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FRANCHISE PROSPECTUS

ABOUT SPITTING PIG

The Spitting Pig Company Ltd is a full-service event catering company specialising in outdoor cooking. Providing hog roasts since 1994 at weddings, private parties and corporate functions, we can give you the training and mentorship you need to do the same.

But how did it all begin?

THE SPITTING PIG STORY

Stephen Marsden MD was involved in hog roast catering in the UK from the age of 24 when the concept first started becoming more readily available. Using very basic spit roast machines imported from Australia the journey began. Stephen's passions in life were food and surfing and the business was run around his surfing and provided a great work life balance.

Spitting Pig started making its own hog roast equipment and very quickly became the UK's number one supplier of hog roast machines. Because we use the machines every day ourselves, we know the challenges faced by hog roasters, so these really are the best machines available built by hog roast chefs for hog roast chefs.

Spitting Pig was franchised 22 years ago to date, 36 franchisees have built successful businesses under The Spitting Pig Co brand, many operating for over 10 years.



ACHIEVE A BETTER WORK-LIFE BALANCE

Spitting Pig has helped people take real control of their future, building a rewarding lifestyle that balances strong earnings with flexibility. With 36 successful franchisees already enjoying the results of their hard work, our model is proven to deliver consistent bookings from year one. This allows franchisees to grow a profitable business while maintaining a healthy work life balance.

We provide high quality training and ongoing mentorship, giving you the tools and support to shape your business around your goals, whether that means earning extra income at weekends or developing a full time catering company. By joining an established and trusted brand, you instantly stand out in a competitive market, with Spitting Pig handling all bookings, training and ongoing support so you can focus on delivering great events and working in a way that suits your lifestyle.



WHY CHOOSE SPITTING PIG?

If you are considering joining a franchise that offers both flexibility and long term stability, Spitting Pig provides a proven model designed to support a strong work life balance alongside reliable earnings. Below are some of the key benefits of becoming part of the Spitting Pig network.



A Standout Brand

The UK catering market is competitive, particularly within hog roast, BBQ and outdoor catering. As a new business, standing out alone can be challenging. By joining Spitting Pig, you benefit from a well established brand with over 32 years of experience and a trusted reputation within the events industry. This recognition gives you instant credibility and helps position your business strongly from day one.

Proven Earnings Model

Spitting Pig offers a structured franchise model with guaranteed bookings from the outset. Franchisees benefit from £240,000 in gross bookings in year one, with a net profit of 30% when operating within our systems. The business can be shaped around your goals, whether you choose to run events alongside other commitments or grow into a full time catering operation with higher turnover.

Exclusive Territory Areas

Each franchisee is allocated a defined territory area with exclusivity for all enquiries and bookings generated within that zone. All bookings are obtained centrally by our Head Office team, meaning there is no requirement for selling or lead chasing. You can focus fully on delivering events to a high standard within your designated area.

Equipment Provided

Included within the franchise investment is the professional catering equipment required to operate two hog roast setups. This includes hog roast machines, gazebos, tables and chafing dishes, ensuring you are fully equipped to deliver events to a consistent and professional standard from the outset.



LIFESTYLE

Owning a Spitting Pig franchise gives you the freedom to work in a way that suits your life. The constraints of a rigid 9 to 5 no longer apply. You can choose when you work, plan around family commitments and enjoy flexibility during quieter periods of the year. Whether that means travelling, spending more time with your children or simply having greater control over your schedule, the franchise is designed to support a healthier work life balance while still delivering strong and consistent earnings.

LEAD AND BOOKING GENERATION

All event bookings are obtained centrally by our Head Office team. We manage enquiries, confirm bookings and ensure payment is taken before each event, removing the need for selling or chasing customers.

In addition to generating and managing bookings, we handle all accounts, PAYE and VAT returns on your behalf. This means you do not need to worry about financial administration, allowing you to focus entirely on delivering events to a high standard.

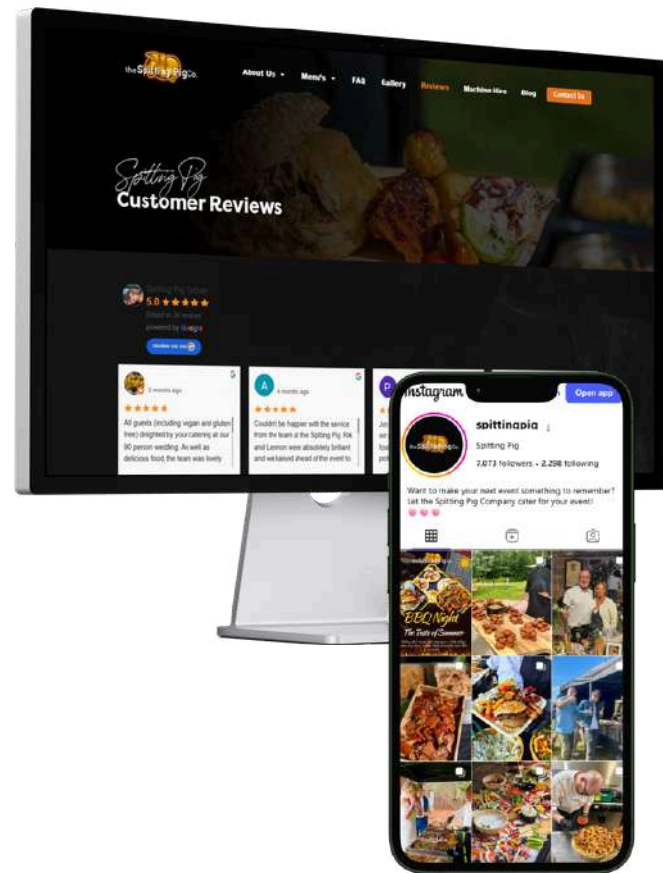
WEB PRESENCE

A business cannot succeed if customers cannot find it. As part of the franchise, you are provided with your own professionally built website, which can be updated by you or managed by our team. We ensure your website has strong visibility on page one of popular search engines, supported by ongoing investment in online advertising. Our in house marketing team also manages digital campaigns and supports your social media presence across key platforms. By buying into an established brand that invests heavily in online marketing, you benefit from visibility and credibility that would be difficult to achieve independently.

