

# **AN INTRODUCTION**



# **OUR STORY**

Lounges was founded in 2002 by a trio of longstanding 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 Loungers was born. The rest, as they say, is history...



### WHAT'S THE DEAL?

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

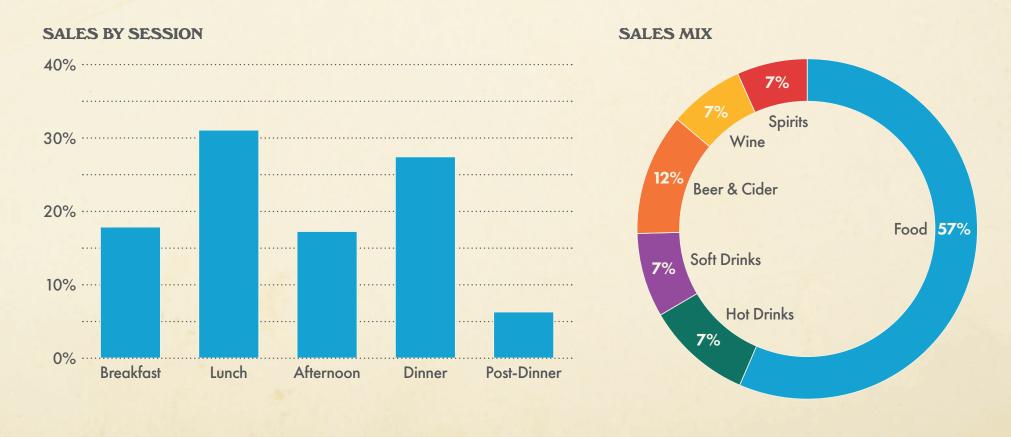
Today there are over 190 Lounges in city suburbs and traditional town centres



# PERFORMANCE

# A home from home throughout the day

Lounges offers all-day dining, with the same menu served from 9am to 10pm every day. Sales are well diversified across all day parts and all days of the week.













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# 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, cafe/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

Time out alone with something to read

A relaxing drink with a partner

A quick bite or lunch with friends

An evening off from cooking

The cornerstone of a shopping or cinema trip

A weekend breakfast with the family













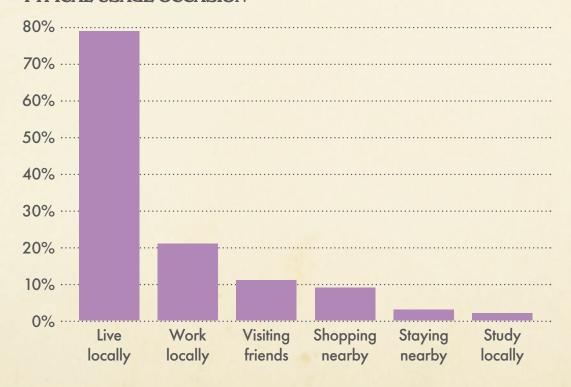




# Uniquely appealing for a whole host of occasions

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.

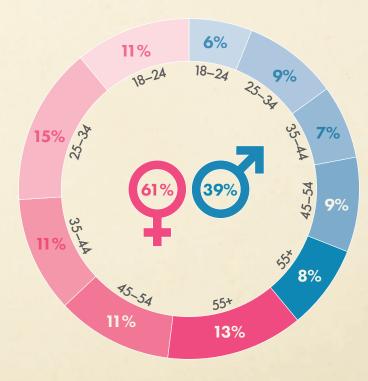
### TYPICAL USAGE OCCASION



## 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.











#### BRUNCH Sewed all day

Lounge Breakfast 9.95 Smoked back boson, Cumberland sausage, hash browns, baked beans, roasted tomato, button mushrooms, fried egg and white or brown toast 914kcal

- Proglefact v 9 95 Veggie Breaktast v 9,75
Cheddar & sweetcorn fritters, greens & peppers, hash browns, baked bears, roasted formato, button mushrooms, fried egg and white or brown toast 744kcal

Big Lounge Breakfast 14.25 Smoked back bacon, Cumberland sausages, hash browns, baked beans, roasted tomatoes, black pudding, button mushrooms, two fried eq and two slices of white or brown toast 1605kcal and two slices of white or brown toast 1605kcal

Big Veggie Breakfast v 14.25 Big Veggie Breaktast v 14.25 Veggie sausage, cheddar & sweetcorn friters, greens & peppers, hash browns, baked beans roasted tomations, button mushrooms, two frit reggs and two slices of white or brown toast 1-

