



# Beer Line Wizard

## Franchise Opportunity

INFORMATION PACK



# Beer Line Wizard Where it all began,

Beer Line Wizard was established in 2016 by hospitality specialist, David Arnold. Back then, David already had an impressive 35 years of valuable industry experience under his belt – managing hotels and bars, as well as running his own inn plus a stock-taking business – all of which gave him extensive understanding of the sector and a unique insight into how it could be improved.



**David Arnold**  
CEO & Founder



**Louis Arnold**  
Head Of Operations

Today, David heads up Beer Line Wizard with the help of Operations Director, Louis Arnold, and a dedicated team of experts. Together they service a wide range of clients including rugby clubs, award-winning bars, restaurants, and luxury hotels, and they support a host of successful franchisees in Edinburgh, Glasgow, and the Scottish Borders.

The figures speak for themselves – by switching to four-weekly beer line cleaning, Beer Line Wizard can save customers an impressive 75% in reduced wastage. Understandably demand is high. So Beer Line Wizard is now proudly expanding and offering a variety of exciting new franchise opportunities in several locations across the UK.

# Benefits of becoming a **BLW** franchisee,

Ever considered starting your own business?

Love the idea of being your own boss and reaping the financial rewards?

The benefits of a Beer Line Wizard franchise are tangible from day one.



## **Track Record of Success**

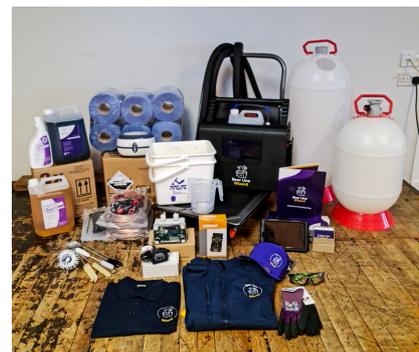
Our tried and tested business approach is a success and we have the results to prove it.

## **Strong Established Brand**

We've spent several years building brand awareness and securing trust in the Beer Line Wizard name.

## **Comprehensive Training Program**

Our in-depth training program will equip you with all the knowledge and skills needed to run the business.



# Benefits of becoming a **BLW** franchisee,

## Ongoing Operational Support

We have staff dedicated to providing ongoing assistance to all franchisees.

## Marketing Assistance

We'll provide you with all the necessary tools and strategies for attracting and retaining customers.

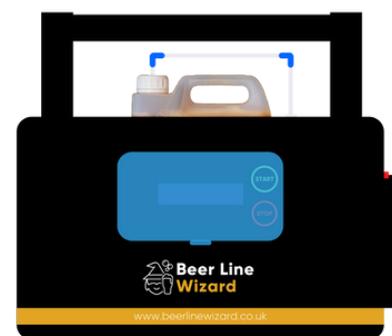


## Purchasing Power

As a franchise, you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

## Risk Avoidance

Follow our lead and avoid the risks associated with starting a brand-new business.



# Business Support.

Our customers choose Beer Line Wizard because they appreciate our personal service and our professionalism. And that's exactly what we offer our franchisees too. We're here for you every step of the way as you launch and build your business. We'll enable you to take a hands-on approach from day one, then we'll gradually step back and empower you take complete control as you grow in experience and confidence.

## Montpeliers Group Edinburgh

☺☺ The Montpeliers group is a collection of award-winning restaurants, bars, and hotels that have each garnered a reputation for their exceptional service. When entrusting a company to manage our beer line cleaning across all venues, it was paramount they understood the importance that we place on the consistency and quality of experience for our discerning customers. Beer Line Wizard enables us to continually deliver on both fronts by ensuring our beer remains in premium condition at all times. The monetary savings we continue to make year after year is of course an extra welcome bonus. ☺☺

**Valuable resources:** You will receive the Beer Line Wizard operations manual which contains all the vital information you will need to run your business. This step-by-step guide is written in a clear, easy-to-understand format so you have all the necessary facts and figures at your fingertips.

**Ongoing research:** Our team are constantly researching the latest products and services and will keep you updated on industry developments.

**A lasting business partnership:** We aim to build a strong two-way working relationship with each and every franchisee.

**Support when you need it:** Our team are contactable by phone or email anytime and are always happy to answer any queries.



## Earnings potential.

What you can earn from Beer Line Wizard Franchise is essentially up to you. Naturally, like much in life, you get out what you put in but you'll be surprised at how the numbers can stack up.

	Year 1	Year 2	Year 3
Gross Income	£89,380	£108,360	£144,480
Total Overheads	£35,302	£42,953	£57,181
Net Profit	£53,978	£65,407	£87,299

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. Prior to entering into the franchise, it is essential that you are comfortable with the investment you intend to make in terms of both time and money.



# Think you've got what it takes?

There's no denying it – running your own business can be hard work. However, there is nothing quite like doing it for yourself, and the rewards of a Beer Line Wizard franchise will be visible from day one.

