

The Viaduct Public House



ipa Case Study

The cosy bar in The Viaduct in Hanwell, south west London is a great place to enjoy a pint of their award-winning ales, watch sport on SKY or enjoy a meal from their extensive and very reasonably priced menu.

Landlord, Thayu Krishnan, has been a member of ipa since 2005. During that time he has benefited from ipa's specially negotiated terms to achieve savings in a number of areas, including produce from 3663, coffee from Tchibo, beer gas from BOC and energy savings with energy broker Finesse.

Thayu has been delighted with the services of ipa: 'In my experience as a licensee, ipa have proved a valuable asset in not only streamlining suppliers, but also ironing out credit issues as well which is vital in our trade. Supplier complaints are also dealt with professionally and feedback is always given. All the above and we are not charged a penny extra. That's what I call value added service.'

Recently, Thayu received help from ipa supplier Nelsons when the pub's extractor fan motor needed replacing. 'We tried to get a replacement from the manufacturer but failed. ipa sourced a local supplier who managed to find an alternative. I cannot imagine what my plight would have been as we are a food led outlet and the alternative would have been to shell out thousands for a complete replacement.

'My advice for new and existing tenants would be "Go make that call" before you buy, lease or even replace anything'.

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