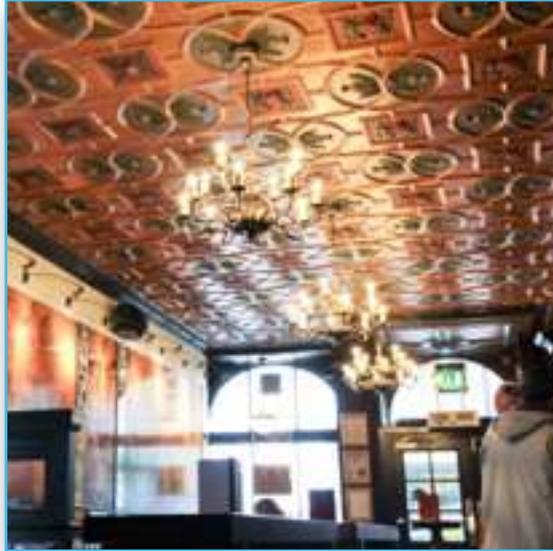


# Case Study

## Deacon Brodie's Edinburgh

**Client:** Mitchell's & Butlers  
**Location:** Royal Mile, Edinburgh  
**Value:** £100,000  
**Timescale:** Three Weeks



## Challenge

ONE of Scotland's most popular pubs – revered for its fascinating history, traditional character, real ales and hearty food – was in need of some refreshment. Pacific were called on to fit out to a tight deadline a Deacon Brodie's Tavern, on Edinburgh's world-famous Royal Mile, which is named after Deacon William Brodie, the man who inspired Robert Louis Stevenson's novel *The Strange Case of Dr Jekyll and Mr Hyde*. The client – Mitchells Butlers plc, the UK's leading operators of pubs and restaurants, whose extensive stable of brand names include All Bar One, O'Neill's, Browns and Harvester, and whose annual turnover from 1600 outlets runs to nearly £2billion.

Deacon Brodie's has two floors – a bar downstairs and a restaurant upstairs. A full menu is offered in the restaurant, with bar food available downstairs, where a massive choice of single malt whiskies is also available. The pub is welcoming, and is noted, among other things, for its striking ceiling, majoring on thistles and red rose motifs. The location – not far from Edinburgh Castle – ensures that this is a very popular pub with tourists and local residents and workers alike.

## Approach

Pacific ensured that the pub closed for only one week during the works and masterminded a number of significant improvements, including:

- The replacement or refurbishment of flooring finishes
- The replacement of seating
- The addition of display cabinets, new bar screens, beer and wine displays
- Staircase repairs and improvements
- Kitchen upgrade
- Cellar repairs and upgrade
- Interior/exterior decoration

## Results

The work has had a positive and lasting impact on Deacon Brodie's entrance, main bar, customer toilets, kitchen and back of house. The pub reopened after a minimal loss of trading time and is continuing to attract clients in their thousands from home and abroad every week. A capital job indeed!