

'SMOKE & PEPPER

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Property &
Landlord Pack

A BRITISH BRAND. A GLOBAL FUTURE.

The Story

From a family kitchen to a growing
British restaurant brand



British Ingredients



A Growing Brand



Proven Growth



Long Term Relationships

The Concept

Social Casual Dining
Great Food. Great Spaces



Dine in



Takeaway



Delivery

UK restaurants generate £79.3 billion in annual revenue. Consumers eat out 2.3 times per week on average and spend £24.50 per visit. The sector employs 2.7 million people while adapting to delivery demands and technology adoption.

www.worldmetrics.org/uk

The Food

Food people come back for

British grass-fed Angus beef, flame-grilled chicken, smoked meats, loaded fries, house flavours, shakes and desserts.

Come with friends, bring the family or simply grab a bite on your own. Celebrate something special or come because you're hungry.

Dress it up or keep it casual.

Good food feeds more than an appetite. It brings people together, lifts the mood and creates memories.

Every visit, every plate and every taste adds to the experience, and that experience creates lasting value for the places we call home.

Four formats. One strong brand.

We consider each opportunity individually and can adapt our format, layout and specification where the location warrants it.

Flagship

2,000 sq ft plus
Destination locations.



Neighbourhood

1,200–1,400 sq ft
Local centres and strong catchments.



Medium

1,500–2,000 sq ft
Shopping, leisure and prime high streets.



Kiosk

600–700 sf.
Compact and high-footfall locations.



