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PIEMINISTER TO OPEN FIVE NEW RESTAURANTS WITH HSBC SUPPORT

*****Pieminister secures £1.4m finance deal for national expansion*****

*****Restaurants to open in five UK locations in the next year*****

******Boost to local economies through the creation of more than 80 jobs******

Award-winning pie business, Pieminister, is set to open five new restaurants across the UK and create more than 80 new jobs after securing a £1.4m finance package from HSBC.

The Bristol-based business will use the funding to open and fit-out the new sites as part of Pieminister's strategy to target thriving university cities. The finance will also be used for refinancing existing sites in Manchester and Trentham in the Midlands, bringing the company's portfolio of restaurants and cafes to 16.

Jon Simon, co-founder and managing director of Pieminister, said: "HSBC has believed in and supported Pieminister since we made our first pies back in 2003. The five new stores, which wouldn't have been possible without this latest round of funding from the bank, will underpin the next stage of our growth plans and will help to increase our turnover by around £4.5 million a year. The team at HSBC have been on hand every step of the way to ensure the needs of the business are met as we continue to grow our brand across the UK."

James Shepherd, HSBC's Area Director for Bristol, Gloucestershire and Wiltshire, commented: "HSBC has been supporting Pieminister since it began 13 years ago, in which time we've seen the company grow financially and its brand go from strength to strength. At HSBC we pride ourselves on providing support for businesses from the time they join the bank as a start-up and then across all stages of their business life cycle, so it's particularly pleasing to see the level of growth Pieminister has achieved since our relationship first commenced."

Pieminister was co-founded in 2003 by brothers-in-law Jon Simon and Tristan Hogg. The company's existing restaurants and cafes are based in Bristol, Nottingham, Cardiff, Leeds, Oxford and London.

Pieminister pies can also be found in pie pubs and market stalls as well as some of the UK's finest independent food retailers and food halls including Harrods in Knightsbridge and Wholefoods stores nationwide. A selection of Pieminister products are also listed in supermarkets including Waitrose, Sainsbury's and Tesco.

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Notes to Editors:

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