



SECTOR  
**Consumer**

**Invested 2015**

## Timeline

- 1994 - Bistrot Pierre founded
- 1994 - Opens first restaurant
- 2015 - Livingbridge invests
- 2016 - Appoints new CEO
- 2016 - Opens restaurants in Birmingham, Weston-super-Mare and Altrincham
- 2018 Mumbles Bistrot wins the Best New Restaurant Site, Casual Dining Awards
- 2018 - Opens 'Rooms by Bistrot Pierre' in Plymouth

## French bistrot group

Bistrot Pierre is a restaurant chain which provides customers with great value, authentic French cooking in a relaxing, lively atmosphere. The company was established as a single franchise restaurant in Nottingham in 1994 by school friends Robert Beacham and John Whitehead.

The restaurants are based in a variety of locations from large city centres such as Cardiff and coastal bistrots in Torquay, to shopping centres in Newport and market towns like Leamington Spa. The investment from Livingbridge will accelerate restaurant roll out plans and optimise Bistrot Pierre's existing estate.

*"We are excited by Livingbridge's endorsement of our business and, with their investment, look forward to expanding our estate and opening more successful bistrots. The whole process leading up to the deal has been smooth and we are now relishing this new phase of growth with our partners"*

**John Whitehead**

Co-Founder of Bistrot Pierre , Bistrot Pierre

From the start of  
our journey together

**14**

Bistrots

To the company today

**25**

Bistrots

**513**

Full-time employees

**915**

Full-time employees



## Building the best

Casual Dining Awards' Best  
New Restaurant Site 2018



### Talent

We supported the appointment of a new chairman and FD to oversee restaurant expansion.



### Data & insight

We facilitated the expansion of restaurant locations with insights into customer mapping and demographic data.



*"Bistro Pierre is precisely the sort of business that we love working with – they have a fantastic management team, a proven business model and a really differentiated offering and we are really excited about our future partnership with them having had the pleasure of getting to know Robert, John and the team over the past year."*

#### **Louise Kingston**

Investment team, Livingbridge

## About Livingbridge

Livingbridge is a mid-market private equity firm with offices in the UK, the US and Australia, investing in fast growing companies valued up to £300m.

Our team have been backing growing businesses together for twenty years. We've done it over a hundred times, turning many into household names both at home and abroad. We get growth.

We understand the people behind growing companies in consumer markets; healthcare and education; technology, media and telecommunications; financial services and business services, and help them achieve what's right for them and their business.

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