Why Smoke & Pepper

A place people want to visit



A welcoming place for everyone



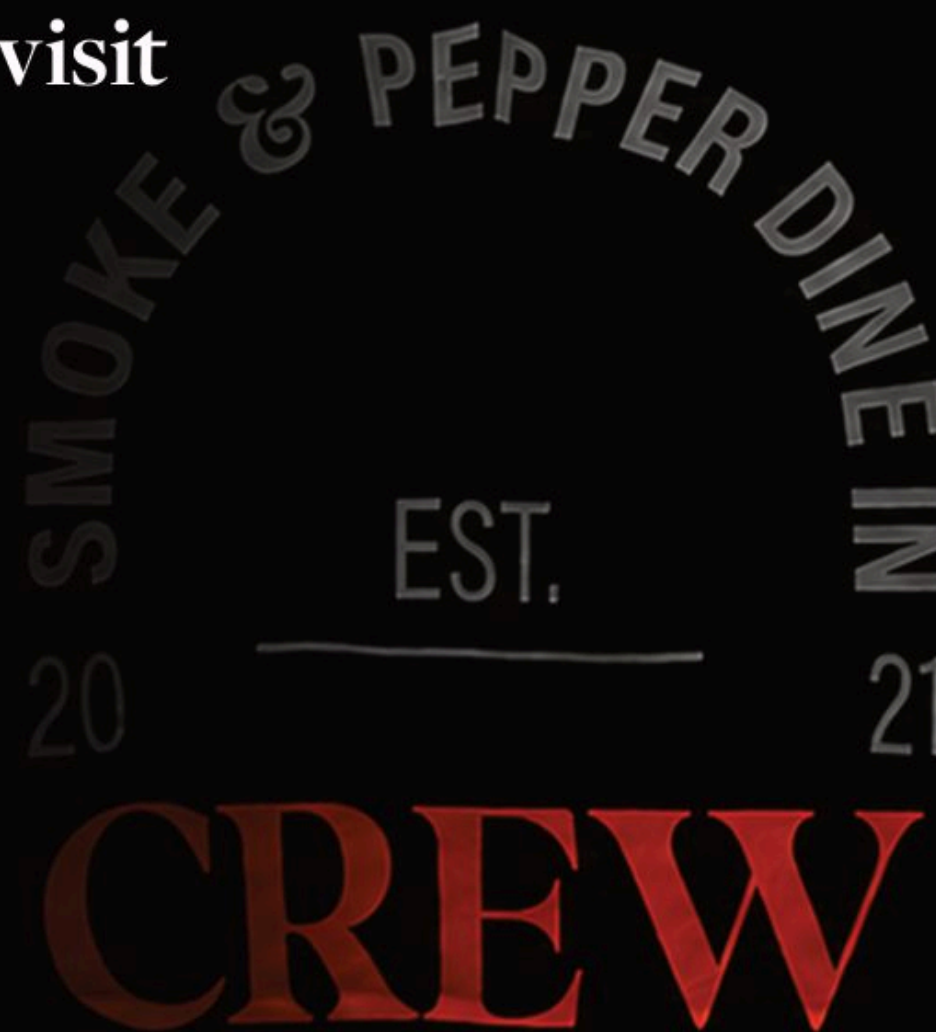
Broad customer appeal



Built for all day trading



Multiple revenue channels



Working with leading UK property partners

As our estate has grown, Smoke & Pepper has secured locations across leading UK retail and leisure destinations, building relationships with established owners and asset managers.

BRITISH LAND

Meadowhall

SGS UK RETAIL

Lakeside

NEWRIVER

Midsummer Place

A growing UK prescence

More desitinations. Bigger opportunity

25+

Live stores by end 2026

40+

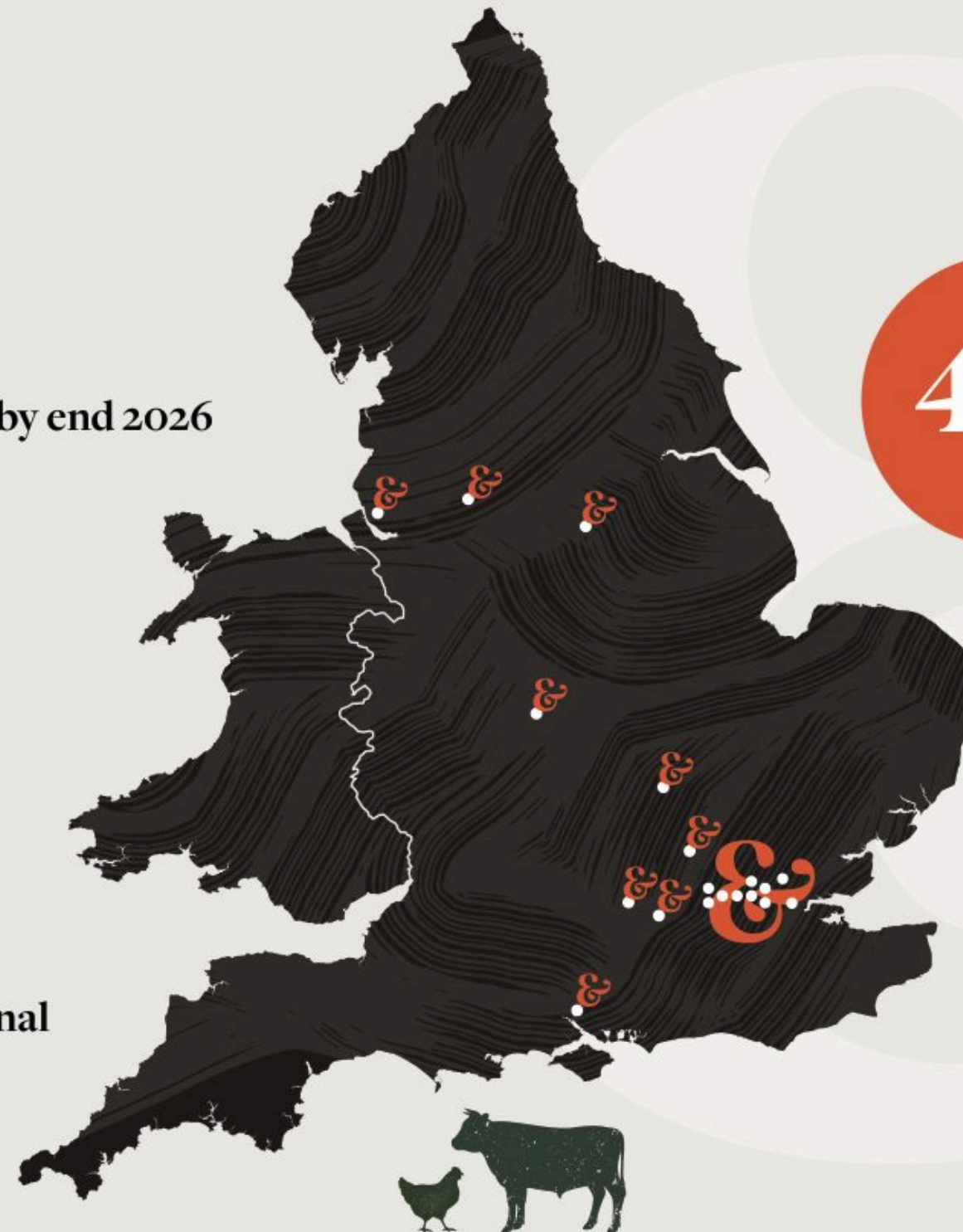
Live locations & international conversations by end 2027

