

LOCK
STOCK
BARREL

An orange silhouette of a person wearing a hard hat, positioned to the right of the main text.

THE BRAND

con tents

THE BRAND

Executive Summary
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LOCK, STOCK & BARREL IS A CONCEPT CREATED BY SOLUTIONS LEISURE GROUP; THE BRAINCHILD OF THE DIRECTORS, PAUL EVANS & FREEK TEUSINK.

LOCK, STOCK & BARREL WAS INSPIRED BY THE TREND OF CASUAL, INDUSTRIAL AND LIVE MUSIC VENUES THAT ARE BUZZING HOTSPOTS IN TRENDY CITIES ACROSS THE WORLD.

THIS NYC FEEL VENUE OPENED IN FEBRUARY 2016 IN THE GRAND MILLENNIUM HOTEL IN BARSHA HEIGHTS, DUBAI. IT PROVED TO BE AN OVERNIGHT SENSATION, SCORING RAVE REVIEWS FROM THE MEDIA AND CAUSING A HUGE BUZZ WITH THE COOL KIDS OF THE CITY!

HAVING WON "BEST NEW NIGHTLIFE VENUE" AT THE 2016 TIME OUT NIGHTLIFE AWARDS, WE ARE SURE YOU WILL AGREE THAT LOCK, STOCK & BARREL WOULD BE A GREAT ADDITION TO ANY PORTFOLIO.

OVER THE PAST 15 YEARS, THE SOLUTIONS LEISURE GROUP TEAM HAS WORKED TIRELESSLY TO BECOME ONE OF THE LEADING HOSPITALITY AND NIGHTLIFE GROUPS IN THE MIDDLE EAST.

DEMONSTRATING A PROVEN TRACK RECORD OF SUCCESS IN EGYPT AND THE UAE, AND TODAY WELCOMING IN EXCESS OF 100,000 CUSTOMERS EVERY MONTH ACROSS THEIR VENUES.

SOLUTIONS LEISURE GROUP CONCEPTUALISES AND CREATES SUCCESSFUL MODELS THAT WORK EVERY SINGLE TIME, BY USING OUR WEALTH OF EXPERIENCE, AND NO-NONSENSE EXECUTION AND MANAGEMENT STYLE.



WHO

PRETENTIOUS IS NOT A WORD THAT CAN BE USED TO DESCRIBE LOCK, STOCK & BARREL; IT IS ULTIMATELY A PLACE WHERE CUSTOMERS CAN LET THEIR HAIR DOWN AND TRULY ENJOY THEMSELVES WITHOUT THE TYPICAL DUBAI GLAMOROUS STEREOTYPE.

WE

A 7 DAY A WEEK VENUE, WHERE THERE IS ALWAYS SOMETHING HAPPENING, WITH A 3AM BAR ADDED TO THE MIX! WEEKLY EVENTS INCLUDE ROCKING LIVE MUSIC SESSIONS, LIVE FOOTBALL ON THE BIG SCREENS, FRIDAY BRUNCH & LADIES' NIGHT.

ARE

THE GO TO PLACE FOR A QUICK AFTER-WORK DRINK THAT TURNS INTO A MORNING OFF WORK, CATCH THE PREMIER LEAGUE GAMES ON THE BIG SCREENS, COMFORT FOOD FILLED DINNER, A CASUAL GAME OF POOL OR PUB DARTS AND A FUN-FUELLED FRIDAY BRUNCH THAT TURNS INTO AN EPIC NIGHT OF SINGING INDIE ROCK CLASSICS ALONG WITH THE LIVE BAND.

LOCK, STOCK & BARREL HAS BEEN DESIGNED IN SUCH A WAY THAT IT CAN GO FROM CASUAL BAR TO FULL ON ROCK CONCERT OR SPORTS FAN ZONE AT ANYTIME.

THE DESIGN ELEMENTS OF THE LOCK, STOCK & BARREL BRAND WILL CONSISTENTLY FEATURE THE SIGNATURE VINTAGE SPEAKER WALL, HIGH VAULTED CEILINGS, EXPOSED METAL BEAMS AND RECLAIMED WOOD BAR.

