

BARNSOLE VINEYARD

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VINEYARD

A HIDDEN GEM

Barnsole epitomises the Kentish boutique vineyard business – known for producing high quality, award winning English wines that are sold through its deep connection to a strong and loyal direct customer base.

Its geographical location in the heart of the thriving Kentish food and drink scene and short travel times to London mean that Barnsole is perfectly positioned.

The freely draining, loamy soil and warm average growing season temperature combine to form ideal growing conditions, whilst the peaceful setting and well equipped winery make Barnsole a hidden gem in the world's fastest growing wine region.

“ ”

This humble gem delivers both delicious wine and a lovely atmosphere.

Marisel V

Tripadvisor review

LOCATION AND PROVENANCE

Barnsole is one of the oldest vineyards in Kent, with the first vines planted in 1993. Since then, the passionate wine makers and artisans have lovingly nurtured the vines through each and every season.

Through a combination of ardent custody of the land, production of award winning wines, and fantastic accessibility in the epicentre of the Kentish wine country, Barnsole has grown a strong and loyal market and forged its own unique niche.

The vineyard's proximity to Defined Wine Ltd also gives the incoming purchaser the option of outsourcing their wine production, either in the short term whilst they find their feet or in a longer term advisory role, thus providing great flexibility when it comes to scaling up the new venture.

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BUSINESS PERFORMANCE



This is an unmissable opportunity to acquire an established business and step into the shoes of credible entrepreneurs. With Barnsole, the business is poised to head in whichever direction the buyer chooses.

In 2022, Barnsole turned over £187,000, produced an EBITDA of £51,780 and achieved an impressive 22% net profit margin.

For a boutique vineyard that has seen sympathetic growing and winemaking, these ratios are striking.

Throughout their ownership, the current growers have remained conscious of the agricultural flat rate for VAT, which has influenced their sales & production strategy. Under new ownership however, the business is capable of growing sales, turnover and profitability even more.



	Values	Ratios	
Turnover	£187,014		- Total revenue in the trading year
Gross Margin	£125,517	67%	Profitability before overheads
Operating Margin	£51,780	28%	Profitability after overheads
Net Profit Margin	£41,056	22%	Overall profit available to the business after all expenses (including tax, interest and depreciation)

SALES

Barnsole has mastered direct to consumer sales, which have been responsible for generating the vast majority its turnover since 2021.

A small percentage of turnover comes from trade buyers, whilst the remainder is derived from selling direct to the public, either from the cellar door, during vineyard tours, or via the vineyard's Shopify platform.

Wine has been sold direct to the consumer since 1993 – the very beginning, and since 2020 an average of 13,150 bottles have been sold per annum.

Barnsole owns its own website and domain (www.barnsole.co.uk), which was designed by London based studio t-raid.



WINES

Classic Sparkling

RRP £29.99

Trade price £27.70

A classic method sparkling wine made from 90% Pinot Noir and 10% Chardonnay to make a crisp fruity wine with strawberry overlaying rich summer fruits and a hint of biscuit. This wine is matured in the bottle for 3 years prior to release

In Stock

1,191 bottles, finished (2018)
3,100 bottles, unfinished (2021)



Old Vine Sparkling

RRP £24.99

Trade price £18.51

A bottle fermented sparkling wine made from a blend of heritage varieties, Huxelrebe & Richensteiner. Kentish apples and pears with a zippy finish. This wine is matured in the bottle for 3 years prior to release.

In Stock

1,001 bottles, finished (2016)
7,267 bottles, unfinished (2021)

WINES

Dry Bacchanalian

RRP £13.30

Trade price £10.55

An aromatic wine made from 100% Bacchus. Elderflower and pineapple with a hint of gooseberry. A wine that will age beautifully.

In Stock

3,160 bottles, finished (2022).



Pinot Noir

RRP £18.99

Trade price £17.19

A light bodied red wine with a vanilla nose overlaying red fruits, delivering violets and liquorice notes in the palate along with soft tannins

In Stock

3,108 bottles, finished (2022)
5,000 bottles, unfinished (2023)

WINES

Rosé de Noir Sparkling

RRP £29.99

Trade price £27.70

A 100% Pinot Noir sparkling Rosé abounding with refreshing acidity, wild strawberry notes and a creamy finish.

In Stock

457 bottles, finished (2014)
3,200 bottles, unfinished (2023)



Kent Classic

RRP £13.30

Trade price £10.55

Only made in a good year, this wine shows an abundance of tropical notes, including mango and guava with rose petal lingering on the finish.

In Stock

1,849 bottles, finished
2,591 bottles, unfinished

WINES

27 Hands

RRP £29.99
Trade price £27.70

In Stock

3,133 bottles, unfinished (2021)



Dry Reserve

RRP £13.30
Trade price £10.55

In Stock

5,785 bottles, unfinished (2022)








CLIMATE

As well as excellent accessibility, Barnsole Vineyard also enjoys an excellent climate.

