

## **STAFFORDSHIRE PUB BOOSTED BY £125K TRANSFORMATION**

Sales at a Staffordshire pub have more than doubled, despite the credit crunch, thanks to a major £125,000 investment by Admiral Taverns.

The Talbot in Stone was given a complete refurbishment, which involved redesigning the layout and creating a new lounge and restaurant area. Business has been booming ever since, according to Julie Jones who's been running The Talbot since June 2006.

Julie said: "The Talbot has always had steady trade, thanks to a number of pub sports teams set up by my ex-partner, but the refurbishment gave me the platform to offer something extra.

"With a new dining area, I felt confident about introducing a full food menu for the first time and the pub's new open-plan layout gave me the space to host functions and live entertainment.

"Admiral's investment is the best thing that could've happened to my business and I'm determined to build on the initial success. Being a landlady is not a career choice I originally considered but I've really enjoyed being my own boss and getting to know my customers."

Mark Regan, business development manager for Admiral Taverns, said: "Julie has given The Talbot a new lease of life and continues to trade extremely well despite the current economic climate.

"We were keen to invest in this pub to help Julie bring her ideas to life and give her pub the edge over its competition."

For anyone who's ever fancied swapping sides of the bar and wants to know more about the industry, Admiral will be attending the Midlands Employment Fair on Tuesday 21 April. The fair will take place at the Staffordshire County Showground, Stafford, ST18 0BD.

For more information about Admiral Taverns visit [www.admiraltaverns.com](http://www.admiraltaverns.com).

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