

# Learn how 10 well-known hospitality brands have cut payment processing costs



CELTIC MANOR  
RESORT



FIRMDALE HOTELS



LIMEWOOD

ODEON



SINCE 1875  
**WADSWORTH**  
TRADITIONS WORTH HOLDING ON TO



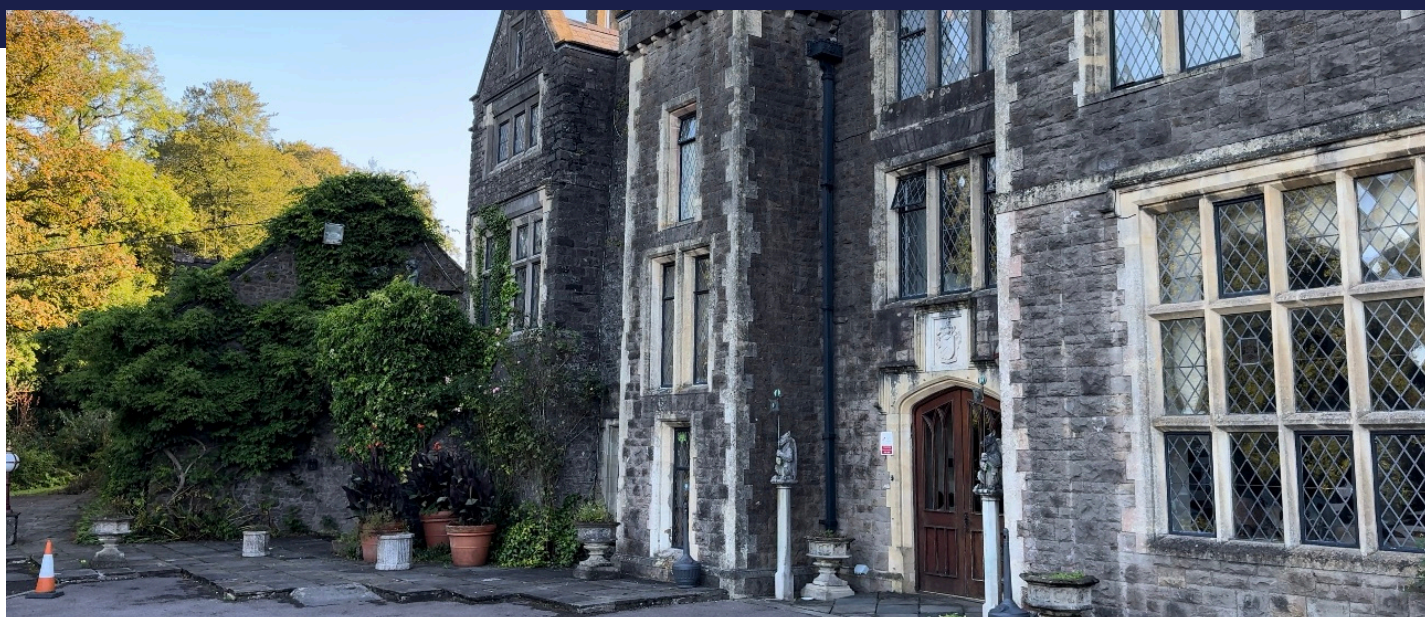
## *Join well-known hospitality brands that have cut payment processing costs with the help of BB Merchant Services*

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Founded in Stockholm in 2008 and headquartered in Oslo, Bankbrokers (now renamed as BB Merchant Services) helps hospitality businesses cut payment processing and save money.

Hospitality businesses who work with BB Merchant Services gain the following benefits:

- **Cost Savings:** Significant reductions in payment processing fees, with over £500 million in recurring savings delivered.
- **Ease of Process:** A straightforward process that ensures a smooth transition to cost-saving measures. Most hospitality businesses find they can 'Stay and Save' with their existing providers.
- **Expert Guidance:** Access to our industry experts who use an exclusive database to deliver tailored merchant services cost benchmarks. Our unique 'Switch and Save' service also allows businesses to be matched with the best new suppliers through fully-managed RFPs/Tenders and enhancing conversion rates.
- **Trusted Partnership:** A reliable partner prioritising your interests with professionalism and integrity.