It has better suitability scores against key climate characteristics important to vineyard site selection, compared to the average scores for Kent and East Sussex as a whole.

It is generally a warmer, dryer, sunnier, less windy and less frosty site than the averages across the two counties.

	CHARACTERISTICS	BARNSOLE VINEYARD	KENT	EAST SUSSEX
	GROWING SEASON TEMPERATURE	14.5 DEG C	14.4 DEG C	14.4 DEG C
	GROWING SEASON PRECIPITATION	351.2 MM	378.5 MM	439 MM
	SUNLIGHT HOURS	1,467 HOURS	1,447 HOURS	1,356 HOURS
	WINDSPEED	3.3 KNOTS	3.7 KNOTS	3.4 KNOTS
	GROUND FROST EVENTS	26 DAYS	28 DAYS	27 DAYS

ASPECT AND SOIL TYPE

The soil on the site is freely draining, and the combination of slight acidity with a loamy characteristic create conditions that the vines thrive in.

The site sits at an altitude of 16m above sea level, at its central point, sloping gently down towards the road. This is within the ideal altitude for vineyards in the UK.



Barnsole Vineyard sits at an altitude of **16m** above sea level and is gently sloping



The vines are set within **7.49 acres (3.01 hectares)** of land, to the east of Canterbury

The underlying soil is freely draining, slightly acidic and loamy

VINEYARD

The vineyard extends to 7.5 acres in total. An initial 1.7 acres comprising Reichensteiner and Huxelrebe was established in 1993 with the view to producing Kentish still wines.

A further 4.35 acres was planted with Reichensteiner, as well as Pinot Noir Precoce and Chardonnay, after the rise of English sparkling wine in the area. Bacchus was also planted in 2013 to cater for the aromatic wine market and to add another string to the Vineyard's bow. There has also been a trial planting of Wrotham Pinot, the UK's only planting of England's indigenous grape.

The vineyard and winery has great road frontage, just as you enter the village of Staple, which adds to the charm of its position.

