

Case study: Independent pub operator

Lee and Keris De Villiers MBII run The Old Sergeant in Wandsworth, London, and Keris found her recent move to the pub ran a lot more smoothly with Pelican on her team ...

“Pelican has been really good. When we moved to The Old Sergeant we were so organised. Jeff, our area manager at Young’s, had introduced us to Matthew Hawkins, Pelican’s Account Executive: he had everything set two months before we even left our previous pub, The Nightingale.

“All my accounts were open, everything was ready to go; 3663, BOC, M&J. Matthew even did all the credit checks so I didn’t have to worry about anything. When we arrived at The Old Sergeant I had all my account numbers on file and all I had to do was phone and place my orders. There was no ‘can I open an account please?’ and waiting for them.

“We’d asked the previous tenants if they could run the stock down, so we had nothing of theirs, and on the second day I was able to phone in the 3663 order and it came the same day. It was fantastic to have it all set up because that would have taken me forever.

“Since then Matt has stayed in touch just to check that everything is fine. I haven’t had any problems that I’ve had to speak to him about, so he just rings to check up on us. It’s a really good service.

“We’re hoping to take another pub in January or February time, so we would definitely do the same thing with Pelican again. We’d like to start as early as we can next year; we’re just waiting for an opportunity to come up.

I’d like to stay in Wandsworth because there’s a great selection of Young’s pubs here and we’d like to stay local. We’ve got a great team who work with us, so one of them would probably go and run that one. We’d start to build a little empire - that’s my plan!

“When you realise how many things you have to pay for, and how many bills you have to keep track of, to have Pelican’s Central Billing is just a godsend. My accountant loves it as well because he doesn’t have to monitor all the separate bits and bobs. It’s been great.

“The cash back we get from Pelican works out as good timing for the next business as well. That may give us a small sum to plough into the next pub. The discounts are great.

“We have the Pelican list to order from and then if I see anything extra that I want I just email the 3663 rep who deals with Pelican and she adds it to my account, so everything has the saving applied.

“I just ordered a fridge which I think was £500 and it should have been £700. I just have to let her know and she adds it to the list within the hour, and then I can phone and get it at a reduced price. Our Christmas menu is already sorted too. We got all our ideas from 3663. They sent us all the catalogues and then I get the Pelican discount off the catalogue price, so that’s a big help as well.



“The pub has a good regulars crowd. We’ve improved a lot without making big changes; just better service and better products. Things like that have made a huge difference to our sales, so that can only get better, and hopefully we can take that formula on to the next pub, and with Pelican’s help make that a success too.”

For more information on how Pelican can support your business and reduce supplier costs call Pelican’s Customer Service team on 01252 705 222