# ETM Group Secure £10 Million Funding for Expansion Plans

**Thursday 19 April, 2018**

The London restaurant group, ETM, have secured an incredible £10 million worth of funding from HSBC to go towards their expansion plans. The company have stated that they plan to grow "significantly" within London over the next five years.

The group have opened 14 venues since their launch in 2000 and are looking to grow even faster in the upcoming years. Having produced five new sites in the past 18 months, the group have plans to grow even faster in the next five years.

CEO and co-founder of ETM, Ed Martin, said: "We are very excited about the next phase of growth and, with HSBC's support and financial backing, we will be able to develop and roll out new, innovative, experience-led concepts at a faster rate. Our focused approach to acquisition has already set in motion a platform for scalable expansion as evidenced by Aviary and Greenwood's first year of successful trading and the encouraging early performance from our new city bar, Broadleaf."

ETM is renowned for its extravagant concepts and Broadleaf is a continuation of this. Inspired by Victorian tropical glasshouses with brass and copper finishes, tropical taxidermy and botanical walls. The site is around the corner from its sister bar, The Botanist. If it is to follow in The Botanist's footsteps then it will only exceed expectations. The Botanist serves over 250,000 people per month, according to ETM Group.

The group's most well known bar is called 'Aviary'. The bar sits on the 10th floor roof top of the Montcalm Royal London and boasts dramatic views of the London skyline. ETM work with Smart Hospitality Supplies regularly to kit out their venues with luxurious personalised catering equipment such as Aviary's real saddle hide leather menu covers.

ETM Group's latest expansion will be 'Maple', based in White City as a part of the Westfield London expansion. The bar and restaurant is set to open in the Summer and will be able to cater to 170 covers at a time. The central bar will feature overhanging copper beer tanks and will serve rotating craft beers along with wines, botanical cocktails and spirits. This will all be surrounded by a restaurant with an open kitchen, leather banquettes and a 30-cover terrace. Commenting on the 'Maple' opening, Martin said: "The expansion at Westfield London offers a fantastic opportunity to join a thriving venture. Launching a new restaurant and bar at a World-class shopping and leisure destination is a first for ETM, but we believe it is the perfect next step for us."

## Media:



## Related Sectors:

Business & Finance :: Food & Drink :: Leisure & Hobbies :: Lifestyle & Relationships :: Public Sector & Legal ::

## Related Keywords:

Menu Covers :: Menu Cover :: Leather Menu Covers ::

## Scan Me:

## Company Contact:

**Smart Hospitality Supplies**

T. +44 (0)1743465301
E. simon.hubbard@smartuk.net
W. https://www.smartuk.net/

View Online

**Additional Assets:**

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.smartuk.pressat.co.uk**