

First look inside Staffordshire pub company's newest venue which is days away from opening

Staffordshire pub company [Parogon Group](#) will open its long-awaited next venue on Tuesday.

The company – which runs a number of successful venues across Staffordshire, Shropshire and Cheshire – has confirmed that its newest restaurant, The Broughton, will open on October 12.

The highly-anticipated venue's [opening has been postponed a number of times](#) due to various different factors, including the Covid-19 pandemic.

But bookings are now finally open for customers who want to be among the first to secure a table at the Betley site.

READ MORE: [Tile Mountain gets even bigger with opening of fourth showroom](#)

More than 65 new full and part-time jobs have been created with the opening.

Richard Colclough, managing director of Parogon Group, said: “This opening has been a long time coming with many factors, including a pandemic, meaning the planned opening has been pushed back a couple of times. However, we navigated these hurdles and I am very happy to say we will be opening our doors to our guests on the 12th October.



The Broughton boasts trendy tunnel booth seating

“The Broughton has been a popular destination for many people over the years and we wanted to create something that once again will bring joy to guests and create happy memories for years to come and we are confident we have created that.

“I am really proud of what has been achieved and I can’t wait to see it full of people, the atmosphere is going to be unbelievable.”



There is also a large central island bar
The Broughton joins a host of other popular venues which make up Paragon Group's portfolio including The Orange Tree, in Newcastle-under-Lyme, The Wayfarer in Stone and Willow at the Trentham Estate.



A brand new modern extension has been built on the front of the 19th century listed property

Simon Hemmings, general manager at The Broughton said: “We have had a great few weeks of training and the team are raring to go and everyone is really excited about welcoming our first guests.

“The anticipation of the opening has been huge and I think our guests are going to be amazed when they see the restaurant.”

[Click here to sign up to the daily BusinessLive email](#)

Simon added: “We will be serving food every day from 12pm and on weekends you can start the day off with a hearty breakfast which will be served from 9am. There is something for everyone and people are also welcome to just pop in and sit at our island central bar and enjoy a fashionable cocktail, glass of wine or a pint of beer.”

Read More

Related Articles

▪



[Tesco Express signs up for new Stoke-on-Trent retail](#)

[park](#)

BusinessLive

Read More

Related Articles

▪



[Staffs drinks company set for growth after Aldi](#)

[announces £1.3bn investment](#)

BusinessLive