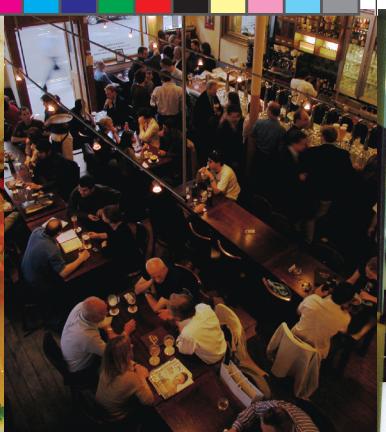




# INTRODUCING LOWLANDER GRAND CAFE

LEFFE BLONDE • MOULES FRITES •  
FRESH COFFEE • 30 WINES • DE KO  
ALE • TABLE SERVICE • WAFFLES • O  
JENEVERS • CUISINE DE BIERE • C  
30 WINES • BRUGS WIT BIER • SA  
OISE • DUTCH BOK BEERS • SOR  
15 DRAUGHT BEERS • 70 BOTTLE  
BEERS • BITTEBALLEN • PRIX FIXE  
CREPES • TUTORED TASTINGS • H



## THE CONCEPT

Lowlander Grand Café is one of London's most exciting new retail concepts, and has developed a strong reputation as one of the West End's best premium bar-brasseries.

Founded in 2001 by Aubrey Johnson and John Riddell, the inaugural Marketing and Operations Managers of the Hogshead chain, with a combined 25 years experience in the bar and drinks industries, Lowlander was conceived to target the sophisticated town centre informal eating and drinking market.

At lunchtime, Lowlander seeks to provide an efficient and friendly meal service, suitable for both the time conscious office worker, and those seeking a more leisurely lunch experience. Afternoons attract business meetings, shoppers rewarding themselves with a coffee or a late lunch, and people looking for a relaxed place to sit and talk with a

savouried drink. Early evenings see office workers return for a post work wind down drink, and groups of friends assemble for a catch – up evening together. Early evening diners are often there pre-theatre, whilst later on people come in to eat, looking for good quality food but in a more relaxed, convivial and less formal atmosphere than fine dining restaurant.

Early weekend trade is made up from shoppers and tourists, joined in the evening by parties of young professionals, who seek out Lowlander as an ideal central destination venue either for informal gatherings with drinks and snacks, or full sit down meals together.

The concept is based on the Grand Cafes that exist in the town squares of Belgium and Holland. The company's first site in Drury Lane, Covent Garden reflects a number of the key design features associated with Grand Cafes, notably brown leather banquet seating, runs of narrow wooden tables, large art deco mirrors and retro beer plaques on the walls.



## THE PRODUCT OFFERING

Central to the concept is an extensive offering of over seventy Speciality Dutch and Belgian Beers—each served in their own unique glass. A focus of this offering is that some fifteen beers are always served on draught from a run of towering chrome fonts sat on an impressive zinc fronted bar

This great beer range, which puts Lowlander at the forefront of the trend amongst beer drinkers towards far greater product discernment, is complemented by a full and exciting wine list, interesting spirits including Belgian and Dutch Genevers, and a Fair Trade Coffee offering.

All the food at Lowlander is prepared on the premises, from fresh ingredients delivered each morning. Both a full A la Carte menu and a Deli Snack menu is available all day, every day. Dishes range from European brasserie classics such as Chicken Caesar Salad and Steak Frites through Low Country favourites such as Mussels, Waterzooi Fish Stew and Beef Carbonade to fresh interpretations of pub staples such as Home-made Gourmet Burgers and Fish and Chips. The menu also features

an ever-changing range of seasonally inspired specials with a particular leaning towards Beer Cuisine. Lighter bites on the Deli menu range from Meze-style Sharing Platters to a Croque Monsieur and Lowlander Club Sandwiches. Desserts include an ever-tempting range of Hand-made Waffles and Crepes, accompanied by Home-made Ice Cream.

## FULL WAITER SERVICE

In keeping with the premium nature of the offering, Lowlander always provides full at table waiter service for both drinkers and diners – common practice on the continent, but still exceedingly rare in the UK. This provides an important conduit for contact with the customers, enabling the service team to better understand the varying needs of the different customer groupings, and to directly explain the food and drink offering. Staff are trained to exacting standards and are encouraged to offer free taster samples of drinks which may be unfamiliar to customers, to build their knowledge and confidence in the Lowlander offering.



## PROFESSIONAL INDUSTRY MANAGEMENT TEAM

Joint Managing Directors Riddell and Johnson are joined on the Board by Finance Director, Norman Hall and Chairman Jim Fallon. Norman has held senior Financial roles in a number of Leisure and Media companies including Luminar Leisure and the Observer. He was recently part of the team that developed the Bell and Dragon concept. Jim is a founder Director of boutique Investment Bank McQueen, for whom and in his previous position with HSBC was involved in a number of major acquisitions in the UK drinks and leisure industries.

The Board are supported by some twenty private investors, many also with backgrounds in the hospitality industry. Both the General Manager and Head Chef at the Covent Garden unit, Trent Williams and Leon Bugler are enthusiastic supporters of the concept and are looking forward to playing key roles in the new site development programme.

## STRONG COMMERCIAL PERFORMANCE

In its four years trading history, Lowlander has showed robust year on year growth, with turnover, gross margin and profit conversion all now sustained at the high end of expected industry performance levels.

## COMPANY MISSION

Having developed a unique premium food and drink retail concept, and subsequently proven that the business model works, the Lowlander management team are now eager to extend the concept to further sites.

The team are flexible as to how this next phase expansion could occur. Whilst if the right site or package of sites present themselves, the Company will seek to develop the concept on their own, the team are equally open to dialogues with potential partners or franchisees to jointly grow the brand.

## CRITICAL ACCLAIM

Since opening Lowlander has attracted a whole host of plaudits both from the Media and the Industry. This remains the case to the present day: In late 2005 the concept was the recipient of strongly positive features in both the London Metro and the Evening Standard; whilst the just published Time Out 2006 Eating in London Guide highly endorses Lowlander, referring to it as 'THE BEST EITHER SIDE OF THE NORTH SEA'. Lowlander was a Finalist in the 2002 Evening Standard Bar of the Year Awards, the 2003 Retailers' Retailer Awards and the 2004 Publican Food Awards.



## PARTIES INTERESTED IN DISCOVERING MORE ABOUT THE CONCEPT SHOULD CONTACT:

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