Our team of industry experts has a proven track record in cutting payment processing costs, delivering substantial savings, and enhancing financial performance for over 3,000 companies, including hospitality brands.

Explore a small selection of success stories with 10 well-known hospitality brands worldwide. CFOs, finance managers, heads of procurement, and group treasurers in hospitality businesses share how they have cut payment processing fees and costs.

**Is your brand ready to join them?**





## CELTIC MANOR

Celtic Manor Resort, a prestigious 5-star resort located in South Wales, is a family-run business renowned for its luxurious offerings, including three championship golf courses, extensive office facilities, and 600 bedrooms spread across three hotels. With a strong commitment to excellence, Celtic Manor sought to optimise its financial operations without compromising its valued relationships.

Paul Thorburn, former international Wales rugby union player representing BB Merchant Services, initiated contact with Celtic Manor and worked closely with colleague Jeremy Wakelin and the resort's Finance team to deliver a benchmark savings project aimed at reducing merchant fees.

*"When Paul introduced me to Jeremy, I felt at ease almost immediately, and I felt confident to move forward with BBMS. I was kept up to date throughout the process so I knew exactly what was going on- regular meetings, emails, phone calls, gave me confidence that things were progressing as I would have hoped.*

*I felt in control throughout the process to the point where Jeremy made it clear any decision would be ours and mine rather than BB Merchant Services'.*

*The banking provider reacted very positively throughout the renegotiations, we have a very good relationship with a provider which I was keen to protect, and that relationship has been further strengthened and deepened as a result of this process.*

*We made substantial savings on our merchant fees which I was very happy with. Looking back on the process, BB Merchant Services did an amazing job for Celtic Manor, and I would highly recommend them!"*

**Carl Stockden, Director of Finance**





## FIRMDALE HOTELS

Firmdale Hotels, known for its uniquely designed and decorated luxury accommodations in London and New York, operates 10 hotels and 8 bars and restaurants. Each property is meticulously curated by the renowned designer Kit Kemp, ensuring a distinctive experience for every guest.

In an effort to optimise their merchant acquiring costs, Firmdale Hotels engaged BB Merchant Services to conduct a thorough review. Although relatively happy with their existing provider, they were keen to ensure that their pricing remained competitive in the market.

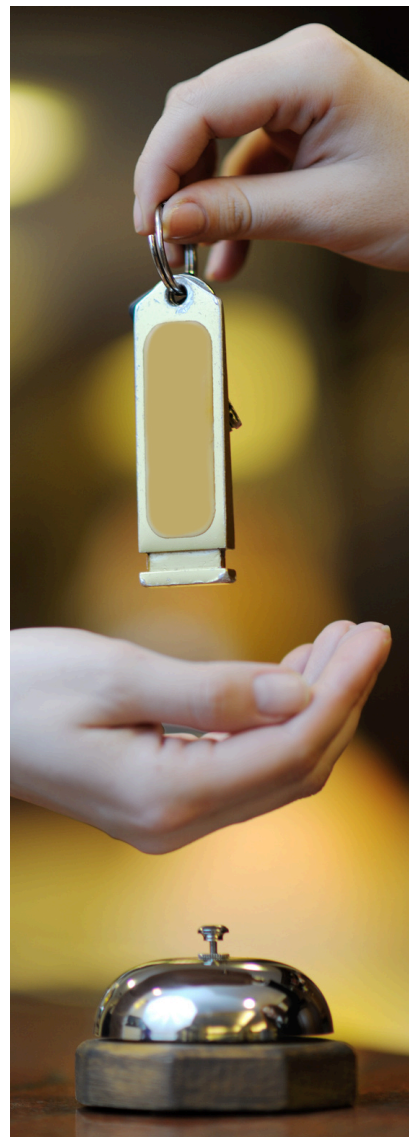
BB Merchant Services demonstrated responsiveness and flexibility throughout the process, making the collaboration smooth and efficient. Their expertise was evident as they successfully secured a 29% reduction in the acquiring margin for Firmdale Hotels, alongside more favourable pricing for terminal rentals, even within the constraints of a short-term contract renewal.

