



WHO WE ARE

The Really Good Bar Company (RGB) is a fully independent bar operator. The company has been building, running and designing bars since 2010 and the Directors, Jess Neame and Chris Corry, have both been in the event bar industry since 2002. During this time we have been an active part of the dramatic growth and development of music festivals around the UK.

As a company we pride ourselves on running professional, well-managed, safe, fun, compliant bars that return the maximum profit back to the festival while ensuring full customer satisfaction with diverse and interesting product selections. We view our bars as an integral part of any event and work hard to make sure that all aspects are covered. The process begins in the planning stages of festival themes, design, structures, décor, product selection and pricing points. This process then continues through to the running of live bars which will always be staffed by experienced, in-house bartenders and managers who take pride in delivering the best bar environments they can. We are often one of the first crews on site and the last to leave, we run a 'leave no trace' policy, making sure that we always leave the site clean and tidy. The job only finishes when the final set of accounts has been delivered, the final bill paid and the event debrief completed.

We have experience running bars at both indoor and outdoor events and specialise in creating diverse bars in spaces that are often sensitive areas of environmental interest, historic green field sites or new locations that are being opened up for music events for the first time.

In the last year these spaces have included the Victorian pleasure gardens at Larmer Tree in the Dorset countryside, Jodrell Bank - a star observatory in Cheshire and warehouse spaces in Wapping, London.

To get a better idea of what we do watch the behind-the-scenes video filmed during the Summer of 2017 – www.vimeo.com/240626468

For more background information on RGB please visit our website www.reallygoodbars.com or find us on facebook www.facebook.com/reallygoodbars

Or contact us directly, Jess 07747 866432 or Chris 07964 063378



HOW WE WORK

Bar build : We have an excellent team of in-house crew to design and build our bars. The team includes carpenters, film set designers, riggers, plant drivers, sound engineers and light technicians who all have the experience needed to work together in often challenging environments to build unique bars. RGB bars will always combine the necessary elements of functionality and creativity to deliver an environment the customers will want to keep coming back to, that our staff can work safely in and that will ultimately deliver the maximum potential revenue back to the event organisers.

Stock selection and supplier partnerships : As an independent operator we can select our suppliers according to the event we are working with. As a group of passionate bar professionals, we make sure we work with the best suppliers around. Over the years we have built up excellent relationships with small breweries, large wholesalers, local producers and large corporate brands. Our bar menus always aim to reflect the tastes and preferences of the customers at a specific event whether this be local ales, craft beers, cocktails or mainstream lagers & ciders. We believe that well priced and considered ranges of good quality products will always encourage customers back to the bar during the course of a weekend. This is key to our overall approach to festival bars and an area that clearly defines us in our field of work.

Sponsorship & brand activations : We happily work beside sponsorship agencies to help develop brand partnerships for an event. This may be a simple partnership such as product listings on the bars or full brand activation. In 2017 we developed product offerings with Heineken, Freedom Brewery, Orchard Pig Cider, Coca Cola & Cotswolds Brewery and managed bar brand activation areas for Fentimans, Hendricks, Blue Moon, Beavertown Brewery & Meantime Brewery. We look for partnerships that fit the demographic of an event and aim to provide a good pairing that works for the brand, the event and, of course, the customers. This is key to our sponsorship approach as we like to see both the brands and customers enjoying the experience as well as increasing revenue streams directly back to the festival.

Staffing : The staff working on RGB bars are employed directly and work for us throughout the year ensuring a trustworthy, loyal and friendly team. An impressive cohort of professional bartenders and creatives they are what give our bars their colour and personality while ensuring that they are always safe and friendly environments for staff and customers alike. All our bar managers hold personal licenses and understand

the RGB ethos which they will make sure is passed on to all staff through on site management and training. All our bartenders, are actual bartenders with direct bar experience. We interview personally all new applicants and check their industry references to make sure that they have the skills necessary to work in green field sites behind busy and often challenging bars. Most of our new staff come from recommendations and introductions from existing members of the RGB team and this helps to develop a tight work ethic and a friendly family who support each other at work.

GREEN CREDENTIALS

We strive, in all areas of our business, to run a sustainable, ethical and environmentally aware operation. We are continually developing new policies and systems as well as looking for better suppliers and products to do the best we can. There are few one-stop solutions and this is an ever-changing area in our industry. When making our choices various factors have to be taken into consideration and thus our policies may have to vary from one event to another.

Some of our recent processes include:

Glastonbury Festival – Metal Cup. A reusable steel cup scheme piloted at the main bars.

Standon Calling – Stack Cup. A reusable cup scheme, where we provided washing up facilities onsite which significantly reduced the numbers of cups needed onsite as they remained in circulation.

