

YELLOWBELLY PIZZERIA LIMITED

CONFIDENTIAL INFORMATION MEMORANDUM

ASKING PRICE £POA

28A Market Place
Brigg
North Lincolnshire
DN20 8LD

Prepared for Prospective Purchasers

Contact:
info@yellowbellypizza.com

CONFIDENTIALITY STATEMENT

This memorandum has been prepared to provide prospective purchasers with information relating to Yellowbelly Pizzeria.

The information contained within this document has been supplied by the owners and is believed to be accurate. Interested parties should undertake their own due diligence before entering into any transaction.

EXECUTIVE SUMMARY

An exceptional opportunity to acquire an award-winning independent pizzeria located in the heart of Brigg, North Lincolnshire.

Yellowbelly Pizzeria is a highly regarded hospitality business built around authentic Italian sourdough pizza, premium imported ingredients and locally sourced Lincolnshire produce.

The business benefits from:

- Award-winning products
- Prime town centre location
- Strong local reputation
- Established customer base
- 5-Star Food Hygiene Rating
- Over 100 five-star reviews
- Significant digital presence
- Established community partnerships
- Proven growth trajectory
- Extensive operational systems
- Turnkey operation

The current owners acquired the business in April 2025 and have increased revenues by more than 200%.

The sale includes all equipment, branding, intellectual property, digital assets, operational systems, supplier relationships and goodwill necessary for a purchaser to continue trading immediately.

INVESTMENT HIGHLIGHTS

- Asking Price: £POA
 - Award-winning independent pizzeria
 - Revenue growth exceeding 200% since April 2025
 - Nil business rates currently payable
 - Three-year tenant break option
 - 5-Star Food Hygiene Rating
 - 16 internal covers
 - 6 external covers
 - Sales split: 55% dine-in / 45% takeaway
 - More than 100 five-star reviews
 - 400+ subscriber email database
 - Experienced multi-skilled workforce
 - Significant growth opportunities
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BUSINESS HISTORY & BRAND STORY

Yellowbelly Pizza began its journey in 2019 when founders George and Sara Kendall took the successful step from operating a converted horsebox pizza business to opening a permanent restaurant in the heart of Brigg.

Founded by the Kendalls, the business developed a loyal following through its commitment to authentic Italian pizza-making techniques and exceptional ingredients.

The popularity of the concept led to the establishment of a permanent restaurant in Brigg town centre.

In April 2025, ownership transferred to Jayne Howell, Mark Howell and Ethan Howell.

Since acquisition, the owners have continued to develop the business whilst preserving its core values and commitment to quality.

The business was subsequently recognised as:

SCUNTHORPE NIGHTS' BEST LOCAL PIZZA IN NORTH LINCOLNSHIRE

This award reflects the quality of the product and reputation built within the local community.

PERFORMANCE SINCE ACQUISITION

The current ownership team has successfully transformed the business.

Revenue has increased by more than 200% since April 2025.

Growth has been achieved through:

- Enhanced local marketing
- Increased community engagement
- Strategic local partnerships
- Improved customer retention
- Enhanced digital presence
- Event-based marketing

Importantly, this growth has been achieved whilst operating significantly below the available licensed trading hours.

This demonstrates both the strength of the business model and the potential for further expansion.

LOCATION & PREMISES

Address:

28A Market Place
Brigg
DN20 8LD

The business occupies a prominent position within Brigg town centre and benefits from excellent visibility and footfall.

Seating Capacity

- 16 Internal Covers
- 6 External Covers

Outdoor Trading Area

The external seating area is fully equipped and enclosed using branded café barriers.

Included:

- 5 branded café barriers
 - Outdoor tables
 - Outdoor chairs
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LEASE INFORMATION

Current Lease Expiry:
Available on Enquiry

Tenant Break Clause:
Available on Enquiry

Monthly Rent:
Available on Enquiry

Business Rates:
Currently qualifies for North Lincolnshire Council Small Business Rates Relief

Current Rates Liability:
Nil

FOOD & DRINK OFFERING

Yellowbelly Pizza specialises in hand-stretched sourdough pizza made using premium ingredients.

The menu combines authentic Italian products with locally sourced Lincolnshire ingredients.