WHAT

IS

L.S.B.?

THE VENUE



RECLAIMED MATERIALS



LEATHER & WOOD



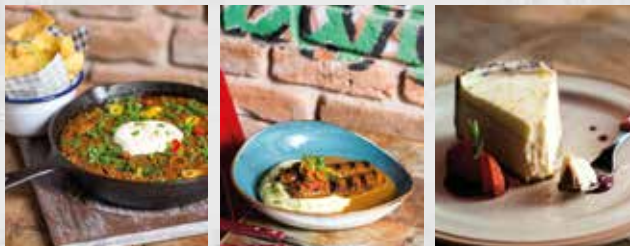
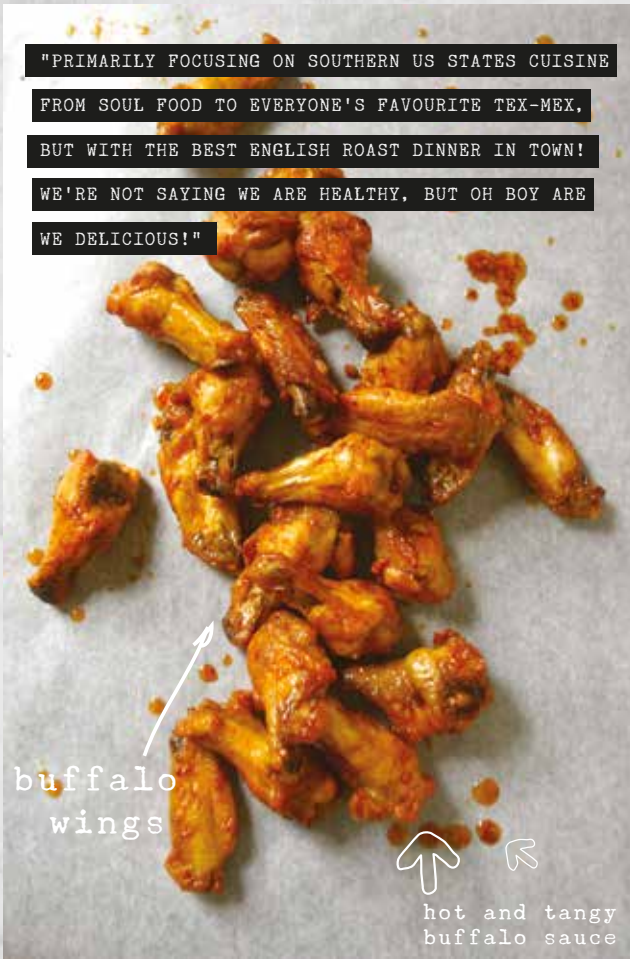
INDUSTRIAL METAL



URBAN DESIGN



THE TASTE



THE SOUL



FUN TIMES

LOCK STOCK & BARREL

LOCK STOCK & BARREL



COCKTAILS



DJ



DELICIOUS



LOCK STOCK & BARREL



ROCK N'ROLL



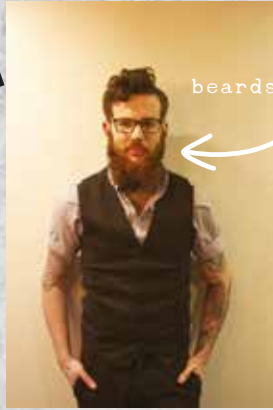
ELECTRIC ATMOSPHERE



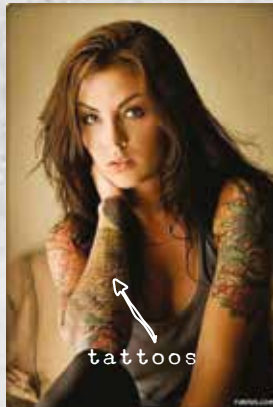
LOCK STOCK & BARREL



THE TEAM



OUR STAFF ARE AN EXTENSION OF OUR BRAND AND AS SUCH OUR UNIFORMS ARE PART OF THE BRAND FEEL AND RECOGNITION. EACH STAFF MEMBER HAS A CUSTOM UNIFORM, DENOTING THEIR DUTIES, SPECIFICALLY DESIGNED FOR LSB.



