



# Partnership Proposal

## AI-Powered Tenant Success Programme

Prepared for: Greene King Pub Partners Leadership Team

**Executive Summary:** Orange Jelly proposes a strategic partnership to support Greene King's most vulnerable tenants through AI-powered marketing solutions, driving sustainable growth across your tenanted estate whilst reducing tenant churn.

Dear Greene King Pub Partners Leadership Team,

As a successful Greene King tenant since 2019, we've developed and proven AI-powered solutions that transform struggling pubs into thriving businesses. We're seeking preferred partner status to scale these solutions across your tenanted estate.

### The Opportunity

Your tenanted estate faces increasing pressure from chains, changing consumer habits, and rising costs. Many tenants struggle not from lack of effort, but from lack of modern marketing capabilities. We solve this systematically.

**71%**

**FOOD GP ACHIEVED**

The Anchor, Stanwell Moor

**£75k**

**VALUE ADDED**

In just 2 years

## Our Proven Track Record

- ✓ **Featured in Greene King Autumn Toolkit** (Pages 34-35) for event planning innovation
- ✓ **Featured in BII News Summer 2025** (Pages 48-49) for AI innovation in hospitality
- ✓ **Presenting at 2025 Greene King Roadshows** with Charlotte Brown on event innovation
- ✓ **First pub chain training** scheduled for September 2025

See our operational excellence at: [www.the-anchor.pub](http://www.the-anchor.pub)

Learn more about our solutions at: [www.orangejelly.co.uk](http://www.orangejelly.co.uk)

### Proposed Partnership Structure

#### 1. Preferred AI & Marketing Partner

- Listed on [pubpartners.net](http://pubpartners.net) as recommended supplier
- Direct referrals for struggling tenants
- Integration with your tenant support programmes

#### 2. AI Training Provider

- Structured AI adoption programme for tenants
- Webinars and workshops at regional meetings
- Digital resources and ongoing support

#### 3. Future Integration Potential

- Explore integration opportunities as partnership develops
- Potential to aggregate insights for strategic decisions
- Pilot innovative solutions with select tenants

## Value to Greene King

1

### Reduce Tenant Churn

Support struggling tenants before they fail. Our solutions specifically target the common failure points: empty midweek tables, poor GP%, and marketing overwhelm.

2

### Increase Estate Performance

Higher tenant profitability drives better rent sustainability and growth potential. Our 71% GP achievement demonstrates the possible uplift across your estate.

3

### Market Leadership in Innovation

Position Greene King as the most progressive pub company, offering AI-powered support that competitors don't have. Attract quality tenants with modern support systems.

4

### Data-Driven Estate Insights

Aggregate AI insights across participating tenants provide unprecedented visibility into market trends, consumer behaviour, and operational opportunities.

## Why Orange Jelly?

**We're not consultants - we're practitioners.** As active Greene King tenants, we understand the unique challenges and opportunities within your framework. Our solutions are proven in a real Greene King pub, not theoretical. We've invested our own money, tested with our own customers, and proven what works. Now we're ready to help your wider estate succeed.

### Investment & Commercial Model

- **Simple hourly rate:** £62.50 + VAT for all tenant support
- **No upfront costs** to Greene King
- **Tenants pay directly** - you facilitate the connection
- **Group training rates** available for roadshows and events
- **Success-based model** - we only succeed when tenants succeed

## Proposed Next Steps

We propose a meeting to discuss how Orange Jelly can support Greene King's tenant success and growth objectives.

**Immediate opportunity:** Pilot programme with 5-10 struggling tenants to demonstrate measurable impact within 90 days.

Thank you for considering this partnership opportunity. I look forward to discussing how we can work together to support your tenanted estate.

Yours sincerely,

### Peter Pitcher

Founder & CEO, Orange Jelly Limited  
Licensee, The Anchor (Greene King Tenancy)

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