End of the Road – High grade recycled cups. Working with the festival to make sure that the cups can be mechanically reclaimed by the waste company to ensure that the plastic goes into the recycling chain not landfill.

Other initiatives include:

- We ensure all staff are fully briefed in recycling systems at every event we work with. Most of our staff believe passionately in supporting these systems and do everything in their power to ensure that colleagues and customers are fully aware of the specific event procedures and implement them thoroughly.
- We have clearly defined recycling areas behind the bars to make collections easy for the event waste company
- When sourcing products we always consider packaging and disposal in the selection process as well as a supplier's environmental credentials as we believe every little decision helps the bigger picture.
- We promote car-share schemes and use of public transport amongst our staff
- We use paper straws at all our events

- We never allow any glass across our outdoor bars
- We adopt a "Leave no Trace" policy to keep bar areas tidy
- We have our own operator's license to run 44t artic trucks. This allows us to keep a close eye on our road miles during the summer and reduces needless transportation.

WHO WE WORK WITH

In the last 12 months we have run all the bars onsite at the following events:

- Funk the Family
- 2000 Trees
- Bluedot Festival
- Standon Calling
- ArcTanGent
- End of the Road
- Field Maneuvers
- The Hydra

In 2017 we also worked with several major events including Glastonbury and Download. At Glastonbury we ran 'The Cornish Arms' and Avalon Wholesale. At Download we provided bar staff and bar managers.

We also provided bar services for Centrepoint at their winter fundraiser, 'Sleep Out'.



STANDON CALLING

RGB were asked to run all the bars at Standon Calling for 2017. Standon Calling is a 4 day music festival 30 minutes north of London with a daily attendance of approximately 10,000. It is one of the original boutique style festivals and has been running for 10 years. It is popular with families during the day but then changes at night to a more youth-orientated event with multiple late night party micro venues.

The bars had been previously delivered via a mix of in-house and external bar operators. One of our main objectives in 2017 was to bring the externally operated bars back in-house so that a higher percentage of profits were retained by the festival. In 2016 these accounted for a third of the bars onsite and were predominantly specialist cocktail bars. This aim was successfully achieved by RGB and we increased the profit return to the festival by approximately 40%, as well as generating a 15% overall bar spend per head across the whole site.

For a relatively small festival there was a fairly high number of bars on site, with a total of 14 bars. The style of service was very varied from large mass serve bars, restaurants with table service, cocktail bars, pop up bars (mid show) and a selection of late night venue bars.

Working with Global & Broadwick Live, RGB also ran stand-alone activation bar areas for Hendricks Gin, Fentimans Mixers & Meantime Brewery. The festival owned the turnover from these bars, so they had increased sponsorship income, increased income from the new branded bars and reduced production costs as these bars were produced by the brands themselves. We also had a live facebook broadcast from the Hendricks Bar streaming online as part of the event promotion.

On the main draught bars we had sponsors from Heineken (Amstel), Orchard Pig Cider & Meantime Pale Ale. Instead of using a standard MDU system, we customised a freepour system, which resulted in a better quality of pint poured to the customer, quick service times and reduced install costs.

RGB added a dedicated Real Ale bar, with rack space for 40 casks, installed our own chilling system to keep the beer at optimum temperature over a summer weekend and ran an extra 44t artice refrigeration unit solely for this bar. We had over 30 local and London ale lines providing a massive variety of drinking options for lovers of real ales.

This tent also had a selection of craft beers from Meantime Brewery.

The bars were all cashless. RGB used the Playpass RFID cashless system for the duration of the weekend. This worked exceptionally well, making for easy customer transactions and reducing the cash security requirements with customers option to an auto top up system.

We also used the Stack Cup reusable cup system. To keep up with Heineken's standards for perfect pints, we transported a 44t artice truck washing system from Sweden to manage the washing of all the cups onsite. This was the first time this vehicle had come to the UK with Stack Cup. This kept the pints in tip top condition as all cups were professionally cleaned to the highest of standards.

These combinations of factors made this bar setup truly innovative on the UK event circuit in 2017 while giving great drinks selections & choice back to the customer and increasing spend per head and profit back to the festival.

2017 - 5 star review - <http://www.independent.co.uk/arts-entertainment/music/reviews/standon-calling-festival-review-fun-for-the-whole-family-a7870686.html>

"Bars are an integral part of everyone's festival and Really Good Bars understand that. Their staff are great and friendly and that's so important for our guests. RGB achieve a well-crafted balance between great looking bars that our guests want to spend time in and bars that work practically, keeping queues to a minimum. They make it look effortless but boy do they work hard behind the scenes." - Standon Calling

STANDON CALLING



STANDON CALLING



END OF THE ROAD

RGB has run and built all the bars at End of the Road Festival since 2010.