SIGNATURE L.S.B



SPEAKER WALL



MUSIC ICONS



NYC FEEL



RECLAIMED MATERIALS



LOCK, STOCK & BARREL IS ULTIMATELY A PARTY BAR THAT FOCUSES ON LIVE MUSIC AND SPORTS. WITH 2 BARS, A LIVE MUSIC STAGE, 13 LARGE SCREENS, A DAILY HAPPY HOUR AND A 3AM LICENSE EVERY NIGHT TO BOOT...IT'S GOING TO BE EMOTIONAL!

THE BAR IS ALL ABOUT THE "PARTY" WITH THE STRENGTH OF COCKTAILS & SHOTS MEASURED BY A LEGEND OF SKULLS, TWISTED VERSIONS OF THE ICONIC LONG ISLAND ICE TEA, SEASONAL CRAFT BEER & BOILER MAKERS. LOCK, STOCK & BARREL MAY VERY WELL BE THE PLACE YOU REGRET COMING TO IN THE MORNING!

PRIMARILY FOCUSING ON FOOD FROM THE SOUTHERN U.S STATES, THE DINING EXPERIENCE AT L.S.B IS NOT ONE FOR THOSE WATCHING THEIR WAISTLINE; WITH SIGNATURE DISHES SUCH AS THE MARYLAND STYLE BLUE CRAB CAKES, CRAYFISH MAC'N'CHEESE AND BUFFALO CHICKEN FLATBREAD. NOT TO MENTION, WHAT HAS QUICKLY BECOME DUBAI'S BEST ENGLISH ROAST IN TOWN.



WEEKLY L.S.B EVENTS INCLUDE: -

HAPPY HOUR

OFFERED EVERYDAY FROM 5PM - 8PM
(BUY ONE GET ONE FREE ON ALL HOUSE DRINKS)

SATURDAY & SUNDAY - "ROAST OF THE DAY"

LIVE FOOTBALL ON THE BIG SCREENS AND A PROPER ENGLISH ROAST (CHOOSE ANY 2 MEATS FOR YOUR BRITISH ROAST DINNER WITH TRADITIONAL TRIMMINGS AND OUR PROPER HOMEMADE GRAVY)

MONDAY & WEDNESDAY - "13DAZE UNPLUGGED"

CATCH AN ACOUSTIC SESSION WITH RESIDENT BAND 13 DAZE FROM 11PM

TUESDAY - "LOCK, STOCK & LIPSTICK" LADIES' NIGHT

3 DRINKS FOR ALL LADIES. THIS WILL BE ONE TO BOOK THE MORNING OFF FOR!

THURSDAY - "LSB PARTY NIGHT"

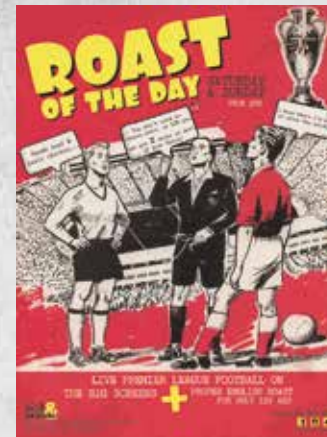
WITH RESIDENT DJ CHRIS NICHOL PLAYING INDIE, ROCK AND PARTY TUNES!

FRIDAY - "LOCK, STOCK & BRUNCH"

A SHARING CONCEPT OF ALL THINGS USA; FROM PITCHERS OF BEER AND LONG ISLAND ICE TEA TO POTS OF CHILLI CON CARNE, BOTTOMLESS BUFFALO CHICKEN WINGS, MAC 'N' CHEESE AND WHOLESOME FLATBREADS. 299 AED PER PERSON WITH UNLIMITED HOUSE BEVERAGES.