*"We engaged BB Merchant Services to undertake a review of our merchant acquiring. We were relatively happy with our existing provider, but keen to ensure that we were receiving fair market pricing."*

*We found BB Merchant Services to be responsive, flexible and easy to work with. We secured a 29% reduction in our acquiring margin and lower pricing for terminal rentals, despite our need to renew on a short contract only.*

*The team seem to have a high level of expertise in this area, which they were happy to share with us. We are very pleased with the outcome and would highly recommend their services."*

**Malcolm Soden, Finance Director**





## FLAT IRON STEAK

Flat Iron Steak, a popular restaurant chain known for offering high-quality steaks at affordable prices, has built a reputation for delivering exceptional dining experiences. As part of their commitment to ensuring operational efficiency while maintaining their focus on quality, Flat Iron Steak sought expert support in reviewing their payment processes to uncover potential savings.

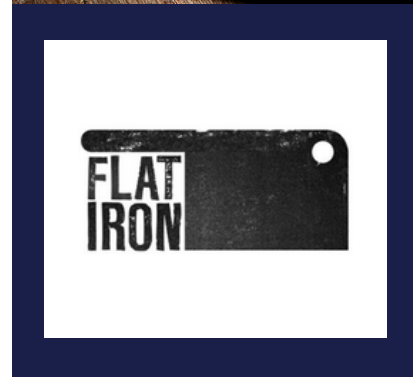
BB Merchant Services came highly recommended as specialists in this field, and Flat Iron Steak decided to engage their services. BB's approach was hands-off for Flat Iron Steak, allowing the restaurant team to focus on running the business while BB undertook a detailed review of their payment terms. After identifying areas for improvement, BB successfully renegotiated better rates and terms on behalf of Flat Iron Steak, ensuring enhanced service quality and cost efficiency.

Flat Iron Steak appreciated BB's dedication to delivering improvements without disrupting the day-to-day operations, and the partnership proved to be a valuable asset to the business.

*"BB Merchant Services were highly recommended to me as the leading experts in this field. What I particularly liked about their service was that they did all the work so that I could focus all my efforts on running the business."*

*"This approach identified areas for improvement, and with my permission, they renegotiated improved terms and better rates. I liked BB Merchant Services' focus on service quality and price improvements."*

**Stuart McNamara, Finance Director**





## GO APE

Go Ape, a rapidly growing outdoor adventure company, recognised that their card acquiring arrangements had been in place for some time without much scrutiny, despite their continuous expansion. As the company's focus remained on other operational aspects, their payment processes worked without issue, leading to limited attention being given to potential optimisations in this area.

To address this, Go Ape engaged BB Merchant Services to conduct a comprehensive review of their existing provider. BB Merchant Services' role was to benchmark current pricing and explore opportunities for improvement, without requiring heavy internal involvement from Go Ape. The outcome was impressive, leading Go Ape to make substantial savings and feel confident in their payment strategy moving forward.

*"Go Ape engaged BB Merchant Services to conduct a review of our card acquiring arrangements, which had been in place for some time. We were introduced to BB Merchant Services, who undertook a review of our existing provider without limiting our internal resources and put forward a proposal to our current provider, setting out the benchmark pricing BB Merchant Services advised was fair market. Unfortunately, our existing providers were unable to come close to this.*

*We feel confident that we have secured best-in-class pricing, which will deliver very substantial savings going forward. Throughout the process, we were confident to rely on the expertise and independence of BB Merchant Services but always felt in control, as the ultimate decision we made was not based solely on price. The results achieved have significantly exceeded our expectations, delivering savings in excess of 60% on our existing provider, and BB Merchant Services have brought other areas of potential savings to our attention, which we were not previously aware of. We would highly recommend their services."*

**Nick Hall, Finance Director**





# GUINNESS STOREHOUSE

Guinness Storehouse, located at the iconic St. James's Gate Brewery, is Ireland's leading visitor attraction, drawing over 1.7 million guests annually. As part of the global drinks company Diageo PLC, they are committed to providing a world-class experience while ensuring the business operates efficiently. To improve its payment processes, the Guinness Storehouse embarked on a project focused on merchant acquiring, specifically addressing industry compliance.