Each of our successful Beer Line Wizard franchisees share the following attributes:

- Willingness to work hard because there is simply no substitute for hard work.
- Determination to persevere because there will always be times when things don't go according to plan.
- Drive to work for yourself and take proper control of your own destiny.
- Passion to work with others who all share your commitment to the highest standards.

## Does this sound like you?

Contact Roger, our Franchise Director, about the opportunities available in your area now and start planning your future as a successful Beer Line Wizard franchisee.

 [franchise@beerlinewizard.co.uk](mailto:franchise@beerlinewizard.co.uk)

 [www.beerlinewizard.co.uk](http://www.beerlinewizard.co.uk)





## FAQ

### **1. What does the cost of the franchise include?**

Be assured you get the best value for your money! We include our fully-loaded franchise welcome pack worth a massive £10,500, You will also be enrolled in our week-long technical training program worth £1500, 1 Week of on-site support upon launch of your franchise, Area targeted social media marketing upon launch of your franchise, In-depth technical training manuals, and ongoing support to help your franchise reach its possible potential.

### **2. How much working capital do I need?**

We have structured our franchise welcome pack to allow you to get up and running with as little working capital as possible. Our fully loaded welcome pack will get your first 20/30 customers up and operating. From these first 20/30 customers, you should generate between £2000 - £3000 every 4 weeks for your franchise. (Operational cost will apply to the franchisee for wages if applicable and work vehicle costs)

### **3. How long will it take to set up the business from the time we sign the contract to when we open?**

We understand you will be excited to launch your new Beer Line Wizard franchise. With monthly technical training courses, we can get you up and operating within 6 weeks of signing your franchise agreement. Allowing you to enjoy the benefits of your new franchise as soon as possible.

### **4. What training facilities are there and where do you provide them? How long will the training last and what will it include?**

All of our technical training courses are held at our long-term training and testing venue based in Edinburgh. To give you the best in-depth training possible we use a fully Licensed Venue that operates as a live venue daily. This includes in-depth technical training on Cellar Systems, Wizard Unit Installations, Technical on your new BP unit for line cleaning, Alternative cleaning methods so you are prepared for any situation, advanced sales training and techniques, Training on the Beer Line Wizard pricing app, and everything else you need to know to operate your new franchise.

### **5. What levels of gross profit margins should I expect to receive?**

After getting your new customer up and running that is, for example, a venue with 10 taps and takes 2 hours to clean. You would expect to gain a gross profit as follows;  
The customer is charged £120  
BLW charges you £20 for the rental of two Wizard units  
Other costs include Line cleaner £10  
Leaving £90 or 75% GP





## FAQ

### **6. Is the business seasonal?**

No, once you have your new customers up and operating your franchise will benefit from 4-weekly recurring customer billing cycles. This will allow for better potential growth and a stronger foundation for your franchise.

### **7. What opening support staff do I need to provide?**

With zero staff needed to launch a new franchise, the staff becomes optional to the franchisee as your new business grows.

### **8. What advertising and promotional support do you provide?**

Our Beer Line Wizard marketing team has put together a variation of marketing tools for you to benefit from, enjoy the benefits of our BLW website, fully operational social media channels and tailor area-targeted social media ads on Facebook, Instagram, and Whatsapp.

### **9. What point-of-sale and promotional literature do you supply, and what do I have to pay for it?**

Our Beer Line Wizard marketing team has put together a variation of point-of-sale material. We supply every new franchise with branded uniforms, business cards, personal @beerlinewizard.co.uk email, information brochures, Information E-Booklets this will all be included in the initial franchise fee, and reorders are charged at cost price.

### **10. What will be the opening hours of my business?**

With flexible operating hours, we normally see franchisees operating between the hours of 7 am-12 pm. This is something that can be discussed with your new customers to find a time that suits you both. Our franchisees use the time in the afternoon to grow their franchise.

### **11. How soon will I have to spend money on replacing equipment?**

Your Wizard Units and BP Unit are covered under our franchise agreement and will be replaced at no cost to the franchisee under the terms in the agreement.

### **12. What systems do you give for keeping franchisees in touch with you and each other?**

With communication easier than ever we have put together multiple support channels for you to find support for your franchise. With useful designated email channels, video/audio call support, direct messaging, franchise support group.

## FAQ

### **14. Do you provide instructional and operational manuals?**

Our Beer Line Wizard team has put together an in-depth collection of technical manuals and information E-Booklets. We are always evolving and developing our manuals to best suit the needs of our franchisees. It's important to us that we provided all our franchisees with the best resources possible to help your new franchise.

### **15. What would happen if I ran into operational problems, which I was unable to solve. What help would I get?**

Most operational problems can be solved through our technical support channels. On the occasion of an unfixable problem, we will provide the correct support required to overcome the problem.





# Beer Line Wizard

INFORMATION PACK

**EXPERIENCE THE PERFECT PINT,  
THE WAY BREWERS INTENDED IT TO BE!**



**Experience the difference**

# Experience the difference!



## Our Mission.

Great beer deserves respect. That's why we're committed to helping you deliver the freshest tasting pint to your customers, all whilst reducing product wastage and maximising profit. A family-run business with over 40 years of industry experience, Beer Line Wizard's unique process of cleaning and maintaining lines, combined with our state-of-the-art Wizard Unit, guarantees the optimal condition of your beer at all times.