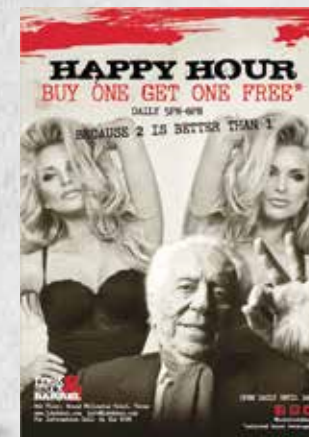
"FRIDAY NIGHT LIVE" FROM 11PM

WHERE 13DAZE TAKE THE STAGE ONCE AGAIN AND ROCK L.S.B FULL VOLTAGE!



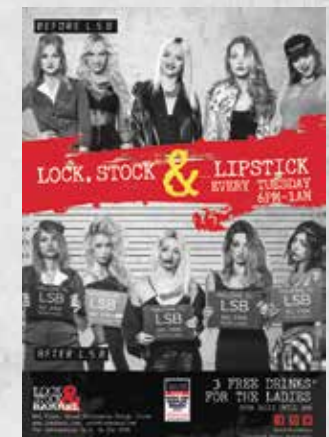
SATURDAY & SUNDAY
"ROAST OF THE DAY"

LIVE PREMIER LEAGUE FOOTBALL GAMES AND A PROPER ENGLISH ROAST



DAILY
"HAPPY HOUR"

BUY ONE GET ONE FREE



TUESDAY
LOCK, STOCK & LIPSTICK"

LADIES NIGHT



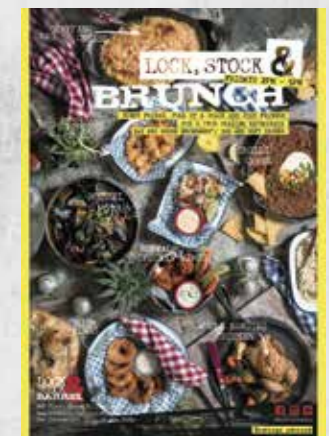
MONDAY & WEDNESDAY
"13 DAZE UNPLUGGED"

ACOUSTIC SESSIONS



FRIDAY
"FRIDAY NIGHT LIVE"

LIVE MUSIC PERFORMANCES



FRIDAY
"LOCK STOCK & BRUNCH"

A SHARING CONCEPT

LOCK, STOCK & BARREL IS A BRAND FOR FUN LOVING,

TRENDY, MUSIC MAD GUYS AND GIRLS! A PLACE WHERE

HARD-WORKING PROFESSIONALS CAN LET THEIR HAIR DOWN

AND HAVE A GOOD TIME. L.S.B BECOMES A REAL "LOCAL"

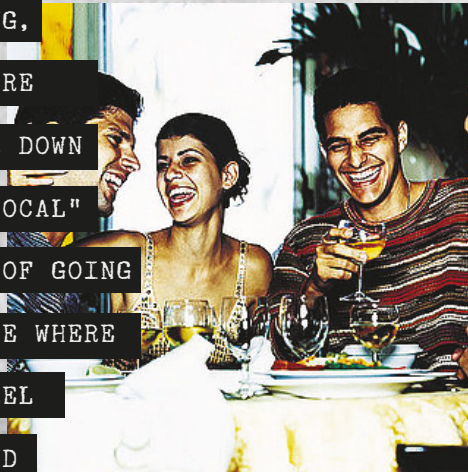
FOR OUR CUSTOMERS, THE FIRST SPOT THEY THINK OF GOING

TO FOR ANY SOCIAL OCCASION OR MEET-UP. A PLACE WHERE

EVERYBODY KNOWS YOUR NAME! LOCK, STOCK & BARREL

CUSTOMERS ARE FIERCELY LOYAL TO THE BRAND, AND

BECOME A PART OF IT'S DNA.



OUR FANS

ARTISTIC

FUN-LOVING

TRENDY

THIS
IS STEVE...



oALICE
&



"BRILLIANT!"

