

# Bar company makes inroads into £1 million sales venues

Ultimate Leisure, the bar firm, has announced that it has spent nearly £8 million on buying four Bel and the Dragon pub restaurants in Berkshire and Surrey.

Currently, the selection of pubs make a combined profit of £1 million from a total of £4.5 million sales.

The Ultimate Leisure estate now has 40 properties. Mark Jones, chief executive at the firm, said that the new selection of gastro-pubs will be just as popular in the future.

“It’s a good business model which makes £1 million profit,” he stated.

“We see the opportunity to buy further single sites, whether called Bel and the Dragon or whether we keep the existing pub names. We don’t know this business well enough yet to know where we take the brand,” he added.

He said that food-led establishments were the key to success in the present marketplace.

Ultimate Leisure, which is predominantly based in the north-east of England, says that it attempts to develop prime sites and turn them into innovative eateries.

It has over 30 trading sites and says that it is looking into expanding ventures across the country.

