

The Living Room Group exchange Christmas cracker toys for a £5K charity donation

Submitted by: The Living Room Group

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This Christmas, The Living Room Group – owner / operators of The Living Room restaurant and bars, and Prohibition bar and grills - will replace the traditional Christmas cracker toy contained in Christmas crackers with a donation of £5,000 to charity.

Each of the groups 19 restaurants and bars, split between the two concepts, will take part in the initiative throughout the month of November and December, over which time, a total of 50,000 crackers will be placed on the tables of guests celebrating Christmas parties.

Each year thousands of Christmas party toys at an average cost of 10p each are cleared from the restaurant and bar's Christmas dining tables and simply thrown away. This equates to £5,000 each year that is literally being disposed of.

Managing Director Danny Fox commented "With the Credit Crunch and concerns for money wastage being so topical at present, we've looked into removing aspects of our operation that don't benefit our guests or affect our product and service in anyway. We identified that an enormous amount of money was being wasted each year in the production of Christmas crackers, money that we feel could be put to better use".

Danny continued, "It is important, however, not to take too much of the fun out of Christmas celebrations, and with so much doom and gloom around, its imperative that we give our customer's something back and something to feel good about; which is why we're channeling this saving into charity instead of absorbing it into our balance sheet".

The initiative, which is being sponsored by Disaronno Amaretto, will be launched in support of 2 chosen charities: Cancer Research UK and UNICEF and each charity will benefit from a donation of £2.5K.

The cracker toy has been replaced with a voucher explaining the reason for the substitution to guests. It will also act as a discount voucher offering diners 30% discount off the total food bill when returning in January 2009; a deferred benefit for a time when finances are likely to be more stretched than ever.

The Living Room restaurant and piano bar is a stylish yet comfortable venue currently operating in 15 major cities across the UK including: Liverpool, Manchester, London and Edinburgh. Its reputation for great food and drink, coupled with excellent service and chic surroundings makes The Living Room a favourite haunt for both regular guests and occasional visitors. The Living Room is recognised throughout the UK for its exceptional service standards and high quality food and cocktail offering. Prohibition bar & grill is an up-tempo bar with a freshly prepared food offering. It specialises in the preparation of high-quality cocktail and drinks and has a relaxed, music-orientated atmosphere.

Ends

Notes to Editor:

Based in the North West, The Living Room Group is wholly owned and a registered company of Premium Bars and Restaurants PLC. The Group owns two further operating companies: Ultimate Leisure, comprising individually branded late night bars, clubs and Bel, and the Dragon, a gastro-pub concept situated predominantly in the southeast.

The Living Room has been in operation since 1999. The first venue to open was located in Manchester City centre and sites have since opened in 15 venues across England and Scotland. The group also operates a second concept – Prohibition Bars & Grills –currently occupying 2 sites in London and 2 further sites in Manchester & Leeds.

The proven formula behind The Living Room's success is in its ability to offer up-tempo casual dining at any time of the day. The surroundings are sophisticated yet comfortable and the menu is varied and exciting. Its ability to offer quality without exclusivity and high levels of service without high prices, across a broad customer base, is a key differentiator from competitors.

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