All the bars at End of the Road offer something unique and we have been in the privileged position to develop the bars as the festival has grown in capacity over the years. The bars are named around animals that are part of the overall festival theme. In 2017, the main bars were 'The Black Crow' a mass serve bar beside the main stage; 'The Peacock' provides a wider range of drinks needed to go with the diverse range of food; A 1970s airstream for handmade cocktails in the Garden; 'The Bear Tavern' is a local real ale tent; 'The Badger Bar' has draught and cocktails in giant Tipis that provide late night revelry and then there's the late night Disco stuck down in the woods. The 'Elephant in the Woods' has a large 360 degree bar under a tree, with a 10m wooden 1940s boat suspended above. We also added a new bar for the cinema area in 2017 and ran brand activation areas for Hendricks Gin and Beavertown Brewery.

In 2016 we developed the real ale offering by brewing an End of the Road vegan beer due to increased demand for vegan friendly products. This was available on all the bars served straight from the cask. All the real ale we serve is locally sourced and this accounts for over 70% of the draught sold at the event. Our ales are all sediment ales and so extra care and attention is needed to make sure that they have been opened with enough time to ready for the customers at peak condition. In 2014 we stopped buying ale from larger national brands and now all the ale comes from a 30 mile radius. With help from the local brewers and CAMRA we have further expanded the offering and run daily 'meet the brewer' sessions for the customers.

We started working with Beavertown Brewery in 2014 when they first introduced craft beer in cans. This worked very well for us as it allowed us to have craft beers at small satellite bars where an install would have been too expensive or difficult to implement. At the time the can was a massive innovation in the marketing of craft beer as previously these types of beers had only been available in glass bottles like ale. In 2016 and 2017 we produced the Beavertown bar, a brand activation area that has proved to be the perfect match for End of the Road. Beavertown is a fun, creative, discerning brand that produces vegan friendly, unfiltered, unpasteurised, natural beer. They were one of the first craft breweries in the UK and pretty much defined the marketing, psychedelic packaging and beer experimentation in the current craft beer scene. In 2016 we launched a new core IPA for them called 'The Lupuloid'.

It was a great opportunity to build an install and bar specially for a wide craft beer selection, we ran the install using air compressors and Key Kegs. We set up 10 lines including classic pale ales, smoked porters, stouts, sours and a selection of experimentals and then combined it with our DJs playing 1950s rockabilly, jive and disco as a late night destination venue bar area until 4am.

"We love working with Really Good Bar Co. We've collaborated with them on a few occasions and they have made each one special, bringing stack loads of professionalism, drive and a never say die attitude that makes everything possible – like our bar at End of the Road festival this year which exceeds all expectation. That coupled with just what bloody great people they are means they are a dream to partner with." Beavertown Brewery

"Comes close to stealing Glastonbury's crown" The Independent 2016

"The Really Good Bar Company really understands the End of the Road Festival and what it stands for. They provide amazing looking bars and deliver a mix of products that not only worked for the audience, but work for us the festival organisers. On a production level - they are really hassle free allowing us to concentrate on running the festival." - End of the Road Festival

END OF THE ROAD



END OF THE ROAD



END OF THE ROAD



GLASTONBURY

RGB were asked to run The Cornish Arms in 2013 and have been running and developing the bar ever since. The Cornish Arms is a destination style bar beside the Leftfield stage in the centre of Glastonbury festival. In 2017 it was voted in the top ten bars onsite by Somerset Live, it has appeared in multiple festival reviews and in 2016 BBC breakfast ran their morning reporter live from the front to millions of people around the country. It has become an established meeting point for thousands of Glastonbury attendees each year and is well known for the quality of bar service, fine ales and rum cocktails.

The bar was originally run by St Austell Brewery, but after a particularly wet year the brewery decided to focus their marketing objectives elsewhere. The bar was also originally part of an initiative by Michael Eavis to build closer ties with regions close to the festival site – in this case, Cornwall. When RGB started running the bar we decided to keep the name and connection with the St Austell Brewery and have continued to stock their popular real ales, including Proper Job and Cornish Best. All the real ale is sediment ale so settling times are very important; to keep the beer in perfect condition and constantly flowing for the 7 days the bar is open.

We are expected to deliver a profitable bar that fulfils the festival's expectations in terms of customer satisfaction, innovation and very high environmental and health and hygiene standards. The Cornish Arms has been specifically commended by the festival and Mendip Council for our successful efforts in these areas in what is traditionally a very difficult part of site in wet weather.

