

Company Number: 690492

Beverage Realty Ireland Marketing Services Limited
Abridged Unaudited Financial Statements
for the financial year ended 30 April 2025

Beverage Realty Ireland Marketing Services Limited
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Beverage Realty Ireland Marketing Services Limited
STATEMENT OF FINANCIAL POSITION

as at 30 April 2025

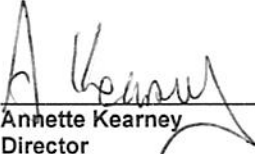
	Notes	2025 €	2024 €
Non-Current Assets			
Property, plant and equipment	6	43,432	37,268
Current Assets			
Receivables	7	8,442	2,201
Cash and cash equivalents		18,110	7,680
		26,552	9,881
Payables: amounts falling due within one year	8	(51,230)	(22,587)
Net Current Liabilities		(24,678)	(12,706)
Total Assets less Current Liabilities		18,754	24,562
Equity			
Called up share capital presented as equity		3	3
Retained earnings		18,751	24,559
Equity attributable to owners of the company		18,754	24,562

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

We as Directors of Beverage Realty Ireland Marketing Services Limited, state that -

- (a) the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014,
- (b) the company is availing itself of the exemption on the grounds that the conditions specified in section 358 are satisfied,
- (c) the shareholders of the company have not served a notice on the company under section 334(1) in accordance with section 334(2),
- (d) we acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare financial statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a financial year and to otherwise comply with the provisions of the Companies Act 2014 relating to financial statements so far as they are applicable to the company,
- (e) the company has relied on the specified exemption contained in section 352 Companies Act 2014. The company has done so on the grounds that the company is entitled to the benefit of that exemption as a small company and the abridged financial statements have been properly prepared in accordance with section 353 Companies Act 2014 and the small companies' regime.

Approved by the board on 18 December 2025 and signed on its behalf by:


 Annette Kearney
 Director


 Christian Kugel
 Director

Beverage Realty Ireland Marketing Services Limited

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 30 April 2025

1. General Information

Beverage Realty Ireland Marketing Services Limited is a company limited by shares incorporated and registered in Ireland. The registered number of the company is 690492. The registered office of the company is Mountscribe, Kinvara, Galway, Co. Galway, Ireland which is also the principal place of business of the company. The principal activity of the company is in the provision of marketing services relevant to the alcoholic beverage industry. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

2. Summary of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

Statement of compliance

The financial statements of the company for the financial year ended 30 April 2025 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

Revenue

Revenue comprises the invoice value of goods supplied by the company, exclusive of trade discounts and value added tax.

Property, plant and equipment and depreciation

Property, plant and equipment are stated at cost or at valuation, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of property, plant and equipment, less their estimated residual value, over their expected useful lives as follows:

Fixtures, fittings and equipment	-	12.5% Straight line
Motor vehicles	-	12.5% Straight line

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

Trade and other receivables

Trade and other receivables are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method less impairment losses for bad and doubtful debts except where the effect of discounting would be immaterial. In such cases the receivables are stated at cost less impairment losses for bad and doubtful debts.

Trade and other payables

Trade and other payables are initially recognised at fair value and thereafter stated at amortised cost using the effective interest rate method, unless the effect of discounting would be immaterial, in which case they are stated at cost.

Beverage Realty Ireland Marketing Services Limited

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 30 April 2025

Taxation and deferred taxation

Current tax represents the amount expected to be paid or recovered in respect of taxable profits for the financial year and is calculated using the tax rates and laws that have been enacted or substantially enacted at the Statement of Financial Position date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the company's taxable profits and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the Statement of Financial Position date.

Foreign currencies

Ordinary share capital

The ordinary share capital of the company is presented as equity.

3.	Operating (loss)/profit	2025	2024
		€	€
	Operating (loss)/profit is stated after charging:		
	Depreciation of property, plant and equipment	6,965	5,324
		<u> </u>	<u> </u>

4.	Finance costs	2025	2024
		€	€
	Interest	182	-
		<u> </u>	<u> </u>

5. Employees

The average monthly number of employees, including directors, during the financial year was 2, (2024 - 2).

6. Property, plant and equipment

	Fixtures, fittings and equipment	Motor vehicles	Total
	€	€	€
Cost			
At 1 May 2024	8,034	35,000	43,034
Additions	13,129	-	13,129
	<u> </u>	<u> </u>	<u> </u>
At 30 April 2025	21,163	35,000	56,163
	<u> </u>	<u> </u>	<u> </u>
Depreciation			
At 1 May 2024	1,391	4,375	5,766
Charge for the financial year	2,590	4,375	6,965
	<u> </u>	<u> </u>	<u> </u>
At 30 April 2025	3,981	8,750	12,731
	<u> </u>	<u> </u>	<u> </u>
Carrying amount			
At 30 April 2025	17,182	26,250	43,432
	<u> </u>	<u> </u>	<u> </u>
At 30 April 2024	6,643	30,625	37,268
	<u> </u>	<u> </u>	<u> </u>

Beverage Realty Ireland Marketing Services Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 30 April 2025

7. Receivables	2025	2024
	€	€
Trade receivables	7,920	-
Taxation	522	2,201
	<u>8,442</u>	<u>2,201</u>
8. Payables	2025	2024
Amounts falling due within one year	€	€
Trade payables	7,593	-
Taxation	2,646	4,249
Directors' current accounts (Note 10)	38,891	16,563
Accruals	2,100	1,775
	<u>51,230</u>	<u>22,587</u>
9. Income Statement	2025	2024
	€	€
At 1 May 2024	24,559	20,240
(Loss)/profit for the financial year	(5,808)	4,319
At 30 April 2025	<u>18,751</u>	<u>24,559</u>
10. Directors' remuneration and transactions	2025	2024
	€	€
Remuneration	<u>35,967</u>	<u>47,875</u>
The following amounts are repayable to the directors:	2025	2024
	€	€
Annette Kearney	<u>38,891</u>	<u>16,563</u>
11. Controlling interest		
The ultimate controlling party of the company is Annette Kearney.		