



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



## **Retailer of Craft Beer, Wines & Spirits - An Award-Winning Local Independent Business**

Newbury, Berkshire

**Asking Price: £80,000**

Reference: RB06-ABS | Business Memorandum

**Asking Price:** The asking price of £80,000 is fully inclusive of all stock, fixtures, fittings, goodwill, website, and all other business assets, offering a seamless and ready-to-operate opportunity for the successful buyer.

**Turnover:** £400,000 per annum

**Website:** [innathome.co.uk](http://innathome.co.uk)

**Established:** 2015

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## Business Highlights

- Award-Winning Reputation:
  - Twice named “Best Beer Shop in the South of England”.
  - Recognized as “Best Local Wine Shop” and “Newbury's Best Independent”.
- Exceptional Customer Service:
  - A commitment to quality control and customer satisfaction, delivering a consistently positive shopping experience.
- Extensive Product Range:
  - An unparalleled selection of craft beers, wines, and spirits, making it a standout retailer in the South of England.
- Strong Online Presence:
  - A robust website and active social media channels with over 7,500 followers, driving both in-store and online sales.
- Growth Potential:

An established brand with significant untapped potential in online marketing, nationwide expansion, and event-based revenue streams

## Business Description

Founded in 2015, Inn at Home Limited is a highly regarded retailer of craft beer, fine wines, and premium spirits. Known for its expertly curated product range and knowledgeable staff, the business has become a trusted name among its loyal customers.

The store offers a welcoming and unique shopping experience, hosting popular ticketed events that further strengthen customer engagement. With a solid reputation and a growing craft beverage market, Inn at Home represents a prime acquisition opportunity for an enthusiastic buyer.

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## Clientele

Inn at Home serves a discerning clientele aged 25–50 who value high-quality products and personalized service. The business thrives during the holiday season due to its focus on gift purchases, positioning it as a go-to destination year-round.

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## Competitive Advantages

1. Unmatched Product Selection:
2. A wide range of premium craft beers, fine wines, spirits, cider, mead, vegan, soft drinks. gift sets and

snacks all under one roof.

3. Passionate, Knowledgeable Team:
  4. Staff training ensures exceptional service and in-depth product expertise.
  5. Inviting In-Store Experience:
  6. A warm, welcoming atmosphere sets it apart from competitors.
  7. Established Brand Reputation:
  8. Strong customer loyalty and excellent reviews (4.7 stars on Google with 179 reviews).
  9. Event-Driven Engagement:
  10. Regular ticketed events that drive customer interaction and revenue.
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### **Opportunities for Growth**

- Online Sales Expansion:
    - Further development of e-commerce capabilities and digital marketing strategies.
  - Franchise Potential:
    - Opportunity to replicate the successful model across other locations.
  - Event Program Development:
    - Enhanced ticketed events to increase footfall and customer retention.
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### **Property Information**

- Status: Leasehold a new 5-year lease will be granted to the successful purchaser with 18-month break clauses, if required.
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### **Reason for Sale**

The owner is seeking retirement after successfully running the business for nearly a decade. They are committed to ensuring a seamless transition for the buyer and the continued success of Inn at Home.

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### **Next Steps**

For further information on this exceptional opportunity, please contact Abercorn Business Sales:

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## Next Steps & Contact

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