Guinness Storehouse sought BB's expertise to benchmark the terms offered by their payment provider against industry peers. This revealed further scope for reducing costs, which BB successfully leveraged to secure additional savings. Through their partnership with BB, Guinness Storehouse not only avoided the extensive time and effort that would have been required for an internal review or a market retender, but they also benefitted from BB's industry knowledge and strategic insights.

*"We had commenced some work on our merchant acquiring, particularly in respect of industry compliance. Once this was complete, BB Merchant Services agreed to undertake a review of the charging structures in place with our acquirer. Their feedback subsequently led to a change in the way in which we were being charged, significantly improving transparency and with cost savings feeding through."*

*"We asked BB Merchant Services to undertake a check of the terms we had been offered, against our peers in the market. This evidenced significant scope for incremental margin reduction which was successfully leveraged in full."*

*"In engaging BB Merchant Services, Guinness Storehouse has avoided costly internal time and effort and significant work associated with a market retender. We are most grateful to BB Merchant Services for their knowledge, experience and ability to deliver."*



**Paul Carty, Managing Director**



# THE INSTITUTE OF HOSPITALITY

The Institute of Hospitality (IOH) is the professional body for managers and aspiring managers in the hospitality industry. With a strong commitment to supporting the industry's growth and resilience, the IOH sought ways to optimise its financial operations.

Robert Richardson, drawing on his experience in a previous leadership role at one of the UK's grand hotels, had firsthand knowledge of the value that BB Merchant Services could bring. Recalling their impressive work at his former hotel in Kent, where they reduced payment processing costs by nearly 30%, he decided to engage them once again, this time for the Institute of Hospitality.

*"BB Merchant Services were recommended to me as being a trusted advisor to the industry. As the General Manager of a large hotel in Kent, I gave BB Merchant Services a mandate to benchmark and renegotiate our merchant services arrangements. They did a fantastic job and reduced our annual costs of taking client payments by almost 30%.*

*When I became CEO of the Institute of Hospitality, I gave them the same brief: save the organisation money without the overhead of changing providers. So I was absolutely delighted to see them deliver the same result again - this time reducing the Institute's costs by a whopping 50%.*

*BB Merchant Services did all the work. They kept my Finance team and I fully informed. But I didn't have to do anything apart from give them the brief and the authority to benchmark and renegotiate on our behalf.*

*I would highly recommend their services to all our members. The UK hospitality industry is doing a tremendous job rising up from the impact of Covid. So I am a supporter of any initiative that can improve the financial situation of our members."*

**Robert Richardson, Chief Executive Officer**



## LIMEWOOD HOTEL

Limewood Hotel, a luxury boutique retreat nestled in the heart of the New Forest, is renowned for delivering an exceptional guest experience paired with impeccable service. Known for upholding the highest standards in all operations, the hotel recognised the importance of ensuring that its financial management, particularly in merchant acquiring, was equally efficient and aligned with its business goals.

Keen to optimise this aspect, the hotel was introduced to BB Merchant Services following a recommendation from a respected figure in the hospitality industry. BB Merchant Services was brought on board to assess Limewood Hotel's existing merchant acquiring agreement. Drawing on their extensive industry expertise and thorough approach, BB uncovered key areas where financial improvements could be made, allowing the hotel to enhance its efficiency while maintaining its signature high standards. These adjustments are anticipated to significantly impact the hotel's financial performance, positively affecting its overall profitability.

The hotel greatly valued BB's professional insights and market knowledge, which made a noticeable difference in the project's success.

"Following an introduction from a hospitality industry professional, we engaged BB Merchant Services to review our existing merchant acquiring agreement. Their attention to detail, market and industry knowledge will assist in delivering notable improvement to our bottom line."

**Charlotte Smith, Group Financial Controller**



LIMEWOOD



## ODEON CINEMA GROUP

Odeon Cinema Group, one of the largest and most recognised cinema chains in the UK, is renowned for delivering exceptional film-viewing experiences. As part of their commitment to maintaining operational excellence, Odeon Cinema Group had recently concluded an internal Request for Proposal (RFP) process to secure e-commerce services. However, they wanted to ensure that their decisions were as cost-effective as possible and sought additional support in this area.

