



LOUNGES

AN INTRODUCTION



**“Like all the
comfort of home
but better...
...unless you have
a chef and a bar
in your lounge”**

OUR STORY

Lounges was founded in 2002 by a trio of long-standing friends, Dave Reid, Alex Reilley and Jake Bishop. The motivation was simple and selfish: they wanted somewhere to drink themselves.

Having spent years in the restaurant and bar trade they decided it was time they did their own thing.

An empty opticians on North Street, Bristol seemed to fit the bill. It had planning permission, was just about big enough and in reasonable condition. The 'shell' included a kitchen so they accepted that they would be doing a bit of food, and after a few months of sort-of-not-knowing-what-they-were-doing, The Lounge opened in August 2002.

They liked it a lot and so did a lot of other people. They pondered whether they should open another one, maybe on Gloucester Road, and in what was an absurdly short space of time they did, and Lounges was born. The rest, as they say, is history...



WHAT'S THE DEAL?

A Lounge is a neighbourhood café/bar that combines elements of a restaurant, the British pub and coffee shop culture, all with an independent vibe

Today there are 219 Lounges in city suburbs and traditional town centres

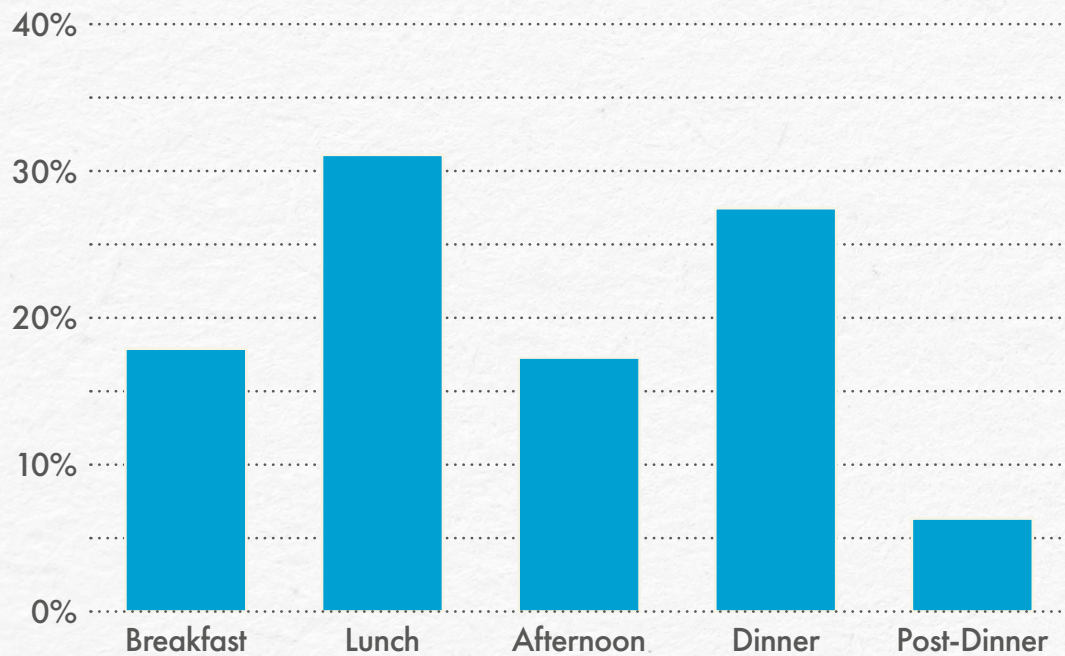


PERFORMANCE

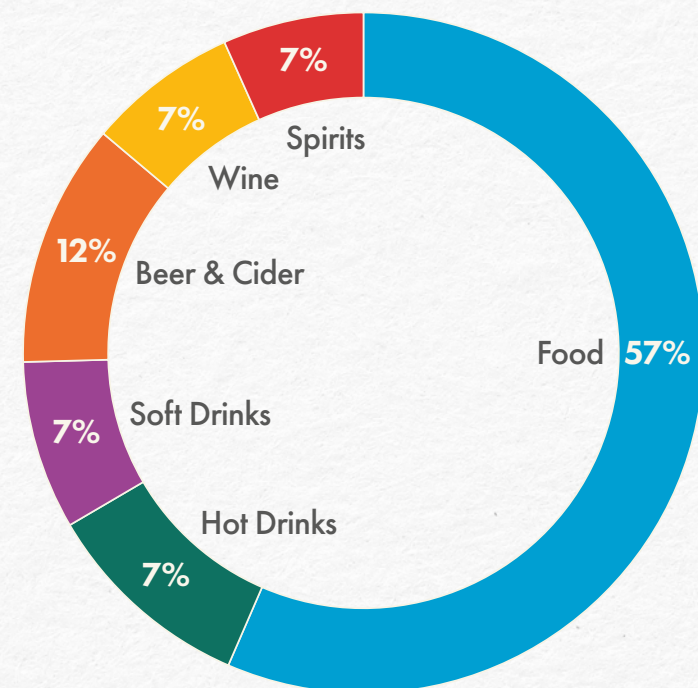
A home from home throughout the day

Lounges offers all-day dining, with the same menu served from 9am every day. Sales are well diversified across all day parts and all days of the week.

SALES BY SESSION



SALES MIX





CUSTOMERS