Shakshuka v 9.75 Shakshuka v 9.75
Two poached eggs in a spiced Mediterranean
tomato & red pepper sauce with spinach,
crispy chickpeas and Greek yoghurt,
served with grilled flathread 676kcal
add charta 1.95 149kcal

Miami Brunch v 10.50
Chedder & sweetcorn fritters, chopped tomalo, opcoach block bean & sweetcorn salsa, pickled red onion, coriander, Aleppa chilli, crumbled feta and two poached eggs 61 lixed
Add cheritor 1.95 149kcal Airomi Brunch v 10.50

Two prached eggs served with hollandaise on a toasted English muffin with...

on a toasted English (1994)

Smoked back bacon 7.95 664kcal

Spinach and mushrooms v 7.95 485kcal

Charizo, peppers and guacamale 8.75 663kcal

Smoked solmon 9.95 542kcal

Smashed Avocado Brunch v 9.25 smashed Avocado Brunch v 9.25
with dedmams guacomole, chipale landle sa corionder and avocado Cassar dressing on toasted ciabatta, topped with a poached egg and Aleppo chilil 478scal Add streaky bacon 2.15 190kcal

Breakfast Muffin 6.25 Toosted English muffin topped with a fried egg, American cheese and your choice of streaky bacon or Cumberland sausage 549kcal / 480kcal

Triple Stacked Buttermilk Pancakes 9.25 Smoked dracky bacon and maple syrup 742kcal
 Smoked dracky bacon and maple syrup 742kcal
 Blueberries, maple mascarpone and berry compose v 657kcal

Bacon or Sausage Butty 5.25 Smoked bacon or Cumberland sausage on your choice of white or brown bread 728kcal / 636kcal

Toast v 2.95
Your choice of white or brown toast with butter and jam or marmalade or Marmite 461kcal / 461kcal / 398kcal

SANDWICHES

Tomato & Mozzarella Panini v 7.25 Mozzarella, beef tomato, basil pesto, roasted red pepper sauce and rocket 632kcal

Spicy Chorizo Panini 8.25 with mature cheddar, mazzarella, chipotle chilli sauce, tomato, herby mayo and rocket 755kcal Fish Finger Sandwich 9.75 with lettuce and tortare sauce served on your choice of white or brown bread 737kcal

Twisted Chicken Club Ciabatta 9.50 Butternilk fried chicken, smoked streaky bacon, mature cheddar, edamame guacamole, tomato, spinach and chipotle mayo 932kcal Add fries v 2.25 354kcal

Add sweet potato fries v 3.20 276kcal LUNCHTIME DEAL

SOUP OF THE DAY

BURGERS Served in a brioche bun with house slaw and fries or salad 354kcal / 43kcal

Upgrade to sweet potato fries 1.00 276kcal Lounge Burger 10.95
6oz beef patty, lettuce, tomato, red onion, gherkin,
and burger sauce 868kcal
Add American cheese 1.15 80kcal

Lounge Bacon Cheeseburger 12.95 for beef path, lettuce, tomato, red onion, gherkins, American cheese, smoked streaky bacon and burger sauce 1077kcal

Grilled herby chicken, smoked streaky bacon, avacado, lettuce, tomalo, red anian, roasted garlic mayo and burger sauce 859kcal

Smokey Joe Burger 15.25 6az beef pathy, spicy beef brisket, chorizo, lettuce, tomato, red onion, American cheese, chiposle ketchup and burger sauce 1208kcal

Beyond Meat Cheeseburger v 13.75 Plant-based pathy, lettuce, tomato, pickled red apica, vegan smoked Applewood cheese and chipotle mayo 880kcal

### FLATBREADS

oasted mezze-style pitta, stacked with vesh toppings. Perfect for a light bite Chicken Souvlaki 9.2

Grilled Chicken Souviaki 9.25
Grilled herby chicken with tomato & red peppi salsa, red onion and tzatziki 583kcal Honey Roasted Beetroot & Feta v 8.75
with whipped feta, crispy chickpeas, tomato
& red pepper salsa, pomegranate seeds

with hummus, tomato & red pepper solso, pickled red onion, mint and pomegranate seeds 74 lkcol Add fries v 2.25 354kcal ld sweet potato es v 3.20 276kcal

#### MAINS

Mexican Superbowl v 10.25
Black bean & sweetcorn salsa, edamame guacam
sweet potato with pomegranale molasses, spicy rice
rocket and chipote tomalo salsa 574kcal
Add charias 3.05 298kcal of halloumi v 3.15 351kcal