60+

UK live locations in 2028 with international stores in multiple countries

90+

Territories sold



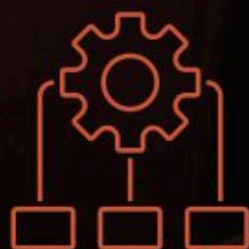
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Design, Delivery & Partnership

Great restaurants built properly



Design & Planning



Project Management



Quality & Compliance



Head Office Oversight

Working with
O1 Creative our design and project
delivery team





JUST GREAT FOOD.
NOW FRANCHISING.
OWN YOUR OWN
SMOKE & PEPPER.

Sides

SKIN ON FRIES	3.49
PERI SKIN ON FRIES	3.79
SWEET POTATO WEDGES	3.99
TRUFFLE FRIES	5.99
CHILLI CHEESE BALLS	3.99
SPICY RICE	3.99
HOUSESLAW	3.99
CORN ON THE COB	3.99
YALLOUMI STICKS	4.49
OXED SALAD	3.99
IVY	1.49
TRUFFLE SAUCE	75p
TRUFFLE SAUCE	1.99

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@smokeandpepperh
www.smokeandpepper.com



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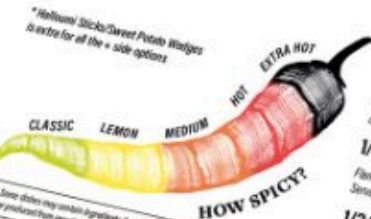
Flavour Station

1. CHOOSE YOUR CHICKEN	6 CRISPY FRIED CHICKEN WINGS	OR	5 SUCCULENT CHICKEN TENDERS
2. CHOOSE YOUR FLAVOUR	SALT & PEPPER CHILLI MAYO BBQ		KOREAN ALGERIAN
3. CHOOSE YOUR SIDES	ON ITS OWN 7.99	+1 SIDE 9.49	+2 SIDES 10.99

Off The Grill

PLATTERS

SHARING PLATTER	19.99
MUMBO PLATTER	25.99



GRILLED CHICKEN BURGER	ON ITS OWN 8.49	+1 SIDE 9.99	+2 SIDES 11.49
GRILLED CHICKEN WRAP	8.49	9.99	11.49
5 GRILLED CHICKEN TENDERS	6.99	8.49	9.99
6 GRILLED CHICKEN WINGS	6.99	8.49	9.99
WING ROULETTE	15.99	17.49	18.99
1/4 CHICKEN	7.99	9.49	10.99
1/2 CHICKEN	9.99	11.49	13.49



Burgers 6oz

Smash patties made fresh daily using 100% British grass-fed, dry-aged Aberdeen Angus beef, sandwiched in a potato bun.