●●●●● 5 OF 5 STARS

LSB IS WITHOUT DOUBT ONE OF THE BEST NEWCOMERS TO THE DUBAI F&B SCENE. THE PLACE HAS GOT A PERPETUAL BUZZ TO IT AND THAT VERY WELL MAY BE BECAUSE HAPPY HOUR IS TILL 20:00 WOOHOO!

THE INTERIOR WILL BLOW YOUR MIND, SERVICE IS SUPER FRIENDLY AND THE MUSIC IS EXCELLENT. PLUS THERE'S AN AMAZING LIVE BAND CALLED 13 DAZE WHICH PLAYS ON MONDAYS, WEDNESDAYS AND FRIDAYS. THIS IS A 100% MUST VISIT VENUE.

"GREAT LITTLE SPOT!"

●●●●● 5 OF 5 STARS

I VISITED TWICE WHILE STAYING WITH SOME FRIENDS IN DUBAI. IT IS AWESOME. WE ENJOYED THE ATMOSPHERE, THE BAND AND PIZZA WE SHARED TO SOAK UP THE BOOZE!

ABSOLUTELY PACKED BOTH TIMES WE WENT BUT THE STAFF ARE QUICK SO SERVICE IS ACTUALLY OK AND IF YOU NAB A TABLE YOU GET TABLE SERVICE SO ALL GOOD. THE BAND ARE BRILLIANT. HAPPY HOUR WAS FAB - 2 DRINKS FOR THE PRICE OF 1



"RECENTLY, OUR COMPANY WON A PRESTIGIOUS ACCOLADE AND WE WANTED TO TAKE EVERYONE FROM OUR DUBAI & ABU DHABI OFFICES OUT FOR A CHILLED YET FUN EVENING TO CELEBRATE. LOCK STOCK & BARREL MADE PERFECT SENSE AS IT WAS NEW, COOL AND WALKING DISTANCE FROM THE OFFICE. FROM THE GET GO; MAKING AN ENQUIRY TO SENDING A TAILOR MADE PROPOSAL FOR UM AND AS WELL AS A SITE VISIT. THEY MADE EVERYTHING SO BREEZY AND PLEASANT TO ORGANIZE FOR OVER 100 PEOPLE.

AT OUR EVENT THE STAFF WERE SO ATTENTIVE AND FRIENDLY; EVERYBODY HAD A GREAT TIME AND QUITE A FEW OF OUR COLLEAGUES ARE NOW FREQUENT DINERS AT LSB".

