



H1 TRADING UPDATE; BUTCOMBE GROUP REPORTS SECTOR LEADING MANAGED LFL GROWTH

Strong first half endorses growth strategy and cements the position of the award-winning hospitality and brewing business as a market leader in the UK pub sector

- 9.8% LFL growth for the first half of the year across the managed pubs division, with Butcombe Pubs & Inns performing at 11.9% LFL
- 17.6% growth in active loyalty users over the last 12 months
- Occupancy growth of 80 bps year on year delivering 77.8% occupancy year to date, (84.8% Q2).
- 71% growth of the multi-award-winning Goram IPA Zero, compared to last year

6th August 2025 – Evolving from Liberation Group to Butcombe Group at the end of 2024, the business has continued to deliver a strong performance with a sustained focus on investment into the estate, elevated food offering, loyalty and data, as well as the premium rooms offering Butcombe Boutique Inns.

Butcombe Group achieves strong start to the year, delivering 9.8% LFL growth for the first half of the year across the managed pubs division including drink at 13.0%, food at 8.0% and accommodation 4.1% LFL. With UK Butcombe Pubs & Inns performing at 11.9% LFL, building on the strong performance for the business in 2024 and Channels Islands Liberation Pubs & Bars performing at 3.9% LFL.

Growth has been achieved across all categories, with standout performances in drink sales, boosted by favourable weather and ongoing strategic investments across the estate, including the enhancement of external areas.

Food continues to perform well across the estate, building upon double digit growth last year, while the accommodation business is outperforming the broader market, delivering year on year occupancy growth of 80 bps and an occupancy rate of 77.8% year to date. Strong demand across the portfolio of 11 Butcombe Boutique Inns is resulting in increased direct bookings, occupancy and revenue.

The Group has maintained its strategic focus on key day parts and events, with morning sales up 36.6% and weddings delivering 76% growth versus last year and strong pipeline for 2026. Managed pubs achieved record trading days for both Mother's Day 31% growth and Father's Day 11% growth versus the previous year.

The continued evolution and success of the Group's loyalty programme has also been pivotal, with an increase of 17.6% in active loyalty customers over the last year. This success has been underpinned by strategic investment in data analytics, particularly customer segmentation, enabling targeted marketing, offers and promotions to drive frequency and spend.

The Drinks Division has delivered a solid performance in the first half of 2025, particularly within the UK Free Trade channel, growing by 6% year-on-year.



Cask ales remain robust, outperforming market expectations despite warmer weather. Butcombe Original has maintained its status as the South West's most popular cask ale, achieving total volumes of 2.25 million pints. Premium keg ales continue strong growth, notably driven by Tall Tales Pale Ale.

The rapid growth of Goram IPA Zero underlines increased consumer demand in the no and low alcohol segment, now representing 5% of total brewing volume and growing by 71% compared to last year. Recent activity in this area also includes a new listing in Tesco, as well as increased distribution across the off trade.

Looking ahead, the Group remains optimistic for the second half of the year supported by sustained investments, innovation, and loyalty. It also notes the continued weak consumer confidence and would be keen to see government support and stability for the sector.

Jonathan Lawson, Chief Executive Officer, Butcombe Group says: "It is great to see such a strong performance for the first half of 2025 despite a challenging trading environment and weak consumer confidence. It's a testimony to the hard work of the entire team and reflective of our ongoing investment in people, quality, customer experience, and data. We approach the second half of the year with optimism and are confident that we can continue to outperform the market as we have done for a number of years."

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Notes to Editors

For more information, please contact Butcombegroup@fsc.uk.com

H1 trading covers the period 26th Jan - 26th July 2025

ABOUT: Butcombe Group is an award-winning, market-leading business consisting of over 120 pubs and inns, stretching from Mayfair to St. Aubin, Jersey, and employing over 1,800 people. The estate of premium local pubs and inns, each with its own distinctive style and character, is focused on driving appeal to local communities and acting as a destination for customers countrywide and internationally.

The Group also consists of a Brewing and Drinks businesses. Based in the South West, Butcombe Brewing Co, one of the original craft brewers, has a state-of-the-art brewery in Wrington, Bristol and a multi-million-pound distribution and bottling plant in Bridgwater, Somerset, supplying its range of award-winning beers, including Butcombe Original, Tall Tales Pale Ale and Goram IPA Zero. With a heritage in the Channel Islands stretching over 150 years, Liberation Drinks has a drinks, retail and wholesale business supplying the Channel Islands with its award-winning beers and an extensive range of wines and spirits.

<https://butcombegroup.com/>