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Cafe De Ville - Thriving Daytime Cafe Transitioning into a Bustling Evening Wood-fired Pizzeria for Sale

143 Frimley Rd, Camberley GU15 2PS Surrey

Asking Price: £75,000

Reference: CFR-011 | Business Memorandum

Asking Price: Offers in the region of £75,000.

Business Location: 143 Frimley Rd, Camberley GU15 2PS Surrey

Turnover circa: £252,000

Operating Profit circa: £123,000.

Prime Leasehold Café/Restaurant for Sale in Camberley Surrey GU15 2PS

Key Highlights:

- Dual Concept Business: Thriving daytime café transitioning into a bustling evening wood-fired pizzeria.
- Prime Location: Strategically positioned in a prosperous Surrey location, ensuring consistent custom.
- Locally Sourced Excellence: Proudly partnering with an independent, family-run butchers committed to the highest quality meats, guaranteeing superior taste and freshness.
- Unique Offerings: Special blend coffee, authentic wood-fired pizzas with in-house dough, "make your own" pizzas for children, and phenomenal fresh dishes from Cornwall.
- Proven Success: Consistent revenue, strong customer following, and excellent reputation.
- Growth Potential: Opportunities to expand hours, enhance marketing, and further develop the strong local trade.

Executive Summary

We are delighted to present a rare opportunity to acquire a well-established and highly popular Café and Wood-Fired Pizzeria, ideally situated in picturesque Surrey.

This beautiful, designed premises in a sought-after location boasts a large and loyal customer base, benefiting from both steady daytime footfall and vibrant evening trade.

This truly is a turnkey operation, offering a new owner a seamless transition into a profitable business with all fixtures and fittings included. The business consistently generates strong revenue, driven by its reputation for high-quality, locally sourced ingredients, a welcoming atmosphere, and friendly service accessible to all.

This is an ideal acquisition for an individual or family passionate about hospitality, looking for a fully operational business with an established presence and significant community goodwill.

1. Business Overview

This is more than just a café or a restaurant; it's a community hub built on a foundation of quality, warmth, and culinary passion. Having previously worked in the hospitality sector, the current owners have poured their expertise into creating this successful venture, which has never been offered for sale.

By day, the premises operates as a vibrant coffee shop, serving a delightful array of freshly made sandwiches, toasted ciabattas, delicious omelettes, and daily specials from its inviting deli counter.

The special blend coffee, uniquely crafted for the Café, is a particular highlight, renowned for its unmatched flavour and contributing significantly to the strong morning and lunchtime trade.

As evening descends, the space transforms into a bustling Wood-Fired Pizzeria. Pizzas are freshly

prepared using in-house dough and cooked to perfection in a traditional wood-fired oven, imparting a unique taste and flavour.

The commitment to quality extends to all toppings, ensuring a premium pizza experience. Innovative offerings like "make your own" pizzas for children add a fun, family-friendly element, while a selection of starters, mains, pasta dishes, and "dirty fries" provide diverse dining options.

The establishment also boasts a lovely outdoor dining area, perfect for customers to enjoy their meals with a refreshing glass of wine or a cold beer, enhancing the overall dining experience. Convenience is further offered through collection via WhatsApp and Deliveroo, with direct delivery available for larger parties.

2. Unrivalled Quality & Local Sourcing

A cornerstone of this business's sterling reputation is its unwavering commitment to premium ingredient quality and local sourcing. They take immense pride in the partnership with an independent, family-run butchers who are dedicated to providing only the highest quality meat. This ensures that every meat-based dish served to our customers is of an unparalleled standard, reflecting our ethos of excellence.

This strategic partnership guarantees:

- Superior Taste: Fresher, higher-quality meats translate directly into more flavorful dishes.
- Consistent Quality: Reliability in supply means customers can expect the same outstanding taste every time.
- Local Support: Contributing to the local economy and fostering strong community ties.
- Traceability: Customers appreciate knowing the provenance of their food.

In addition, our commitment to fresh, regional produce is exemplified by our Cornish fish supplier, ensuring the freshest seafood reaches our kitchen daily for our wood-fired oven fish specials.

3. Competitive Advantages

The business stands out in the market due to several key factors that contribute to its consistent success and excellent reputation:

1. Exceptional Food Quality: A relentless focus on fresh, high-quality ingredients, notably through partnerships with local butchers and Cornish fish suppliers, elevates the dining experience.
2. Welcoming Environment: The beautifully designed premises and warm atmosphere create an inviting space that encourages repeat visits.
3. Friendly and Attentive Staff: Customers are treated like family, fostering a sense of belonging and ensuring outstanding customer service.
4. Accessible Pricing: Offering high-quality food at prices accessible to all ensures a broad customer appeal and strong volume.
5. Strategic Location & Dual Trade: Situated in Surrey, the business captures significant daytime footfall, while its evening transformation into a pizzeria attracts a robust dinner crowd.

The business enjoys an "Excellent" reputation, evidenced by a large base of regular customers who return for their favourite breakfast, coffee, or evening meal.

4. Operations & Technology

The business operates efficiently with clearly defined hours:

- Daytime Café: Monday - Friday: 8:30 am – 2:30 pm, Saturday: 9:00 am – 2:30 pm
- Evening Pizzeria: Thursday - Saturday: 5:00 pm – 10:00 pm

This structured approach allows for optimised staffing and resource allocation across two distinct trading periods.

The operational side is smooth, with staff roles clearly defined for customer service, hot/cold drink preparation, sweet preparation, and overall customer care. The owners manage core operations and will ensure a comprehensive handover.

Technology utilized includes:

- Social Media Presence: Active advertising on Facebook and Instagram.
- Website: An established online presence to showcase menus and services.
- WhatsApp Ordering: For convenient collection services.
- Deliveroo Partnership: Expanding reach for home delivery.

The business is not dependent on any single supplier, ensuring operational resilience and flexibility in sourcing.

5. Premises Information

The business operates from a well-maintained leasehold property in Surrey.

- Term Remaining: 5 years
- Rent Reviews: Every 5 years
- Annual Rent: £11,000 (£916.67 per month)
- Rates: No rates payable
- Security: Comprehensive security measures including CCTV and an alarm system.
- Services: Gas, Electricity, Water Main, Sewerage, and Broadband are all in place, with utilities costing approximately £700 per month.

The property provides a suitable and efficient space for both café and restaurant operations.

6. Employees & Transition

The business benefits from a dedicated and efficient team:

- Full-Time Staff: 2
- Part-Time Staff: 1 (responsible for customer service, hot/cold drink, and sweet preparation)

All employees have formal employment terms and conditions, ensuring a professional and compliant work environment. The owner is selling due to a desire to move to another country but is committed to a smooth and comprehensive handover.

The new owner will not require specific technical knowledge of the business operations, as the current owners will provide full training and support for approximately one month to ensure familiarity. Key employees are expected to remain post-sale, providing crucial continuity. The current owner will also agree to a non-compete clause to protect the business's future success.

Conclusion

This is an outstanding opportunity to acquire a highly successful and well-regarded leasehold café and wood-fired pizzeria in a sought-after Surrey location. Its dual concept, commitment to locally sourced, high-quality produce, and loyal customer base provide a strong foundation for continued profitability. With a proven track record, streamlined operations, and the owners' commitment to a seamless transition, this business offers a new proprietor the chance to step into a fully operational and cherished establishment with immediate earning potential and ample scope for further growth.

All viewings by appointment only.

Next Step - you will need to fully complete our Confidentiality Agreement Form.





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Next Steps & Contact

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