

SOHO
SQUARE

BRASSERIE BARCO



LOCATION

Teddington, UK

DATE OF INVESTMENT

2014

SECTOR

Casual dining

INVESTMENT TYPE

Refinancing and growth capital

Q Can you describe the partnership with Soho Square?

A It was an open and transparent relationship – an absolute partnership in the traditional sense. They were supportive and involved in the business through the good times, but also some really difficult times – particularly Covid. When businesses go well it's easy and everybody has a good time. The measure of a genuine partner is how they react when things are tough. Covid was a prolonged external shock for all hospitality businesses that was largely beyond our control. The key to managing in these situations is to maintain trust by having a completely transparent dialogue.

Q How well did they understand the business?

A Prior to Brasserie Barco, we had partnered with the team at Soho Square on a previous hospitality investment. It's a very nuanced sector and we've always been impressed by their knowledge. It enables

them to ask the right questions and challenge us in a productive way. The team had different experience in the hospitality sector and that real in-depth understanding of the levers of value creation made for a more productive dialogue over the course of the investment.

Q How did they help position the business for sustained growth?

A They had a really rigorous approach to all aspects of the business. For instance, they helped us to understand and use data to inform our decision-making process. In the early days, this was about providing the information they needed as an investor but, as the relationship developed, we worked together to figure out how we could use this data to analyse potential new site locations and ongoing business performance. It takes a real sector expert to identify what to measure and why it is important – this level of rigour positions us well for our next growth phase under new owners.

“ The Soho Square team have been true partners. They trust their management teams to run the business and they get involved where they can really add value, for instance in the multiple refinancings we went through.

Richard Ferrier
Managing Director
Brasserie Bar Co.



“ The rigour and thoughtfulness displayed by the Soho Square team has helped us create systems and processes that have really strengthened the business and will last well beyond their period of investment in the business.

Mark Derry
Executive Chairman
Brasserie Bar Co.

