



Read Ale and Wines
116 Whalley Road
Read
Clitheroe
BB12 7NX

It is just over a year since we opened Read Ale and Wines. The original concept was to offer an off license to the village, selling good quality wines and ales from the many microbreweries not normally found in normal off licenses. Plus, somewhere for drinkers to go who didn't like the traditional public house. This has proven very popular with the villagers. Unfortunately, the amount of people wanting to drink at the premises, meant that many people came but couldn't get in. This eventually stopped people trying and has been detrimental to the business. Despite this we were nominated and won the award for the Best New Business in the Ribble Valley 2016.

We have not received any complaints or had any issues with crime, noise or anti-social behavior since we opened.

The opening of a new Thoroughgoods off license in the village, selling alcohol as a loss leader has meant a large drop in our off sales.

With this in mind, we have taken a change in direction to concentrate on the growing interest in craft Gin. Currently selling over 100 gins on site and hoping to match this for off sales.

This again has proven very popular and has seen an increase in people using the onsite facilities, and again, people not being able to get in.

To overcome this, we are seeking to change the old bakery part of the building into a seating area. Which will allow us to seat an extra approximately 20-30 people at weekends and give us a separate room for gin tasting evenings in midweek. We have discussed this with many of the people in the village and our customers and their overwhelming response is that this would be good for the village and would be something that they would use.

Regards

Chris Bird. Owner Read Ale and Wines