BACK OFFICE SUPPORT

Alongside bookings and accounts, we provide full back office support. This includes sending quotes, producing contracts and invoices, providing a dedicated @spittingpig.co.uk email address and maintaining a shared calendar with all confirmed events.

With these systems in place, you do not need to worry about paperwork, administration or where work will come from. You are free to concentrate on running successful events with confidence, knowing that the operational side of the business is fully supported.



TRAINING

Once you purchase your franchise, you will receive hands on training in our Spitting Pig Kitchen, covering food preparation, equipment use, event setup and service standards. This is supported by experience on live events alongside existing franchisees, ensuring you are confident before working independently.

We also provide guidance on supply chains, equipment requirements and storage solutions. By the time you begin operating on your own, you will have the knowledge and confidence needed to deliver events to a consistently high standard.

MENTORSHIP

Ongoing mentorship is a core part of the Spitting Pig franchise. We provide continued guidance to support you through both the setup and day to day running of your business, ensuring you always have access to advice when needed.

Franchisees also receive NCASS membership, providing industry support to help you operate safely, legally and profitably. As part of the wider Spitting Pig network, you benefit from being part of a supportive community with shared knowledge and experience.

Set up a meeting with us to find out more about how it works.

penny@spittingpig.co.uk



Deciding whether to invest in a Spitting Pig franchise is an important step. Alongside the opportunity to achieve a better work life balance, this franchise allows you to build a business around a genuine passion for food, supported by a team with real industry experience.

So is it right for you? Below are some of the key qualities that help our franchisees succeed.



SKILLS NEEDED

Previous catering experience is not required. What matters most is a passion for food and a commitment to delivering excellent customer service. These qualities help create memorable events and encourage repeat bookings.

We provide all training and documentation needed to run the business successfully. While catering can involve longer hours during busy periods, this is balanced by quieter months which offer flexibility and downtime.

BUSINESS PLAN

Starting a new business is a significant decision. While we provide guidance and support using our experience, it is important that your business plan reflects your own goals and circumstances. We provide templates and support to help you understand costs and earning potential.

Your business plan allows you to shape how the franchise fits into your life. Some franchisees begin with part time or weekend events before growing into a full time operation as the business develops.



ON BOARDING PROCESS

Once you get in touch, the next steps are simple.

Meet Us

You will be invited to meet the team and visit our Spitting Pig Kitchen, where we will explain how the franchise operates, answer your questions and walk you through what running a Spitting Pig franchise involves.

See Us in Action

Following your initial meeting, you will have the opportunity to spend time at a live hog roast event. This allows you to see the business in action and decide whether the role and lifestyle meet your expectations.

Decide to Train

After this, we will discuss your goals and what you want to achieve. If we all agree that Spitting Pig is the right fit, your franchise can be purchased, territory areas agreed and your training scheduled.

WHAT TO DO IF YOU'RE INTERESTED

If you would like to explore the opportunity to set up and run a Spitting Pig franchise or arrange an initial meeting, please contact us.

penny@spittingpig.co.uk

01282 695343 or 07572 813924



INVESTMENT NEEDED

The cost of starting your own Spitting Pig franchise is an important consideration. Below is a clear overview of what is included and how the investment is structured.



HOW MUCH IS NEEDED TO GET STARTED?

A full franchise investment starts from £12,500 plus VAT for a five year licence.

Finance options are available, with a deposit of £2,500 plus VAT and the remaining balance payable from £300 per month.

The investment includes essential professional catering equipment, including two hog roast machines, gazebos, trestle tables and chafing dishes, ensuring you are fully equipped from the outset.

ONGOING COSTS AND BOOKINGS

There are no fixed monthly fees. A commission is applied only when bookings are provided, covering bookings, marketing, training, back office support, accounts, PAYE and VAT returns.

All bookings are generated centrally by Head Office, meaning there are no costs during quieter periods and no requirement to sell or chase work.



WHAT TO EXPECT

EXPECTED EARNINGS

	Year 1	Year 2
Expected Gross Turnover	240,000 per year	260,000 per year
Net Profit	30%	30%



FINANCING OPTIONS

Finance options are available to make the investment accessible. A deposit of £2,500 plus VAT is required, with the remaining balance payable from £300 per month. Please speak to us to discuss the most suitable option for you.

HOW TO GET STARTED

Further information is available on our website, including details about the business model and what life as a Spitting Pig franchisee looks like. Once you are ready, get in touch and we will arrange an initial meeting to talk through the opportunity and answer any questions. From there, you may also have the opportunity to attend a live event to see the business in action and decide if it is the right fit for you.

All figures are based on the Spitting Pig franchise model and historic trading performance. Individual results may vary depending on location, availability and operational delivery.



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