BEEF	CHICKEN
CHEESY CLASSIC 8.49	KOREAN BIRD 9.49
CLASSIC SMASH 9.49	TEXAN FIREBIRD 9.49
SPICE IT UP 10.49	
BIG SMOKE 11.99	
BIG DADDY 11.49	
MEATY BEAST 12.49	
BRISKET BURGER 12.99	
THE FLYING DUTCHMAN 10.99	
TRUFFLE BURGER 12.49	

NON MEATER

Grilled Sonoma Cypress Style Cheese with sautéed mushrooms on a bed of chili jam, topped with lettuce and mayonnaise. Served either in a bun or a wrap.

UPGRADES

ADD SKIN ON FRIES	1.49
DOUBLE UP	3.99
ADD BRISKET	6.99
ADD GRAVY	1.49
EXTRA TOPPINGS	1.49

Meal it Up

CHEESY CLASSIC BURGER, 3 GRILLED WINGS & FRIES	10.99
GRILLED CHICKEN BURGER, 3 GRILLED WINGS & FRIES	10.99
GRILLED CHICKEN WRAP, 3 GRILLED WINGS & FRIES	10.99

Loaded Boxes

ANGUS LOADED FRIES	10.49
BRISKET LOADED FRIES	11.49
KOREAN LOADED FRIES	10.49
TEXAN FIREBIRD LOADED FRIES	10.49
LOADED RICE BOWL	10.49

Drinks

SOFT DRINKS

GREEN COLA	2.29
RUBICON MANGO	1.99
RUBICON PASSION	1.99
PACHA MOJITO	1.99
PACHA STRAWBERRY	1.99
PACHA LYCHEE	1.99
WATER	1.99
CAPRI SUN	1.49
FRUIT SHOOT	1.49

MOJITOS 16oz

ICED ORIGINAL	5.99
STRAWBERRY POP	5.99
CUDDLES ON THE BEACH	5.99
BORA BORA	5.99
BLUE TONIC	5.99

SHAKES 16oz

NUTTY ROCHER	6.29
OREO MILKY	6.29
BUENO	6.29
BISCOFF	6.29
STRAWBERRY CREAM	6.29

Mini S&P

MINI GRILLED CHICKEN BURGER, FRIES & DRINK	8.49
MINI CHEESE BURGER, FRIES & DRINK	7.99
MINI 3 GRILLED WINGS, FRIES & DRINK	7.99
MINI 3 GRILLED TENDERS, FRIES & DRINK	7.99

Desserts

ORIGINAL MILK CAKE	6.99
LOTUS BISCOFF MILK CAKE	6.99
TREAT IN A TIN	8.99

Summer Sip & Scoop

RASPBERRITA

Creamy vanilla soft serve swirled with our house-made raspberry sauce. Sharp, bold berry notes cut through the sweetness just right. Loaded with fresh raspberries, chocolate that actually earns its place. Layered, unapologetic, and absolutely not for sharing.



MANGONITA

Creamy vanilla soft serve drizzled with fresh mango sauce, loaded with juicy mango chunks, crushed meringue clouds, and a dusting of golden Biscoff crumbs. Sweet, fruity, and completely unashamed about it. This sundae is...



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Come dine with us

We'd love to host you

Come and experience Smoke & Pepper for yourself. Meet the team, enjoy the food and see what makes our restaurants such special places. Whether you're exploring a new opportunity or simply curious

"I remain personally involved in the restaurants we open and the relationships we build along the way. We are ambitious about where Smoke & Pepper goes next, but we want to grow with the right people, in the right places, and create restaurants that add something positive to every destination we adopt."

Sara Ibrahim
Founder, Smoke & Pepper



A BRITISH BRAND. A GLOBAL FUTURE.

Let's talk property

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www.smokeandpepper.com

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