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## WELCOME TO THE BEDFORD BAR

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Hi and Welcome to The Bedford Bar!

The Bedford Bar is Cairns' original premium bar service for weddings and events. Launching in 2015 for our own wedding, when we just couldn't find a service to suit our needs, we quickly realised that the lifestyle the mobile bar business gave us was second to none.

We are grateful to have attended hundreds of events over the years. Classy soiree's, wild weddings and everything in between but one thing has been constant- The Bedford Bar is always centre stage. There is someone at every event (literally every event) who has a Bedford story- an uncle who learnt to drive in one, a friend who grew up with one on the farm or someone's Dad who drove one to work in some tiny town somewhere. Bedford's are Aussie Icons, they represent a whole chunk of Australian history and that is why what we do is so unique and so special.

So settle down with a glass of Sav (or Rum-you do you...) and find out how The Bedford Bar can help you create your own life- first business in your very own vintage Bedford.

*Cheers!*

*Sophie*



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## OUR MISSION

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To provide the most operationally superior, aesthetically unique mobile bars in Australia with a support system to help you thrive.



# FACTS



The Bedford Bar launches in 2015 at our own wedding. First event booked under 48 hours later (yup, we hadn't even fought off the hangover yet...)

1000's of Corporate guests served at events for Telstra, Optus, Shaver Shop, BP Financial and so many others.

150+ Weddings held in 4 years

Average Wedding spend in 2023 is \$54,295 (One Fine Day)

Average client spend per event \$3000+

Easy Weddings predicts 170,000 weddings to be held in Australia in 2023

Average hours worked during the off season- 8 hours per week.



# HOW DOES AN EVENT WITH THE BEDFORD BAR WORK?

While we enjoy completed events of all shapes and sizes, the wedding industry is by far our biggest market and we love it that way!

There is something unbelievably special about bringing the party on one of your clients biggest life occasions, staying through the whole event and seeing the first dance, speeches tears and those last goodbyes,

Our mission is to make providing exceptional drinks service easy and hassle-free and ensuring those good times roll! For us, this means taking the hard parts out of our clients hands, knowing that we will take care of it and leaving them to enjoy their day (preferably with a full glass in hand of course).

We are a BYO bar, which means we don't provide or sell any alcohol. This means that as a service only package we don't require licensing only RSA's to pour the drinks at private events. We do provide the cups, ice, bartending equipment, bartenders and garnishes.

Our clients usually book in their events around 6-12 months ahead of the big day, but it can be before that or even more last minute. This means that we almost always know well in advance how busy we will be.

In the weeks prior to the event we confirm guest count, hours of service, menu, delivery times and also confirm that the drinks will be pre-chilled for our arrival. Package Add Ons such as pre-chilling services and package upgrades are popular in the months before the day.

That leaves us to arrive at the venue around 2 hours prior to the start of service, unpack our equipment, hook up those kegs and when the guests arrive (at the pre-arranged time) we start pouring those drinks! A team of bartenders work alongside a Manager to complete the event to the specifications, clearing up as they go and closing the bar at the end of the night. We always aim to clean and close up in 1 hour, leaving everything perfectly ready to go for the next event.





# COSTS

One off- \$109K (including GST)

Our 1950's and 1960's trucks are absolute Aussie Icons. Not only does your investment get you an incredible business, support to help you thrive and a real work-life balance you'll also get a one of a kind Vintage Bedford, lovingly restored by our expert team at our HQ in FNQ. And with the vintage vehicle market booming, they only increase in value.

Our support inclusions are unparalleled. We're not just setting you up with a bar and you're on your way. We provide marketing at a brand level across a huge range of platforms, ongoing operational support and of course you won't be paying for the referrals we'll send your way.

Yearly Franchise Fees:

\$750 a month

Unlimited Support for your first year of business and additional options after that year is up.

A 25% deposit confirms your territory and starts the design process.



# INCLUSIONS

Of course it goes without saying that the main thing on the inclusions list, is your hand-built, totally unique converted Bedford. Every Bedford Bar comes complete with two functional side opening doors- one service side and one operational side. Everything required to run the event will fit inside, including serving table, ice, bar tools, barware, glasses and keg beer equipment.

Service Bar- with a built in sink and insulated ice well, getting those drinks out fast will be easy! Atmospheric lighting not only lights up those dark evenings but keeps with the vintage style. With the option to add in a glasswashing machine or additional front bar fridge, you can make your bar your own. We even include basic glassware to get you started. Keg Beer refrigeration comes included along with a fitted 3 tap font to keep those beers cold!

Car Carrier Trailer- Our old gals were built to be reliable and they still are! But at going on 70 years, they deserve the easy road with delivery by car trailer. This also makes delivering these beauties a one person job- sweet. Oh and no expensive commercial rego to pay on them either!

Support- when we say unmatched support, we mean it. This isn't just one training day and then you're on your own. You have the option to work an event alongside our Cairns based team in addition to optional training at The Bedford Bar HQ. Prefer distance based? We do that too. We have an extensive background of training and coaching in the mobile bar industry, with our Business in a Box model, our handbooks guide you through every query and keep it simple with us in your back pocket as well, answering any questions, any time.

Marketing- Not only will you receive referral bookings through our main office (for free, you don't pay for those bad boys), we offer brand level marketing throughout Australia with ongoing paid advertising, content features and of course, on point socials. An image gallery will get you started on your own socials.