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VINEYARD

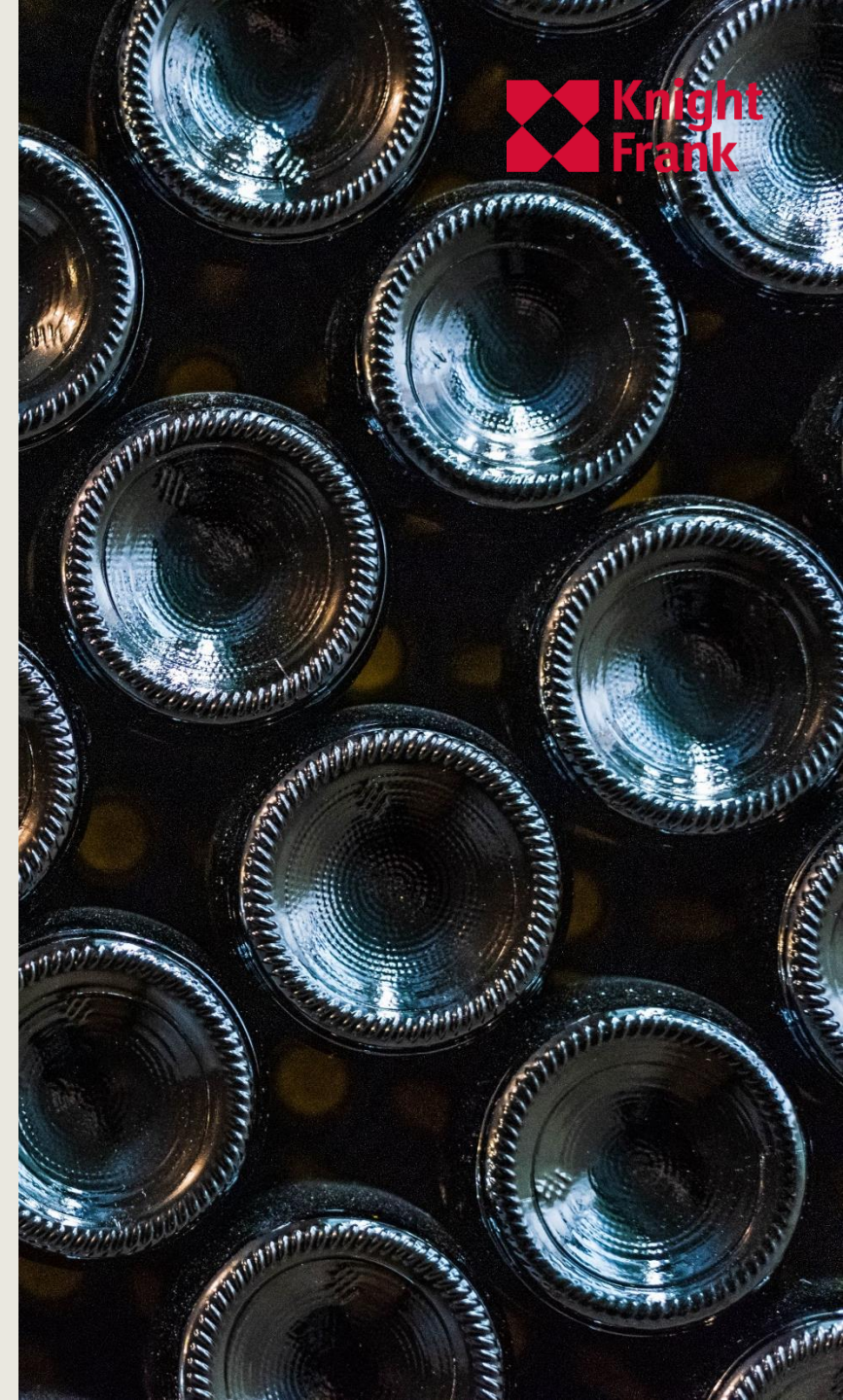
1993 PLANTING

VARIETY	REICHENSTEINER	HUXELREBE
AREA (AC)	0.86	0.84
ROOTSTOCK	SO4	SO4

2013 PLANTING

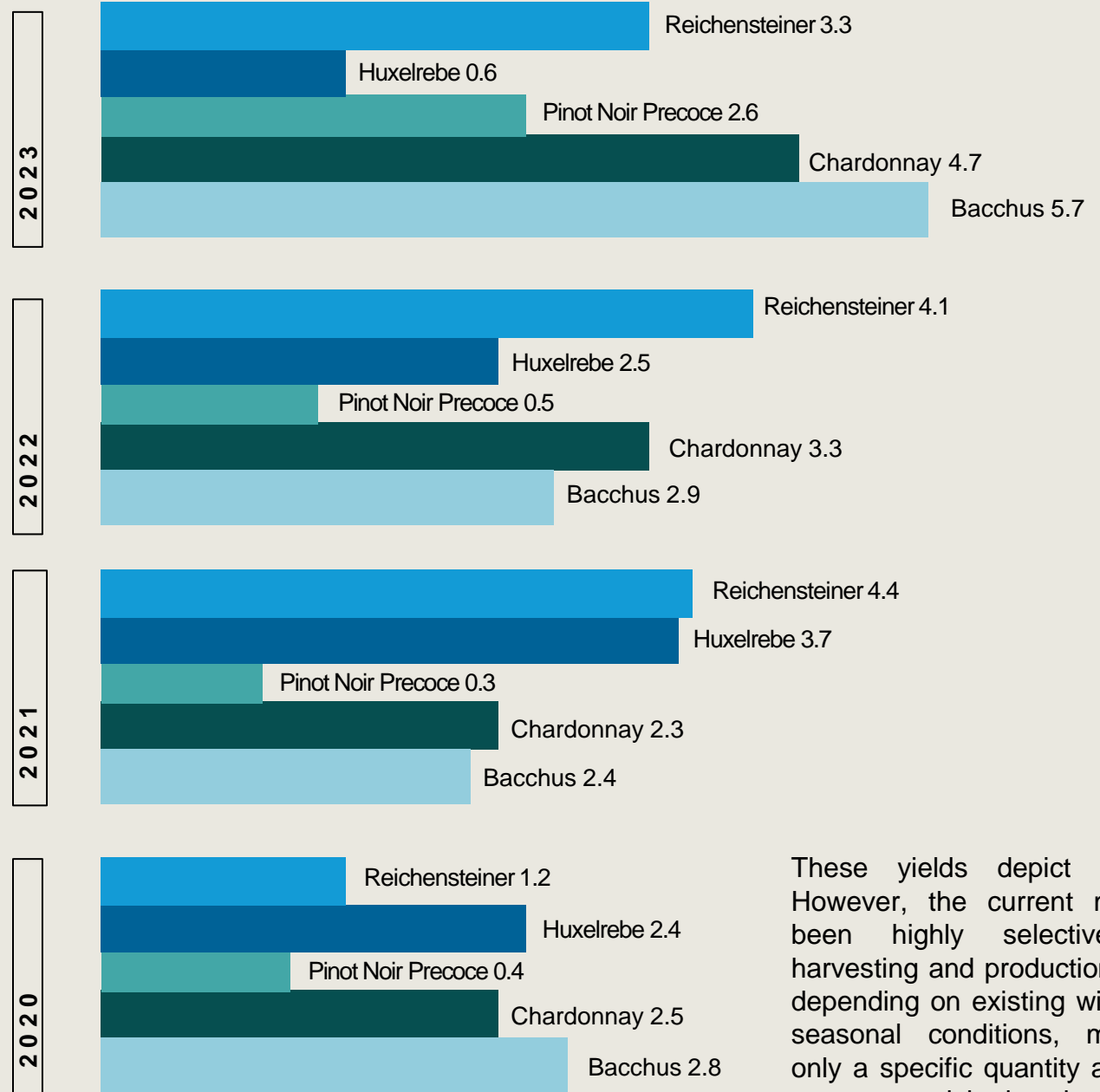
VARIETY	REICHENSTEINER	PINOT NOIR PRECOCE	CHARDONNAY	BACCHUS
AREA (AC)	0.84	1.98	0.3	1.23
ROOTSTOCK	SO4	SO4	SO4	SO4