## Taste The Results.

Consistency is key, especially when it comes to a great tasting beer. That's why our unique system guarantees the optimal state of your beer at all times. Our venues and their happy customers have put it to the taste test and the quality of a Beer Line Wizard pint wins out every time.



## Wastage Reduction.

Our advanced Wizard Unit use cutting edge technology to save you up to 75% in product wastage. We can also significantly reduce your water consumption and gas wastage, making us the sustainable choice for businesses. Plus, we can dramatically reduce the time spent cleaning lines.



## Specialists Chemicals.

Following years of extensive research and development, Beer Line Wizard partnered with Chemisphere UK to develop a line of specialist chemicals to complement our advanced Wizard technology. The results are an unrivalled level of cleanliness - essential for a truly fresh-tasting beer.

# Our Advanced Cleaning Machine.

## A fresh tasting beer, every time.

Customers expect consistency. That's why our revolutionary line-cleaning machines guarantee the best clean every time - so your customers can enjoy the freshest tasting beer every time. Our advanced precision technology guarantees the accuracy of our chemical dilution and control of the water flow through your lines.

We also provide detailed reports on volume and duration of each cleaning process completed at your venue. And for extra peace of mind, each of our highly trained techs carry their own individual machines and are continually monitored by a quality assurance team so you can have complete confidence in consistency.



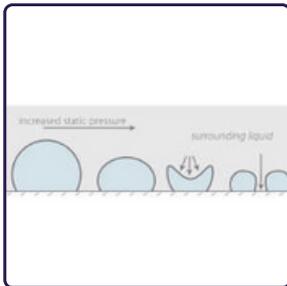
# Meet Our Wizard Tech.



## Wizard Unit.

### THE MAGIC

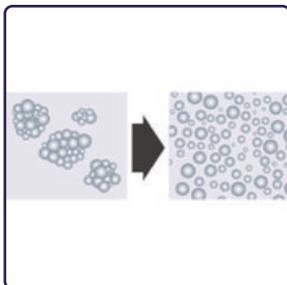
The electromagnetic radio waves emitted from the Wizard unit vary through eight different frequencies, from 1.6kHz up to 6.8kHz. In order to facilitate greater yeast agglomeration action, the frequency is ramped, in discrete frequency shifts, over fixed time periods through the predetermined time period. Normally, each frequency harmonic is initiated by an initial spike of enhanced magnetic strength. These are ramped from a base frequency level, through a predetermined time period, in an eight-phase cycle. This cycle of radio/ultrasound pulses creates the optimum conditions to prevent cell clustering and is the vital element of the Wizard Unit patent.



## Cavitation.

### THE PROCESS

The Wizard system utilizes electromagnetic radiation to stimulate the process of cavitation – the rapid formation and collapse of millions of tiny bubbles, or cavities, which grow during the low-pressure phase and then compress and implode during the high-pressure phase of the sound wave. These implosions create surges of energy or shock waves which in turn stimulates de-agglomeration, (the breaking down of clumps of particles).



## De-agglomeration.

### PREVENTION

De-agglomeration is the process of breaking up or dispersing that which has clustered together. In the BeerMindr application, the entire process of cavitation / de-agglomeration prevents the clumping of yeast particles, therefore preventing them from sticking to the beer lines. Beer quality is therefore maintained, and often enhanced. Beer lines remain cleaner for longer, allowing cleaning frequency to be reduced from weekly to monthly line cleaning.

# Take their word for it not ours.



## Montpeliers Group. EDINBURGH

"The Montpeliers group is a collection of award-winning restaurants, bars, and hotels which have each garnered a reputation for their exceptional service. When entrusting a company to manage our beer line cleaning across all venues, it was paramount they understood the importance that we place on the consistency and quality of experience for our discerning customers. Beer Line Wizard enables us to continually deliver on both fronts by ensuring our beer remains in premium condition at all times. The monetary savings we continue to make year after year are of course an extra welcome bonus."  
- Innes Bolt, Montpeliers (Edinburgh) Ltd



## The Raging Bull. EDINBURGH

"Beer Line Wizard clean our lines at The Raging Bull in Edinburgh and I'd highly recommend them! Beer Line Wizard always goes out of their way for us too whenever we have any other issues. Great service all around!"



## Currie Chieftains. CURRIE

"Currie Chieftains RFC has been using Beer Line Wizard for over three years. Not only are Beer Line Wizard saving us money on wastage, but our quality of draught beer has increased dramatically."



## Peebles Golf Club. PEEBLES

"Excellent service provided! Always on time and a professional job done. Not only does this save our club money on cleaning, wastage, and time, but all of our members also comment on the improved taste of the beers and lagers."

**See our website for more:**

[www.beerlinewizard.co.uk](http://www.beerlinewizard.co.uk)