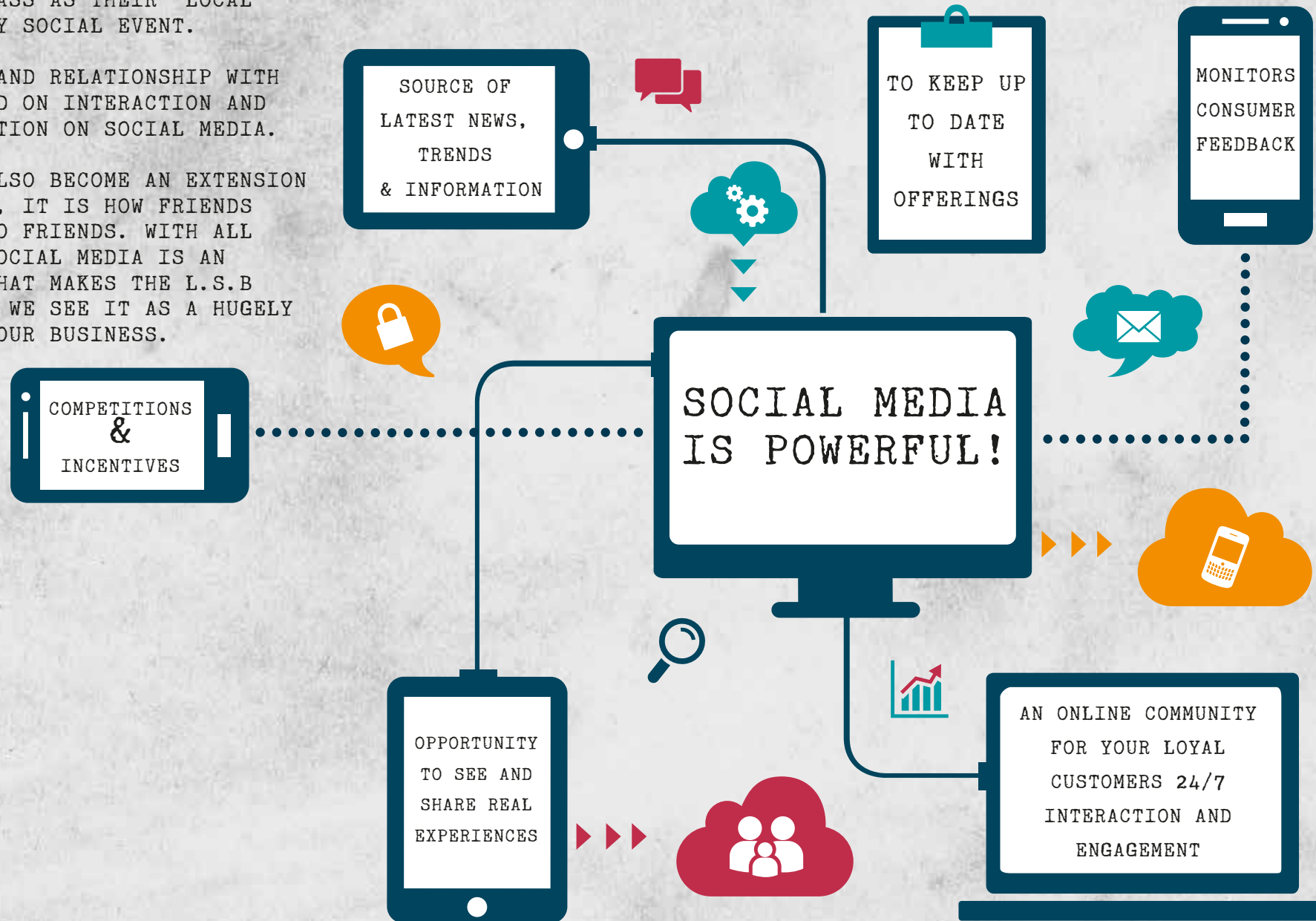
KOMAL BAJAJ, MARKETING & COMMUNICATIONS DIRECTOR, UM MENA



A BRAND LIKE LOCK, STOCK & BARREL BECOMES A CENTRAL PART OF PEOPLE'S LIVES; IT IS WHAT THEY CLASS AS THEIR "LOCAL" AND A GO-TO FOR ANY SOCIAL EVENT.

OUR COMMUNICATION AND RELATIONSHIP WITH THEM IS OFTEN BASED ON INTERACTION AND SHARING OF INFORMATION ON SOCIAL MEDIA.

SOCIAL MEDIA HAS ALSO BECOME AN EXTENSION OF "WORD OF MOUTH", IT IS HOW FRIENDS RECOMMEND PLACES TO FRIENDS. WITH ALL THIS BEING SAID, SOCIAL MEDIA IS AN INTEGRAL PART OF WHAT MAKES THE L.S.B BRAND TICK AND WHY WE SEE IT AS A HUGE IMPORTANT PART OF OUR BUSINESS.



VALUE
CONSCIOUS

MORE THAN **50%** OF MILLENNIALS WILL USE 4 OR MORE SOURCES TO HELP THEM MAKE A DECISION ABOUT SPENDING MONEY WITH YOUR COMPANY.



OPINIONATED
CUSTOMERS

AND WILL SHARE THOSE OPINIONS. **34%** OF CUSTOMERS HAVE USED SOCIAL MEDIA EXPRESS THEIR FEELINGS ABOUT A COMPANY OR SERVICE. AS IT TURNS OUT, **26%** OF PEOPLE WILL EXPRESS DISSATISFACTION, WHILE ONLY **23%** WILL HAVE ABOUT A PRODUCT OR COMPANY THEY LIKE.

