

TWO NEW PIG HOTELS TO OPEN IN THE NEXT TWO YEARS



Just like the number seven bus, you wait for an age and then two come along at once. In this case it's PIGs – not buses. The ongoing search for suitable properties to add to the much-loved PIG hotel collection has now borne fruit with two new hotel projects in the pipeline. The team at THE PIG plan to open two new hotels in 2024 and 2025. They are working hard with the planners to achieve planning permission to convert two listed buildings into the next two PIGs.

The first to open, subject to those planning decisions, will be just south of Stratford-Upon-Avon... THE PIG-on the Farm, a mid-16th century listed stone-built farm house, surrounded by convertible barns, stables and out houses, set in 53 acres of pasture and arable land in the heart of rural England. The second to open, again, subject to approvals, will be THE PIG-at Groombridge. One of the most renowned and historic buildings straddling the border of East Sussex and Kent. Groombridge Place is a moated manor house in the village of Groombridge southwest of Tunbridge Wells. This house has provided the backdrop to numerous films including the 2005 production of *Pride & Prejudice* starring Keira Knightley.

Of the new properties, Chairman Robin Hutson said, “We are excited to acquire two genuinely unspoilt listed gems. We look forward to doing these beautiful buildings justice and restoring them sensitively, with their historic importance at the forefront of our decision making. These fascinating buildings complement our existing portfolio with each of them situated some distance from our other hotels. As with all of our hotels, we hope to create these with unique characteristics yet still very much designed with the quality of detail that has become the Pig look”.

THE PIG-on the farm has a long driveway that will lead guests to the farm which is on the southwest edge of the Walton Estate in South Warwickshire close to the borders of Oxfordshire, Gloucestershire and Worcestershire. Owned previously by the Mordaunt family, the land includes part of a deserted Medieval village to the southeast of the existing house alongside a major tributary to the River Dene.

THE PIG-at Groombridge, formerly known as Groombridge Place, was built in 1662 by barrister and architect Philip Packer, with the help of his friend Christopher Wren. The moat dates back as far as the 13th century. Plans for this historic masterpiece are ongoing with initial ideas of creating 40 plus bedrooms all enjoying the striking views across the property's moat, gardens and vineyard.

When works get underway, the team responsible for sensitively restoring these much-loved PIG buildings will create 'restaurants with rooms', slightly larger than previously seen. The restaurant will naturally champion THE PIG's renowned 25-mile menu featuring produce from each PIG's respective part of bucolic England.

With sustainability at the front and centre of decisions across THE PIGs, there will be numerous elements incorporated into these particular PIGs. Not least on the food production front, with acres of vegetable and fruit production (plus polytunnels), a mushroom growing house and on-site smokery and sheep, hens and quail... plus, of course, the pigs. What can't be grown or raised within the grounds will be sourced from excellent local Warwickshire and Kent/East Sussex suppliers within 25 miles of each property.

thepighotel.com

Notes to Editors

THE PIG group is a personal collection of small lifestyle restaurants with rooms where the focus is on authenticity and informality of design, food and service. There are currently eight PIG hotels; THE PIG, THE PIG-near Bath, THE PIG-on the beach; THE PIG-at Combe, THE PIG-in the wall, THE PIG-at Bridge Place, THE PIG-at Harlyn Bay and THE PIG-in the South Downs. With an obsessive commitment to home grown and local produce, THE PIG celebrates the seasons and uses only the best, freshest and most authentic foods and ingredients. It is all about the kitchen gardens, they are the beating heart of the operation. Everything is driven by the kitchen gardener/forager and chef. They grow and source the food and the chef then creates the menu; uncomplicated and simple kitchen garden food, true to the micro seasons with the emphasis squarely on fresh, clean flavours. What cannot be grown in THE PIG's kitchen garden is sourced within a 25-mile radius of each hotel. There are no 'cookie-cutter roll-outs'; each hotel has its own personality and sense of self. Every property comes with laid-back warm service and a genuine commitment to environmental and social responsibility. THE PIG hotels aim to deliver an outstanding experience for every guest; a 'wow' moment that surprises and delights for a price that won't break the bank. Home grown in every way – breaking the mould of designed hotels by working with what it has and recognising what is good about that. Designed in the style that has become THE PIG's signature, each hotel has a garden restaurant and bedrooms with a touch of luxury

and bags of homely charm plus Potting Shed or Shepherd's Hut massage treatment rooms in or near the kitchen gardens.