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YIELD ANALYSIS

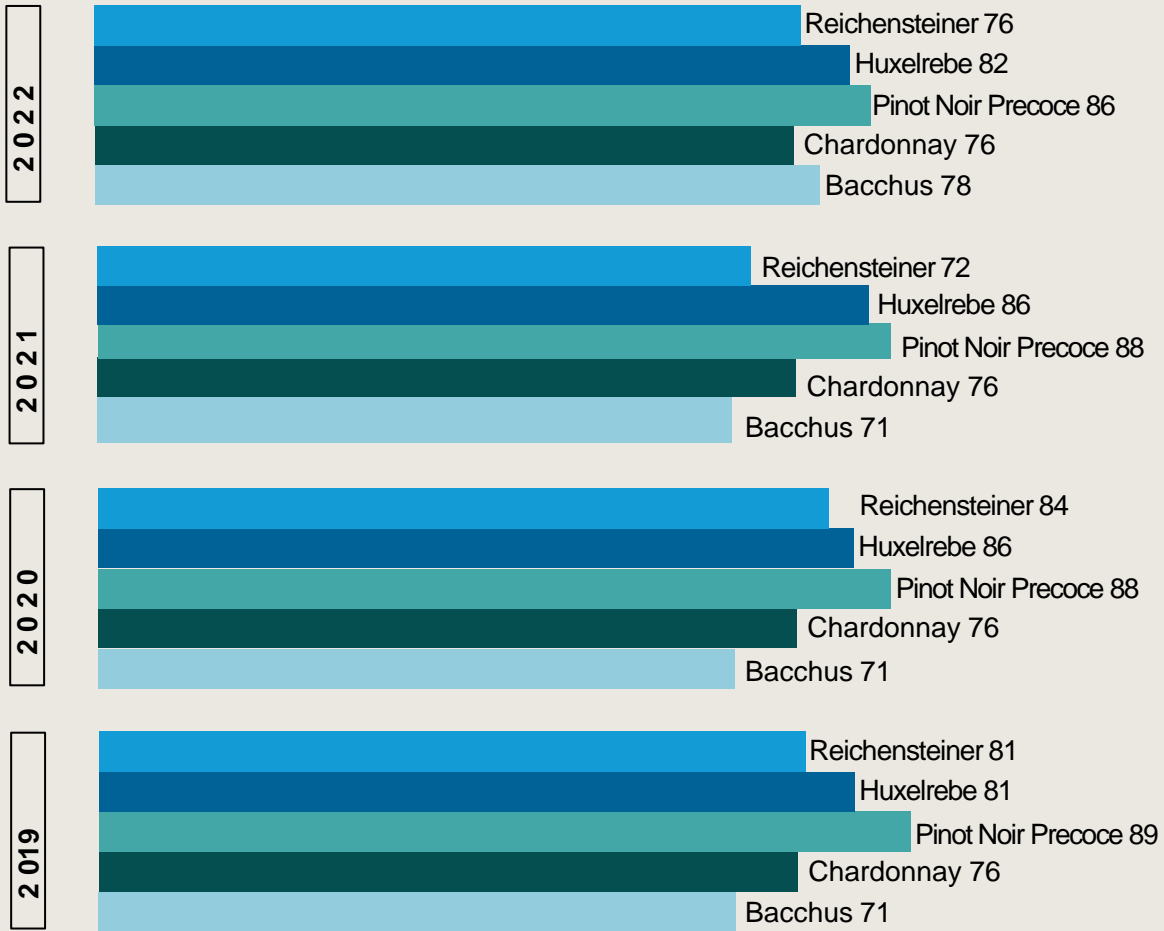
Yield (Tonnes / Ac)