Examples include:

- Lincolnshire Sausage
- Lincolnshire Poacher Cheese
- Imported Italian Cured Meats
- Imported Italian Wines
- Imported Italian Prosecco
- Imported Italian Craft Beer & Cider

The menu also includes:

- Sharing Boards
 - Appetisers
 - Desserts
 - Coffee
 - Soft Drinks
 - Spirits
 - Spritz Drinks
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OPERATIONS

Current Opening Hours

Wednesday:
5pm – 9pm

Thursday:
5pm – 9pm

Friday:
12pm – 9pm

Saturday:
12pm – 9pm

Licensed Hours

Monday–Saturday:
11am – 11pm

Sunday:
11am – 10pm

The current trading schedule utilises only a portion of the permitted operating hours.

CUSTOMER REPUTATION

The business enjoys an excellent reputation.

- Over 100 five-star reviews
- Strong repeat customer base
- Loyal local following

Review distribution:

- Google Reviews: 45%
- Facebook Reviews: 45%
- TripAdvisor: 10%

COMMUNITY PARTNERSHIPS

The Hop Inn Craft Pub

Established customer overflow arrangement allowing customers to enjoy Yellowbelly Pizza at the pub when restaurant seating is unavailable.

Additional benefits include:

- Monthly collaborative events
- Cross promotion
- Customer referrals

White Hart Partnership

The White Hart accommodation venue sleeps up to 40 guests.

Benefits include:

- Regular group orders
- Referral opportunities

Additional Partnerships

- Tropic Skincare
- Community events
- Local business collaborations

Existing partners are aware of the sale and have expressed a desire to continue working with future ownership.

STAFFING

The business currently employs:

Available on Enquiry

The team is multi-skilled and capable of supporting:

- Front of House
- Food Preparation
- Customer Service
- Events

Staff may transfer to a purchaser subject to employment regulations.

STOCK INCLUDED

The sale includes all stock remaining at completion.

Typical stock holding value:

Available on Enquiry

Including:

- Food ingredients
 - Imported Italian food products
 - Imported Italian Wines
 - Imported Italian Prosecco
 - Imported Italian Beer
 - Soft drinks
 - Packaging
 - Consumables
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DIGITAL ASSETS INCLUDED

- Website ownership
 - Administrative access
 - Facebook page
 - Instagram account
 - Google Business Profile
 - Mailchimp account
 - Canva account
 - Booking system
 - SumUp POS setup
 - 400+ Subscribers
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DESIGN & BRAND ASSETS

Included:

Logo Files:

- Primary Logo
- Submark Logo
- Horizontal Logo
- Stacked Logo

Marketing Assets:

- Social media graphics
- Posters
- Leaflets
- Event artwork
- Print files
- Digital campaigns
- Custom-designed digitally-drawn Yellowbelly Pizza graphics (used on merch)

Menus:

- Eat-In Menus
- Takeaway Menus
- Editable artwork files
- Custom-designed hand-drawn special menu artwork

FOOD SAFETY & COMPLIANCE

The business currently maintains a 5-Star Food Hygiene Rating.

The purchaser will receive:

- Food Safety Management System
- HACCP Documentation
- Cleaning Procedures
- Temperature Monitoring Systems
- Compliance Records
- Staff Training Records

The objective is to allow a purchaser to maintain the current 5-star standard from day one.

HANDOVER & TRANSITION SUPPORT

The sellers are committed to ensuring a smooth transition.

Support will include:

- Operational Training
- Supplier Introductions
- Marketing Handover
- System Training
- Event Training
- Community Partner Introductions

Potential also exists for the current chef to remain for an agreed period following completion to ensure continuity and train replacement staff.

REASON FOR SALE

The business is offered for sale due to changing family commitments.

The decision is unrelated to business performance.

The business has experienced significant growth under the current ownership and continues to present substantial future opportunities.

FUTURE GROWTH OPPORTUNITIES

Potential opportunities include:

Available on Enquiry

The business currently operates significantly below its licensed trading capacity, providing a clear route for future growth.

Further information is available to genuinely interested purchasers following initial discussions.

For enquiries:

info@yellowbellypizza.com