A Lounge is a homely, relaxed and slightly eccentric place, offering quality, value-for-money casual dining and drinking. That means we attract a diverse customer base from breakfast and coffee, to lunch and afternoon tea, through to delicious evening meals.

The concept is informal, resulting in a rolling customer base that adds vibrancy and drives neighbourhood footfall from morning to night. In our customers' eyes, Lounges has no direct competitors: 72% of our guests regard Lounges as a unique proposition—in near equal parts coffee shop, café/bar and restaurant.

We pride ourselves on serving as the hub of our local community. This, combined with our inherently flexible format, has cemented the position of the Lounge as a place to go for many occasions. Customers use us to fulfil different needs across the day, whether that is time to unwind alone or indulging in an evening meal with friends or family.

The distinctive décor and uplifting atmosphere are the key elements of each Lounge that attract people to us—along with the quality of food and our friendly, welcoming staff, of course.

WE EXCEL AT KEY OCCASIONS THROUGHOUT THE DAY



A regular coffee to catch up with friends

A relaxing drink with a partner

The cornerstone of a shopping or cinema trip

Time out alone with something to read

A quick bite or lunch with friends

An evening off from cooking

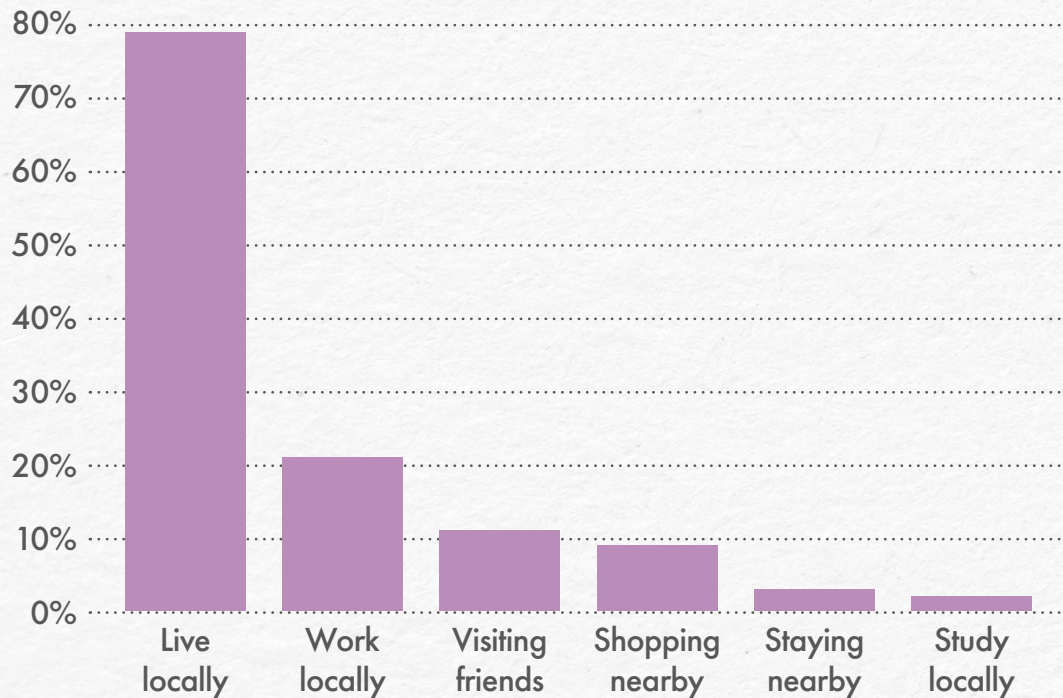
A weekend breakfast with the family



Uniquely appealing for a whole host of occasions

Four-fifths of our customers live locally and seek out Lounges for its relaxed feel, good atmosphere and warm welcome. The brand's broad appeal also makes it a popular destination for local workers.