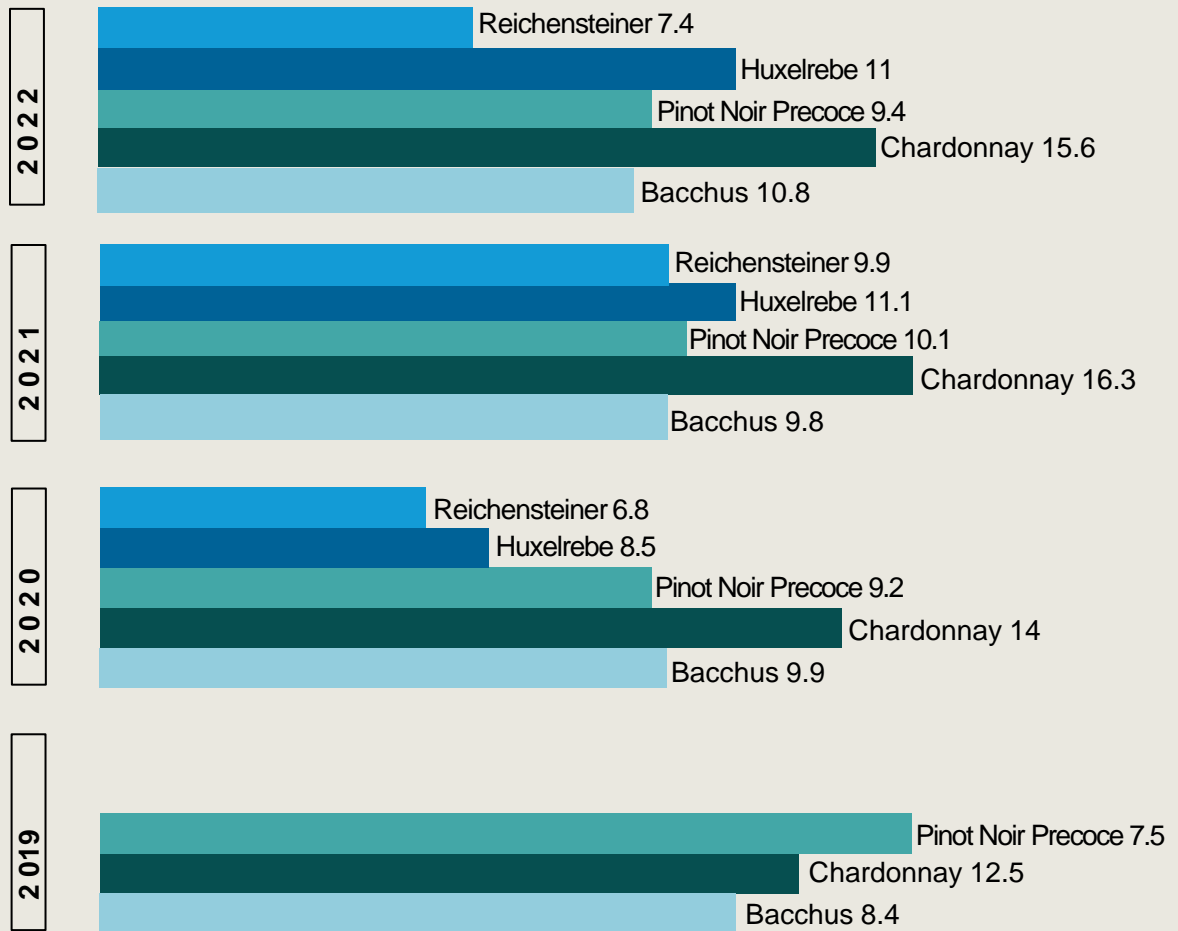
These yields depict actual data. However, the current makers have been highly selective in their harvesting and production techniques, depending on existing wine stock and seasonal conditions, meaning that only a specific quantity and variety of grapes are picked each season.

MUST ANALYSIS

SUGARS (OECHSLE)



TARTARIC ACID (G/L)



VINEYARD EQUIPMENT

Vineyard machinery and equipment includes:

- New Holland T4.80V vineyard tractor
- Ford 1220 34HP tractor
- Stockmayer vine trimmer
- OCL 600l fungicide sprayer
- Atassa 300l herbicide sprayer
- Trailer
- Wessex rotavator





WINERY

The purpose-built, 3,000 sq ft winery was originally constructed in 1993 and extended in 2020.

The winery has bonded warehouse status.

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The building has single and three phase electricity and contains a retail area, two bonded stores, WC, kitchen/laboratory, production area and storage warehouse.

It also has an outdoor seating area and ample off-road parking.

The winery floor is polished concrete and slopes to drainage gullies.

The current production capacity is 28,000 bottles PA but there is space to increase this at the new owner's discretion.

Wastewater and domestic effluent is split, with foul waste captured in a 4,000 gallon cesspit whilst grey water runs into a soakaway

Whilst no formal investigations have been made, it is possible that the barn would qualify for permitted development rights under the Town and Country Planning (General Permitted Development) Order 2015.

WINERY EQUIPMENT



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Winery equipment includes:

- Wilmes 500kg press
- SK, Grundy & Speidel wine tanks (28,000l combined capacity)
- GAI 8 head bottling line
- Schneider Pumps
- Leitz filter
- Vigo 32 head neck freezer
- Vigo 4 headed bottle filler & foil applicator
- Vigo hand and pneumatic crown capper