SUPER
CONNECTED

63% OF WOMEN WHO OWN SMARTPHONES DON'T GO AN HOUR WITHOUT CHECKING IT. AND THE PERCENTAGE IS HIGHER FOR MEN AT **73%**.

MILLENNIALS ARE EVEN MORE CONNECTED WITH **75%** CHECKING THEIR PHONES AT LEAST EVERY HOUR. **50%** OF PEOPLE CHECK THEIR PHONES RIGHT BEFORE THEY GO TO SLEEP AND ALSO WHEN THEY WAKE UP.



IGNORE
ADS & SEEK
AUTHENTICITY

92% SAY THEY HAVE MORE CONFIDENCE IN INFORMATION FOUND ONLINE THAN OTHER SOURCES.

75% DON'T BELIEVE THAT COMPANIES TELL THE TRUTH IN ADVERTISEMENTS.

THE MODERN CUSTOMER

BUZZ WORDS

YES



good value

new American dining concept

crowdlads

buddypunters

Boys & party

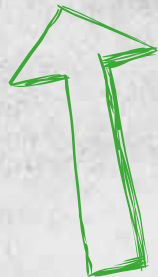
girls & a few bevvies
chill & mates guys

hangout

great vibes, great views

get ye' heels on

YES



YES



NO



Sophisticated

posh expensive

gentleman family

fine dining exclusive

NO



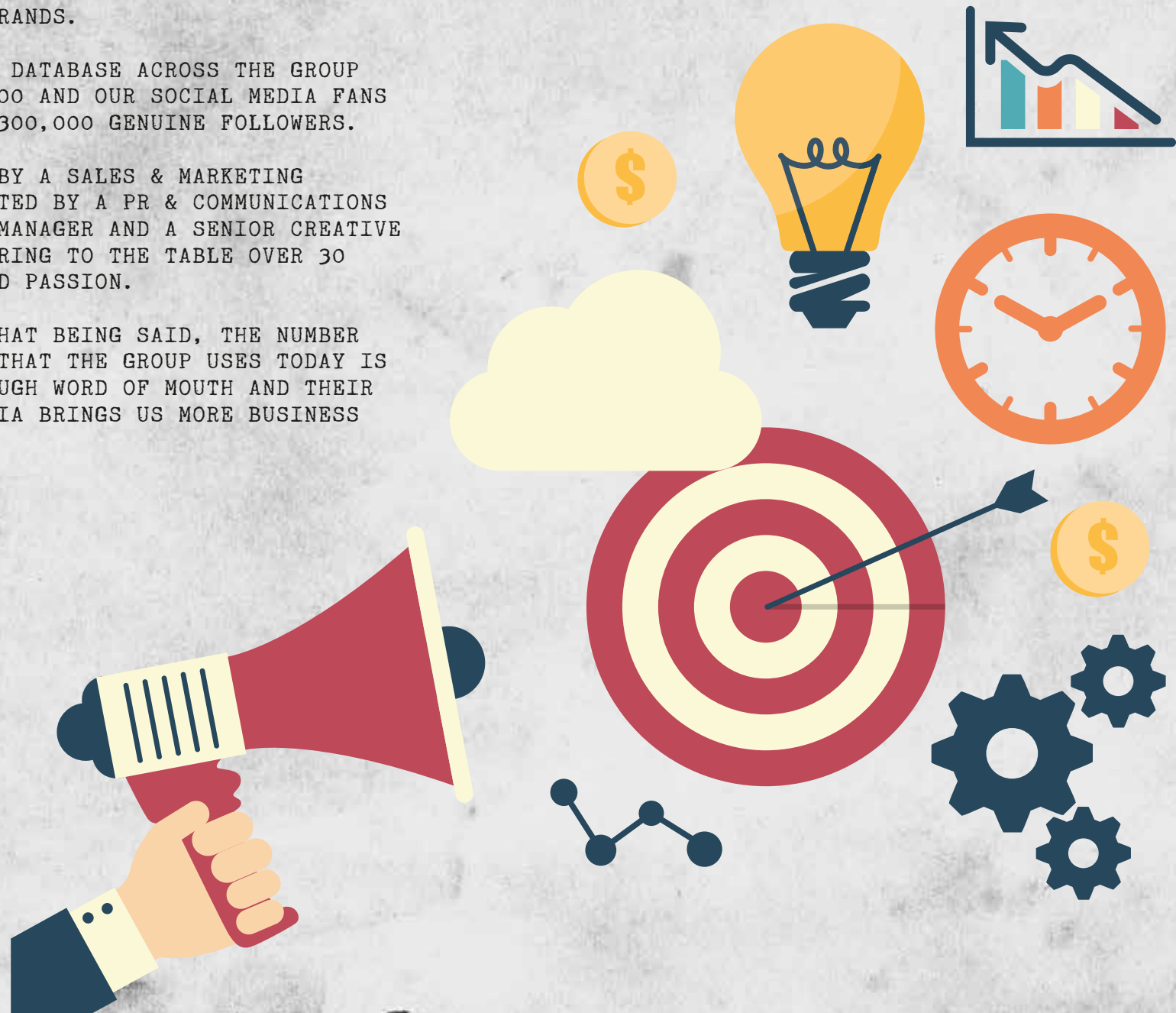
NO

SOLUTIONS LEISURE HAS AN IN-HOUSE MARKETING & PR TEAM THAT PROMOTES ALL OF OUR VENUES. THIS TEAM IS RESPONSIBLE FOR ALL OUT-GOING MARKETING AND COMMUNICATION OF THE BRANDS.

CURRENTLY OUR CUSTOMER DATABASE ACROSS THE GROUP STANDS AT APPROX. 70,000 AND OUR SOCIAL MEDIA FANS COMES IN AT WELL OVER 300,000 GENUINE FOLLOWERS.