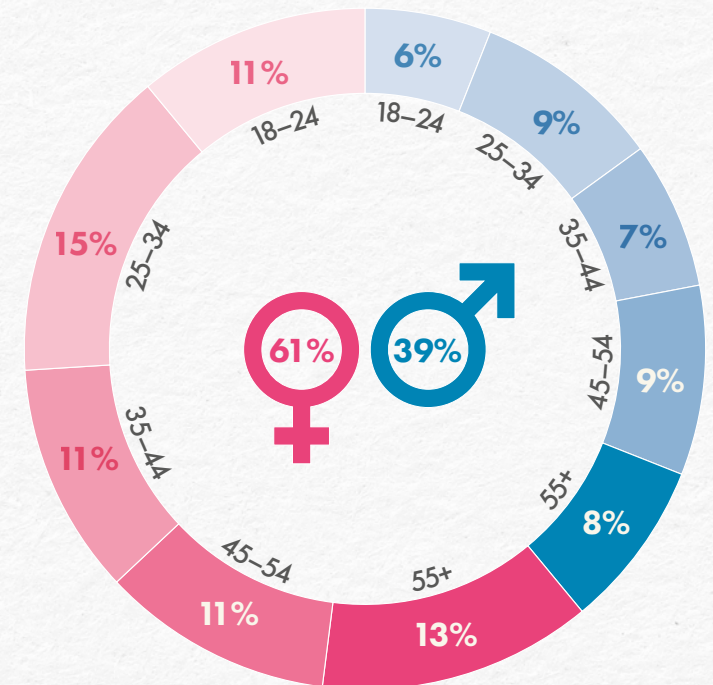
TYPICAL USAGE OCCASION



Broad, nationwide demographic appeal

We offer something for everyone regardless of age, demographic or gender and operate successfully in a diverse range of site types and locations across England and Wales.

DEMOGRAPHIC PROFILE



FOOD

Our menus reflect our personality. We take food really seriously, using the best fresh produce in really creative dishes, but we also make sure our menus are about pleasure, indulgence, and fun—a bit like us.

Everyone is welcome in a Lounge, so we look after every taste from fresh, zingy salads to massive burgers with all the trimmings. We spend a lot of time working on exciting new dishes but we'll always be somewhere you can go for classic British food like a cracking bacon butty too.

We know that the kids need to be happy too, so our kids' menu features healthy, indulgent and fun dishes.

We've been providing complete vegan and gluten-free menus since 2003. We take pride in ensuring that they are packed with variety, flavour and comfort food classics.

The word is getting out: our overall menu won 'Best Vegan Menu' and our Chocolate Torte won 'Best Dessert' at the recent PETA vegan food awards.



DRINK

We rather like a drink at Lounges and have recently completed an exciting overhaul of our drinks offering. From delicate herbal teas to fabulous cocktails, if it's liquid, we stock it.

We pride ourselves on coffee in particular, using a high-quality blend of Central American and Kenyan Arabica beans, which is medium bodied, clean and fruity.

Soft drinks include freshly squeezed juices, smoothies, milkshakes, ginger beers, iced teas and our own lemonade.

Our wine list is small but beautifully formed, with whites, reds, rosés and prosecco all by the glass and bottle. We stock an appealing range of popular draught beers, as well as bottled beer and ciders.

Last but by no means least, our cocktails include all the established classics and some fantastic concoctions dreamt up exclusively for Lounges.





DESIGN

The design of a Lounge is characterised by informal, unique interiors with an emphasis on a warm, comfortable atmosphere, often described as a 'home from home'.

The Lounge estate has a consistent look and feel but each Lounge is individually named and tailored to the site and local area, meaning that no two sites are the same.

Our resident interior aficionados bring out the soul of every site, with sympathetic design and murals that celebrate the history and spirit of each local community: think sinking into a battered old club chair under a tassel-y lampshade, overlooked by a huge Roaring Twenties painting and an old family photo of a smiling swimmer being smeared with lard on a crumbly wall with incredibly loud 1970s wallpaper.







LOUNGES



TheLoungesCafeBar



theLOUNGERS



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