HISTORIC CONSENT TO BUILD A NEW AGRICULTURAL BARN AND CREATE NINE PARKING SPACES

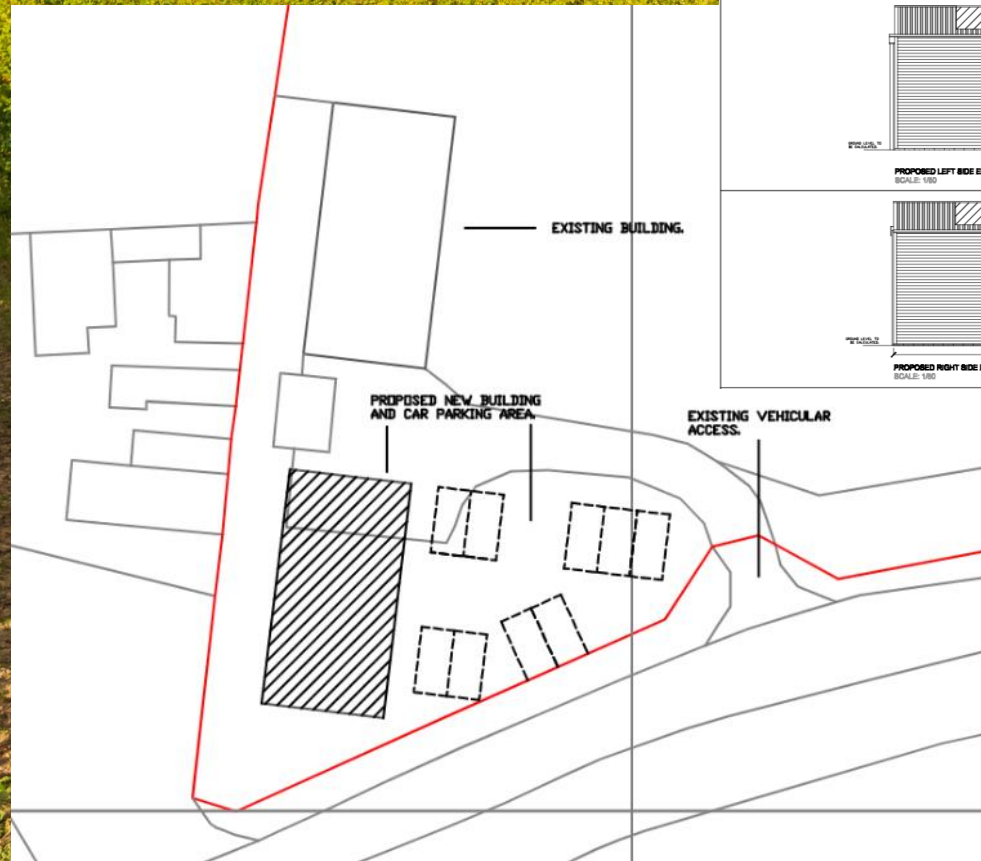


Application No. DOV/17/00377

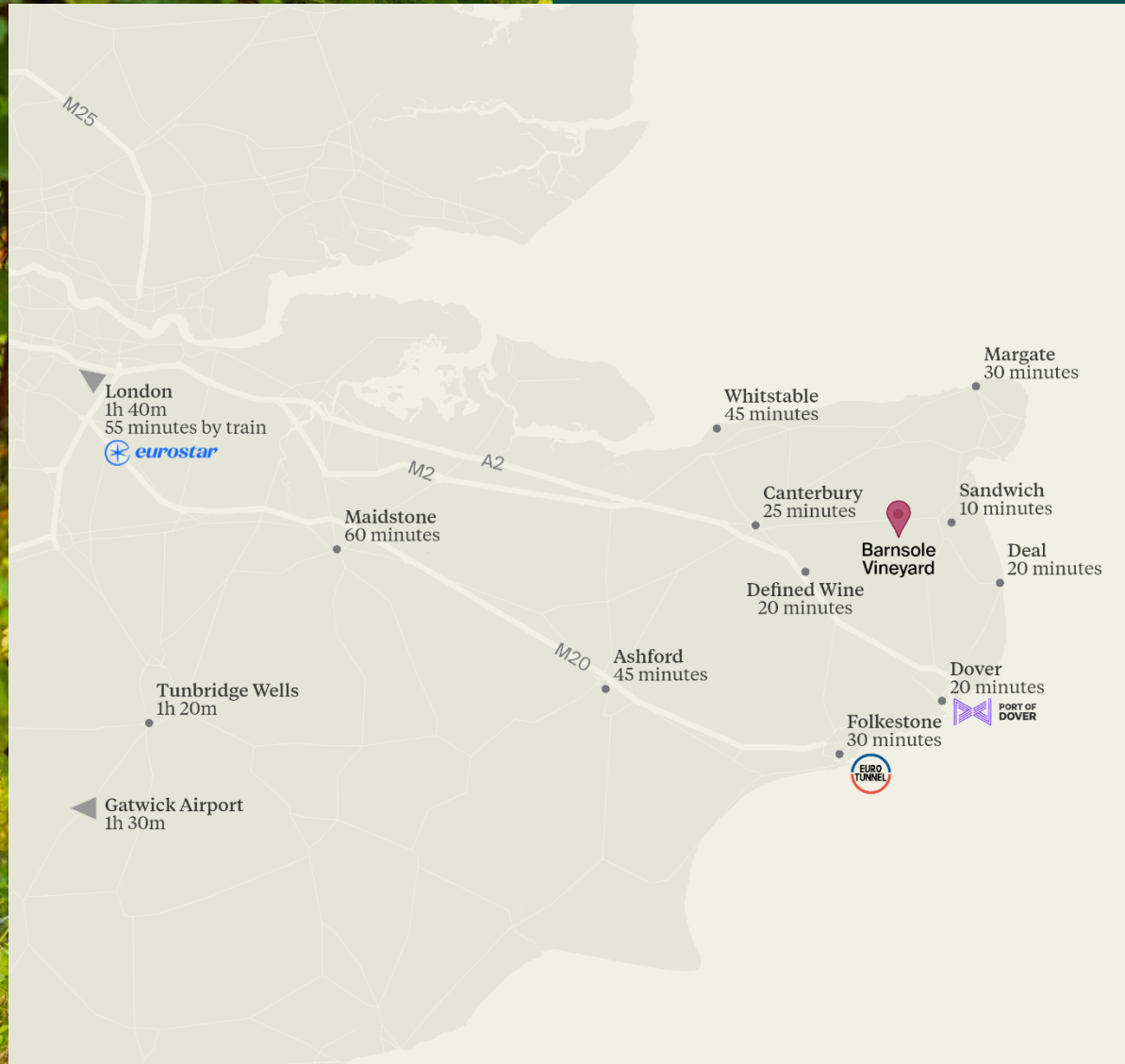
NEW AGRICULTURAL BUILDING AND CREATION OF NINE PARKING SPACES.