To achieve this, Odeon Cinema Group engaged BB Merchant Services on a due diligence basis, specifically asking them to review the pricing structure to identify any potential savings. BB's expert analysis provided valuable insights and helped Odeon Cinema Group make informed decisions that aligned with their financial objectives.

As a result of BB's work, Odeon Cinema Group was able to confidently assess their pricing and ensure they were achieving optimal value. BB's role as trusted advisers was solidified, and Odeon Cinema Group plans to further strengthen their relationship in the future.

*"We were introduced to BB Merchant Services by one of their existing, highly valued retail clients. We had just concluded an in-house RFP for e-commerce services and decided to engage BB Merchant Services on a complementary due diligence basis.*

*Specifically, we asked them to review pricing to identify any scope for incremental saving. Their expertise greatly helped in our decision-making process. We consider BB Merchant Services to be trusted advisers and will look to further broaden our relationship in the future."*

**Phil Pearce, Group Procurement Manager**



## SA BRAIN

SA Brain, one of Wales' most iconic brewing and hospitality companies, operates both the Brains beer brand and the popular Coffee #1 chain. Despite already conducting an internal review of their merchant services costs in mid-2015, where they had achieved some savings, SA Brain sought additional expertise to ensure they were maximising value. They decided to commission BB Merchant Services to perform a transaction banking price benchmark across both brands.

Initially uncertain about the potential for further savings, SA Brain was impressed by the incremental cost reductions BB identified. These savings significantly exceeded their expectations and had a positive impact on the company's overall transaction banking costs. BB's efforts not only optimised the cost base but also revealed further opportunities for savings in other transactional areas.

SA Brain was delighted with the results and looks forward to deepening their relationship with BB to explore additional efficiencies in the future.

*"We commissioned BB Merchant Services to undertake a transaction banking price benchmark across both our brands, Brains and Coffee #1. Having undertaken an in-house review of our merchant services costs in June 2015, where we had already achieved cost savings, we were unsure as to the additional value BB Merchant Services may be able to deliver."*

*The incremental savings they identified and have successfully delivered will have a significant positive impact on our transaction banking cost base, well beyond our expectations. We are truly delighted with the results achieved. With further savings identified in other transactional areas, we look forward to strengthening and developing our business relationship. We thoroughly recommend their professional services."*

**Martin Reed, Finance Director**





## WADSWORTH

Wadsworth, a distinguished name in the brewing industry with a history spanning over a century, is renowned for crafting traditional ales and operating a wide network of pubs across the UK. As part of their ongoing business management, Wadsworth was reviewing a contract renewal proposal from their existing payment acquirer. To ensure the best possible terms, they decided to engage BB Merchant Services, who had a strong track record as trusted advisors within the brewing sector.

BB conducted a thorough review of the renewal proposal, identifying several inaccuracies in the offer as well as opportunities for cost improvements. Their detailed report was shared with Wadsworth's supplier, which led to a significantly better retention offer and a refund for previous overcharges. BB's deep market knowledge and meticulous attention to detail proved invaluable in securing these outcomes.

Wadsworth highly appreciated BB's consultancy services, which resulted in both immediate cost savings and long-term improvements in their payment terms.

*"As 'trusted advisors' to a number of brewing businesses, we engaged BB Merchant Services to review a contract renewal proposal we had received from our existing acquirer. Their reporting highlighted a number of inaccuracies in the offer alongside an evaluation of pricing.*

*Their findings were shared with our supplier, which resulted in an improved retention offer alongside a refund for historic overcharging. Their attention to detail, and market knowledge is impressive. We highly recommend their consultancy services."*

**Daniel Webber, Finance Director**



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TRADITIONS WORTH HOLDING ON TO

# BRINGING IT ALL TOGETHER

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The success stories from well-known hospitality brands illustrates the transformative impact of partnering with BB Merchant Services.

By working with industry leaders such as Firmdale Hotels, Odeon Cinema Group and the IOH, BB Merchant Services has consistently demonstrated their expertise in reducing payment processing costs. Also, optimising financial operations without requiring disruptive changes to existing setups.

Contact us directly for further information.

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