurant at five-star hotel <u>Montcalm</u> at <u>Marble Arch</u>.

The company has also signed heads of terms to open a destination restaurant, Champagne bar and members club at a hotel off City Road in Shoreditch that's expected to open next March. It will also provide catering for new banqueting facilities.

Tetley said: "We've been looking at places to do interesting restaurants without paying significant premiums and the rents required on high streets."

The third expansion route is to look for partners who run arts and visitor attractions. Searcys is to open a restaurant at the Birmingham's Repertory Theatre in September, featuring 120 covers inside and the same outside. Tetley said he'd like to find more opportunities along these lines.

Asked about overall expansion aims, he said: "We have 16 now. We would ideally like to be 25 in a two-year time period. That's not unachievable."



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