Consent was granted in 2017 for the erection of a new 150 SQ M agricultural barn along with the creation of nine parking spaces and alterations to the existing building.

This consent was not implemented and has since lapsed, however, it provides a strong precedent and evidence of the local planning authority's support of a viticulture business on the site.



TRAVEL AND TOURISM LINKS



Source: Knight Frank Research

Travel time to Barnsole Vineyard by car unless otherwise specified

Kent is a county famous for its wine country and enjoys 65,000,000 visitors each year.

Barnsole's proximity to the historic city of Canterbury and other popular Kentish destinations, along with its excellent transport links to London and the rest of the South East, places the vineyard perfectly to capitalise on a thriving wine tourism market.

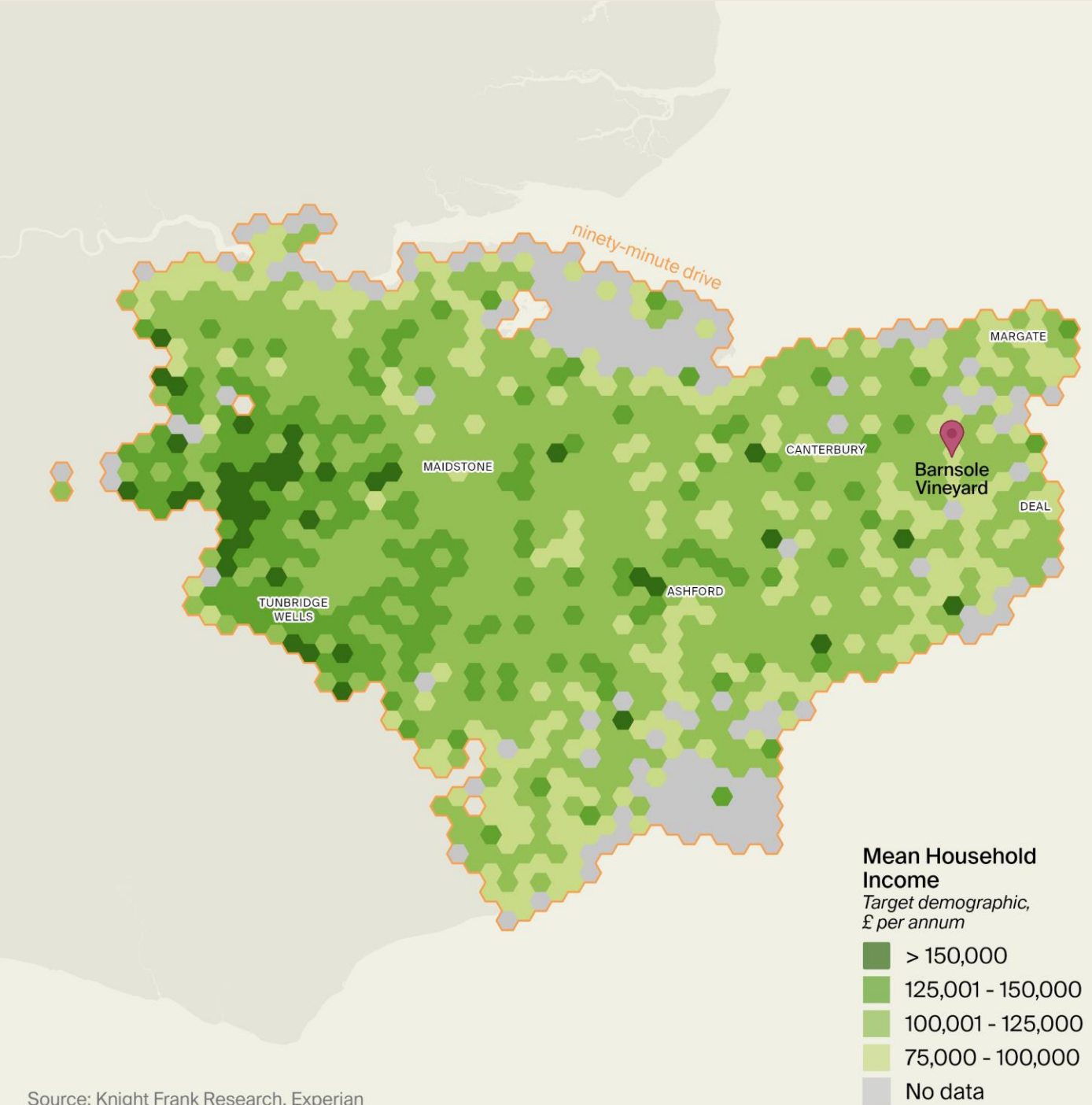
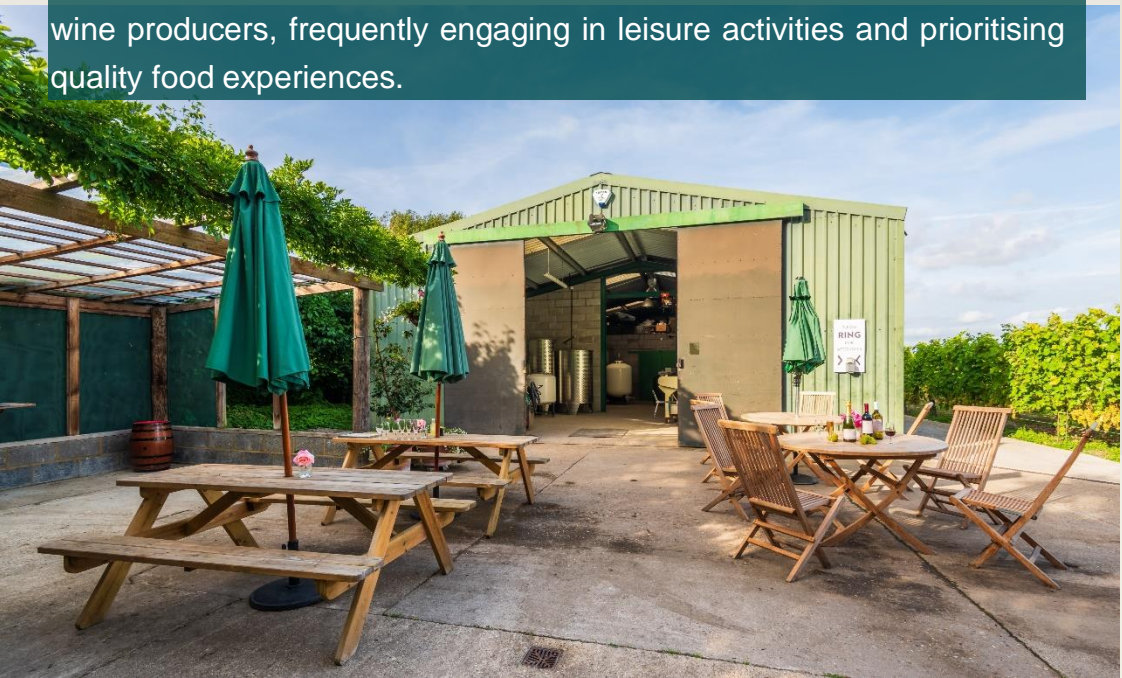
It is this connectivity that has allowed Barnsole to nurture and maintain such strong links direct to its consumers, which in turn has allowed it to be such a profitable business.

DEMOGRAPHIC LANDSCAPE

Barnsole enjoys strong visitor numbers from across the South East, as well as Europe, and also has a very strong, loyal local market.

As Kent becomes home for a growing number of people, the level of local interaction has increased. There are a total of 469,500 households within a ninety minute drive of the vineyard.

Of these, Experian identifies 19,500 target market households. These are households identified as interacting consistently with local food and wine producers, frequently engaging in leisure activities and prioritising quality food experiences.



Source: Knight Frank Research, Experian

LOCAL BUSINESS ENVIRONMENT

Barnsole is in the heart of a county that is known for wine. There are 3,706 complimentary leisure, retail and hospitality businesses within a sixty-minute drive including:

1 5-star hotel	70 3 & 4-star hotels	24 bed & breakfasts
535 restaurants	116 bars	457 pubs & inns
465 Cafes, tearooms & coffee shops	24 Wine, spirit & beer retailers	6 greengrocers

It is these complimentary business that draw visitors to the county and in turn, to Barnsole

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Hospitality businesses in Canterbury, 25 minutes by car

CONTACT US



Will King
07977 627573
will.king@knightfrank.com



Ed Mansel Lewis
07815 465 494
edwardmansel.lewis@knightfrank.com

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