"I do not routinely provide updates on observations of bars but do so when it is appropriate. The feedback from my team on your compliance with the alcohol licensing regime performance was very positive indeed. This is praise indeed as the bar for the bars is set very high and the vast majority exceed it comfortably. You are to be congratulated and this is an especially gratifying letter to be writing as I know you made a tremendous effort and impressed Mendip with your gold star hygiene arrangements. Can I add my personal thanks for making the festival such a great place to be and my job easy" - Glastonbury Festival

As expected with an event like Glastonbury, creative innovation is an important part of the customer experience. Using theatre style flats and a sturdy scaffolding structure

we have added a large wooden front to cover the clearspan marquee. The structure is 20m long and 8m high and is carefully risk assessed and mounted to ensure a safe environment. RGB bring our in-house artist to create a striking design on the outside playing on Cornish folklore themes while our DJs play vinyl sets inside. In 2017 we were one of the bars asked to take part in the re-usable metal cup scheme. All this helps makes the Cornish Arms stand out as one of the best bars at Glastonbury every year.

While running the Cornish Arms we also run Avalon Wholesale. We have been managing the sale and distribution of all the soft drinks onsite directly for the festival since 2011. This is a huge distribution job as we service over 500 outlets at the biggest festival in Europe over very varied ground conditions. Deliveries all have to be done before 10am as the site gets too busy to move vehicles after this and we run a shop in the wholesale market for customer collections and next day deliveries.

"Massive thanks to all of the team at Avalon Wholesale for their heroic efforts in ensuring everyone got their soft drinks delivery on time and in full at Glastonbury 2016. The conditions were incredibly challenging, but the determination to do a great job in knee deep mud in the middle of the night shown by your team was amazing. The team at Coca-Cola are truly grateful for all of your efforts" - Coca Cola

GLASTONBURY



GLASTONBURY



GLASTONBURY



THE HYDRA

In the winter of 2016 RGB worked with The Hydra one of London's leading underground promoters. RGB ran the bars, the cloakroom and provided an event cashier service. The fast roll in & out setup times in popup venues from warehouses to private islands needed special considerations. This is then combined with fast service bars and all night parties that finish at 10am with DJs like Jeff Mills, Theo Parrish, Ame, Floating Points & Bonobo.

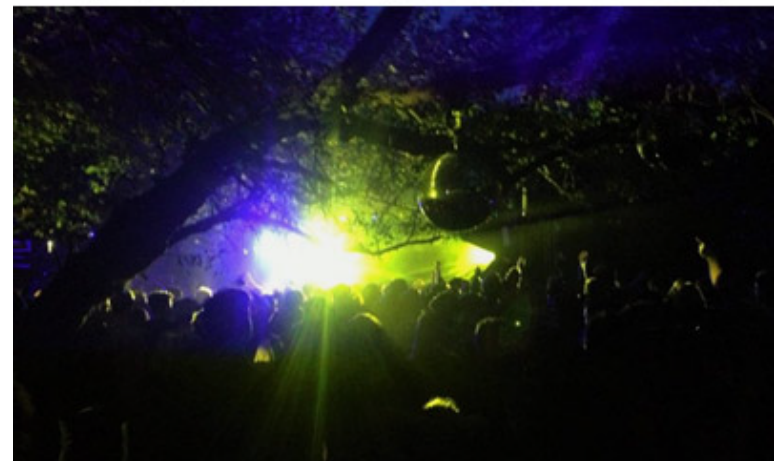
RGB work with a fantastic team that makes this achievable but also keeps us pushing at the boundaries of the event world. During the 2016 season we worked with the Hydra on collaborations with Fabric as part of the #savefabric campaign, Innervisions, Blueprints 20th anniversary, Ninja Tunes, LWE, Dimensions Festival and Eastern Electrics.

Hearing the best musicians, on the best sound systems, in safe environments and with drinks served well is what makes our job very worthwhile.

Watch the behind the scenes video www.vimeo.com/184992246

"Fucking Impressive" - The Hydra

"I wanted to recommend Chris and Jess to you as they have done such a fantastic job for us. We threw them in at the deep end with Blueprint and they nailed it so its been a smooth season with their help. Finance wise they have helped us bring down all of our running costs. We've sourced all of our stock on SOR which Chris & Jess have managed, meaning our lowest stock cost compared to the last 5 years. Reporting, transfer of funds is always prompt. You'll be familiar with the experiences we had with other bar companies and the high standards set in the past. Chris and Jess have out performed them all and on competitive rates so we wanted to recommend their services to you" - The Hydra



THE HYDRA