Buttermilk Fried Chicken 11.75 Buttermilk Fried Chicken 11.75
Lightly spiced chicken breast with house slav
fries and your choice of chippele mayo,
maple BBQ souce or chilli ketchup
1050kcal / 1002kcal / 975kcal Spaghetti Carbonara 12.50

n. Had Bricket Chilli

Rang Rang Cl

8oz 28-day aged ru

CHEEKY M

Chicken, Bacon & Avocado Burger 12.50 Rimani Bowl

Halloumi Burger v 10.75
Crispy crumbed halloumi, hummus, roasted peppe tomato, red onion and chipotle chilli jam 887/kcal

Korean Fried Chicken Burger 11.75
Buttermilk fried chicken with Jomato, lettuce,
banh mi pickle, roosted gariic mayo and
Korean ketchup 833kaal
Add streaky bacon 2.15 19gkcal

TAPAS Made for sharing 4.70 for one plate. 12.50 for a t

Patatas Bravas v with roasted garlic mayo 513kcal

Hummus v with crispy chickpeas and garlic & chilli oil, sevend with toasted pitta 578kcal Salt & Pepper Squid with roasted garlic mayo 327kca Honey Whipped Feta v with Aleppo chilli served with toasted pitta 40 Mini Pulled Brisket Chilli

Mozzarella Arancini v with a red pepper souce 342kcal Meatball Marinara

Beef & pork meatballs in a rich tomato & peppe sauce, with veggie parmesan 221kcal

Cheddar & Sweetcorn Fritters v with chipotle chilli jam 283kcal with unipote chilli jam 283kal

Mezze Grain Bowl v

with hummus, roasted beetroot, pomegran
seeds and pickled red onions 25 likeal

Edamame Guacamole v with chipotle tomato salso and toasted pitta 304km ried Chicken Wings with your choice of...

### SIDES

Garlic Flatbread v 3.25 353kcal with cheese v 4.75 549kcal Fries v 2.95 354kcal

Sweet Potato Fries v 3.85 276kcal Halloumi Fries v 5.75

Onion Rings 3.25 433kcol Macaroni Cheese v • Small 4.75 506kcal • Large House Slaw v 3.25 265k Tenderstem Broccoli v House Salad v 3.60

#### EXTRAS...

BRUNCH Served all day GF Lounge Breakfast 10.95
Smoked back boton, gluten free Cumberland sourage, that browns, baked beans, roasted tomato, button mushrooms, fried egg and a loasted gluten free roll 962ktal Fried egg v 96kcal | Paach cheese v 80kcal | Mature c Hash browns v 195kcal 1. Cumberland sousage 120 Smoked back boson 222k Hallburni v 248kral 2.35 Ayocada v 100kcal 2.45 Herb-mainted chicken chicken 262kcal 3.15 GF Veggie Breakfast v 10.95 Cheddar & sweatcorn fritters, greens & peppers hash browns, baked beans, roasted fomoto, button mushrooms, fried egg and a foasted gluten free roll 792kcal

### **PUDDING**

GF Big Lounge Breakfast 15.25 Smoked back bacon, gluten free Cumberland sousages, hash browns, baked beans, coafled fornatices, button mushrooms, two find eggs and a toasted gluten free roll 1394kcal Sticky Toffee Pud with vanilla ice cream GF Big Veggie Breakfast v 15.25 Warm Choco

# **GLUTEN FREE**

BURGERS Served in a gluten free bun with house slaw and fries or salad 354kcol / 43kcol Upgrade to sweet potato fries 1.00 276kcal

GF Lounge Burger 11.95 6oz beef patty, lettuce, tomato, red onion, gherkin and burger sauce 743kcal ise 1.15 80kcal

GF Lounge Bacon Cheeseburger 13.95 6az beef patty, lettuce, famoto, red anion, gherkins, American cheese, smoked streaky bacon and burger sauce 951kcal

GF Chicken, Bacon & Avocado Burger 13.50 Grilled herby chicken, smoked streaky bacon, avocado, lettuce, tomato, red onion, roasted garlic mayo and burger sauce 733kcaí GF Smokey Joe Burger 16.25

TAPAS Made for sharing

Vegan Patatas Bravas

Vegan Mezze Grain Rowl

Vegan Black Beans & Sweetcorn

with crispy chickpeas and garlic & chilli oil served with toasted pitta 578kcal

with roasted sweet potato and pickled red onions 222kcal

Vegan Edamame Guacamol

Add garlic flatbread 2.35 353kcal

a a glass ie\* 12.50

4.70 for one plate, 12.50 for a tapa

with hummus, roasted beetroot, pomegranate seeds and pickled red onions 251kcal

### MAINS

GF Mexican Superbowl v 10.25
Black bean & sweetcom salsa, edamame
guacamole, sweet potato with pomegranate
molasses, spicy rice, rocket and chipotle
tomato salsa 574kcal Add chorizo 3.05 298kcal Or holloumi v 3.15 351kcal