OUR TEAM IS HEADED UP BY A SALES & MARKETING DIRECTOR WHO IS SUPPORTED BY A PR & COMMUNICATIONS MANAGER, SOCIAL MEDIA MANAGER AND A SENIOR CREATIVE DESIGNER. ALL OF WHOM BRING TO THE TABLE OVER 30 YEARS OF EXPERIENCE AND PASSION.

HOWEVER, WITH ALL OF THAT BEING SAID, THE NUMBER ONE FORM OF MARKETING THAT THE GROUP USES TODAY IS OUR CUSTOMER, WHO THROUGH WORD OF MOUTH AND THEIR ACTIVITY ON SOCIAL MEDIA BRINGS US MORE BUSINESS THAN ANY OTHER MEDIUM.



OUR OBJECTIVE IS THE CREATION OF A HIGH YIELDING, LONG-LASTING, FRESH AND UNIQUE VENUE OF A HIGH CALIBER YET WITHOUT THE TYPICAL DUBAI GLAMOUR. THIS WINNING FORMULA COUPLED WITH A PROVEN, PROFESSIONAL AND HIGHLY EFFECTIVE MANAGEMENT TEAM IS A RECIPE FOR SUCCESS.

IN THE NOT TO DISTANT FUTURE WE WOULD LIKE TO SEE SEVERAL LOCK, STOCK & BARREL VENUES ACROSS THE GLOBE. EACH OFFERING A BREATH OF FRESH AIR TO CUSTOMERS AND PROVIDING A UNIQUE NIGHTLIFE VENUE THAT WILL SOON BE EVERYONE'S FAVOURITE "LOCAL".

AUTHENTIC. CASUAL. FUN. DELICIOUS. ROCKIN'

WE HOPE THIS DOCUMENT HAS GIVEN YOU A GOOD INSIGHT INTO THE GROUP'S OVERALL ETHOS AND HELPED YOU TO UNDERSTAND THE LOCK, STOCK & BARREL BRAND.



YOU CAN REQUEST ADDITIONAL INFORMATION AT ANYTIME ABOUT THE LOCK, STOCK & BARREL BRAND BY CONTACTING THE HEAD OFFICE TEAM IN DUBAI.

THANK YOU.



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