# BUT WHY THE BEDFORD BAR?

So you're obviously interested in starting your own business. That's probably how you found your way here. Maybe you have an interest in the wedding industry or a history in hospo and think that owning a mobile bar seems both easy and fun (it is!). Here are a couple of reasons why owning a Bedford Bar isn't just the same as any other mobile bar.

1) Our Vintage Vehicles are **completely unique**. We don't just churn them out, all looking the same. First we trawl Australia, looking for the best vintage Bedfords around. Then the hard work starts! **Hand built** in our HQ by our small family team, each of these beauties is different and unique but with a few key features which make them absolutely distinguishable as part of The Bedford Bar brand. And of course, they're all Aussie Icons too, pieces of Australian history.

2) **Operationally Superior**. Incredible functionality is at the heart of what we do. Our bars are designed to work with your team and provide an environment that caters for both volume and speed, so servicing those big weddings won't be a problem. They don't just look pretty, they work hard too. And there won't be any warm beer in plastic cups either...

3) **Unmatched Support**. Unlimited support in your first year of business will not only help to get you off the ground but thriving, filling your calendar and experiencing the freedom that comes with working for yourself. The Bedford Bar is a family business, and we'll have your back all the way. And if you want more after a year? No worries.

4) **Proven Model**. We could've franchised many years ago, but we didn't. We have worked in some capacity at every event and in every position in the business for 8 years, we know it inside and out. Our Business in a Box model collates all this info, in the one place, just for you. And if you can't find an answer, we're just a phone call away. 8 years in business has proven our highly successful model, and you can be the next success story.

5) **Freedom**. There is nothing like the freedom of working for yourself, trading that 9-5 for flexibility. If you're looking for a life-first business that is a little bit different, you've just found it!





## ADD ONS

We believe you should have the choice to create your ideal mobile bar just the way you want. So we have created these add ons (and yes they come with full information guides!) to help you design your dream.

-Front Service Fridge- Extra quiet, glass front fridge including installation on your front bar.  
\$2095 Inc GST

-Deluxe Glassware Package- includes a wide range of deluxe glassware along with an XG Washtech Glasswashing machine and storage boxes.  
\$5250 Inc GST

# FAQ'S

## **Why BYO?**

We love to make holding events easy and cheaper for our clients- and BYO is the way to do this. Not only do they get to provide exactly what they want for their guests but they can purchase it at their own convenience too.

## **Do I need an alcohol license?**

As a service business only (not actually selling any alcohol!) you do not need a license. Can you get one anyway? Yes! While there are obviously stipulations, this is possible.

## **Can you Side Hustle?**

We side hustled our mobile bar for years before going full time. Mobile bars make excellent side hustles as the work is mostly weekend work and there is little cost associated with the business unless you are at events.

## **Do you need experience in hospo?**

Absolutely not! It does help if you like meeting people and are quite a social person, all bartending skills can be taught.

## **How many hours a week will I work?**

We are a seasonal business so this fluctuates hugely through the year. During the busy season, 24-30 hours a week would be likely, during the off season you can scale right back.

## **What are the support inclusions?**

1 year of unlimited support with our HQ team here in Cairns, with 1:1 coaching to answer all your questions. Ongoing voice message support, our Business in a Box package, the option to work events with the key team in HQ and if you need more after a year- we got you boo.

## **Where will I get bookings from?**

We will send potential clients and referrals your way from our national website (yup, **for free!**) A group marketing fee is included in your franchise fees which includes directory listings, a content gallery and ongoing paid ads country wide. (Pssst, this is also where our unmatched support package comes into it's own!)

## **What % fee will I pay on booking referrals?**

Absolutely 0%. We send these your way for free because we want you to succeed!

## **Whats the earning potential?**

Depends how much you want to work! We have a minimum hire charge for any event of \$1500 but an average event will bring in around \$3-\$3.5K and more! There are 52 Saturdays in the year...I'll leave the rest of the maths to you.

## **What locations are available?**

We are open to a variety of different locations! The Bedford Bar works well in locations where there are a lot of weddings but could work anywhere- get in touch to discuss your situation!

## **What do I need to provide?**

You will need your own vehicle suitable to tow a car carrier trailer. You must also set yourself up with an ABN and vehicle and public liability insurance.

## **I don't have that kind of cash- can you help me secure finance?**

Yup, we have a go to finance gal who's all over this \*ahem\* stuff. Options do depend on your own circumstances though obviously.

An outdoor event, possibly a festival or market, featuring a bar with a canopy and string lights. People are gathered around the bar and sitting at tables. The background shows a large field of tall grasses and a mountain range under a clear sky.

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## STARTING A BUSINESS

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While there are some things we are experts at (Espresso Martini anyone?), we definitely advise consulting the real experts on the ins and outs of starting a business. But here are some good places to start for those who are interested:

ASIC- <https://asic.gov.au/for-business/small-business/starting-a-small-business/>

ATO- <https://www.ato.gov.au/Business/Starting-your-own-business/>

ACCC- <https://www.accc.gov.au/business/industry-codes/franchising-code-of-conduct>

We also recommend speaking to your lawyer and accountant before starting a business.

An outdoor evening event featuring string lights, a bar truck with a 'BAR' sign, and people dining at tables. The scene is set against a backdrop of dark hills under a twilight sky.

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INTERESTED?

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We are always happy to discuss options please get in touch at [sophie@thebedfordbarcompany.com.au](mailto:sophie@thebedfordbarcompany.com.au), slide on into our DM's or give us a good ole' call on 0400 103 603.

*Cheers!*

*Sophie*