GF Buttermilk Fried Chicken 11.75
Lightly spiced chicken breast with house slaw, fries and your choice of chipotle mayo, maple BBQ souce or chill ketchup 1030kcal / 1002kcal / 975kcal

GF Nasi Goreng 12.75 Malaysian-style fried rice with chicken and prowns, red chilli, spring onion, seame seeds and chilli sauce, topped with a fried egg 786kcel GF Pulled Brisket Chilli 12.50

Slow-cooked beet brisket, black beans and mature cheddar, served with spicy rice, spring onion, red chilli and yoghurt 801kmi

#### TAPAS Made for sharing .70 for one plate, 12.50 for a tap rd (uour choice of 2

GF Patatas Bravas v with roasted garlic mayo 513kca)

GF Hummus v 

GF Honey Whipped Feta with Aleppo chilli, served with gluten free bread 379<sub>kcal</sub>

GF Mini Pulled Brisket Chilli



lable \*\*excludes sundaes v vegetarian

#### **BRUNCH**

Served all day Vegan Breakfast o or

Falafel, vegan bacon, hash browns, baked beans, roasted tomato, button mushrooms, greens & peppers and white or brown toast 756kcal

Big Vegan Breakfast 14.25 Veggie sausage, falafel, greens & peppers, hash browns, baked beans, roasted tomatoes, button mushrooms, vegan bocon and two slices of white or brown toast 1390kcal

**VEGAN** 

Vegan Smashed Avocado Brunch 8.25 with edamame guacamole, chipatle tomato salsa Aleppo chilli, coriander and lime on toasted ciabatta 361kcal

Vegan BLT 8.75 Vegan bacon, lettuce, tomato and roasted garlic vegan mayo on white or brown toast 622kcal

Vegan Bacon Butty 5 25 Vegan bacon on white or brown bread 527kcal

Vegan Sausage Butty 5 25

Vegan Toast 2.95 Your choice of white or brown toast with vegan spread and jam or marmalade or Marmite

492kcal / 492kcal / 429kcml EXTRAS...

· Avocado 2.45 100kcal Hash browns 1.60 195kcal Folofel 2.25 145kcal

 Button mushrooms 1.95 33kca/ Slice of toast 1.40 194kcal

SIDES Garlic Flatbread 3.25 353kcal

Fries 2.95 354kcal

CHEEKY

MONDAYS

Sweet Potato Fries 3.85 276kcal Tenderstem Broccoli 3.95 with chilli & garlic 147kml

House Slaw 3.25 265kcal

House Salad 3 60

SOUP OF THE DAY

Vegan Lebanese Falafel Flatbread 8.50 Toasted mezze-style pitta, topped with falafel pieces, hummus, tomato & red pepper salsa, pickled red onion, mint and pomegranate seeds 741kcal

Vegan Beyond Meat Cheeseburger 13.75
Plant-based burger pathy from Beyond Meat, with lettuce, tomato, pickled red anion, vegan smaked Applewood cheese and vegan chipatle mayo in a brioche style bun with vegan house slow 868kcg/
Choese firms 347kcal or salad 34kcal

Vegan Mexican Superbowl 10 25 Black bean & sweetcorn salsa, edamame guacamole, sweet potato with pomegranate molasses, spicy rice, rocket and chipotle tomato salsa 574kcal

Vegan Biryani Bowl 10 95 Biryani rice, jackfruit & red pepper rogan josh, spicy Bomba) potatoes, with Coriander and pickled red onions 824kcal Add garlic flatbroad 2.35 353kcal

Vegan Mezze Salad Bowl 11.25

TAPAS TUESDAYS

### CAKES

Vegan Chocolate & Raspberry Torte 3.80 382kcal Vegan Fruity Flapjack 2.70 393kcal

Vegan Carrot Cake 3 80 4246co

Ooooh go on then!



# ALLERGIES

#### TAKEAWAY

From our Lounge to your lounge, our menu is available for takeawa Click and collect from our website



175m house who, Other driet options probable

#### **PUDDINGS** GF Lounge Sundae v 6.95

Chocolate fudge brownie 767kcal Blueberry shartcake 470kml

GF Warm Chocolate Brownie v 6.50 with vanilla ice Cream and chocolate sauce 626kcal

### CAKES

GF Chocolate & Raspberry Torte v 3.80 382kcal GF Fruity Flapjack v 2.70 393kcal GF Chocolate

3rownie v 3.25 435kcal



## ALLERGIES

# 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 highquality 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.

















THE LOUNGES AN INTRODUCTION

# **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.

























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