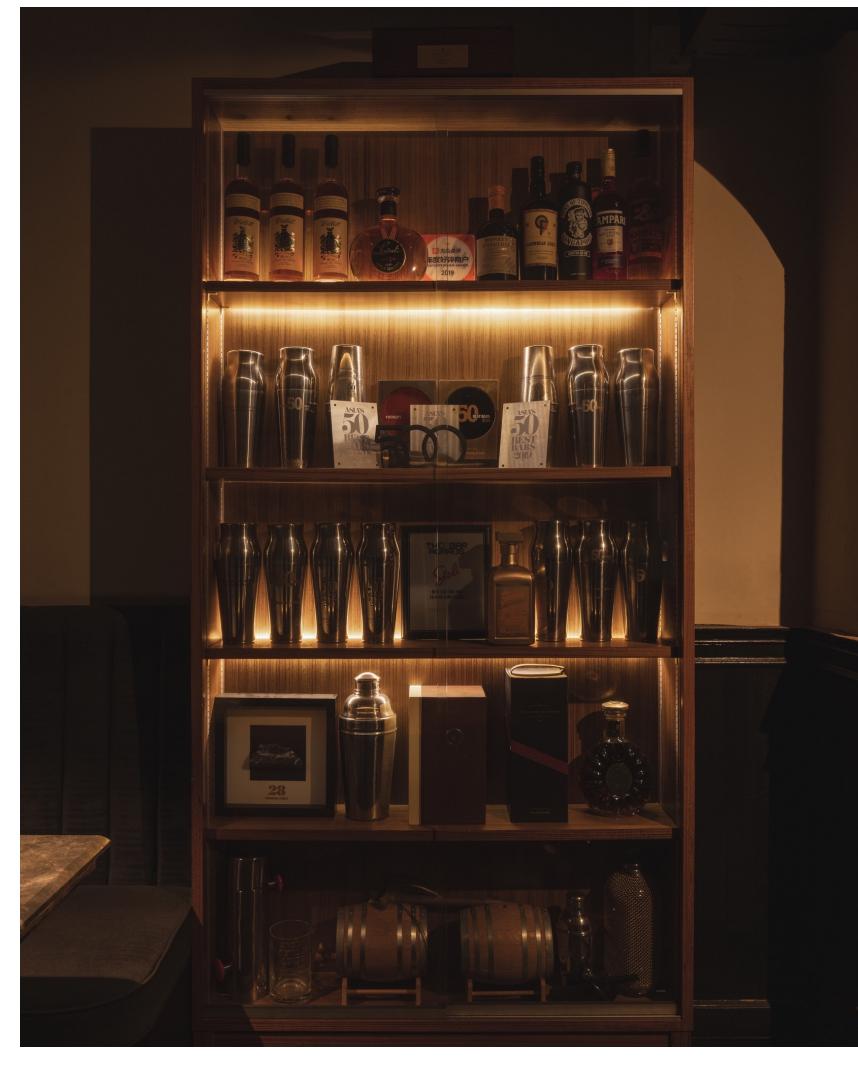
Prepared For:

Samara Lombok







28 HongKong Street, Singapore



PROOF CREATIVE is a bar and beverage consultancy focused on creative, thought-provoking and absorbing drinking experiences. We create amazing bar concepts, memorable drinks and everything in between.

Our team have a combined experience of over 100 years running some of the region's leading bars, restaurants and brands.

PROOF CREATIVE is division of Proof & Company, Asia Pacific's Leading Independent Spirits Company with offices throughout Australia, China and Singapore.



Click Here



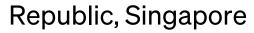




UNION, Beijing

WE LIVE FOR FINE DRINKING

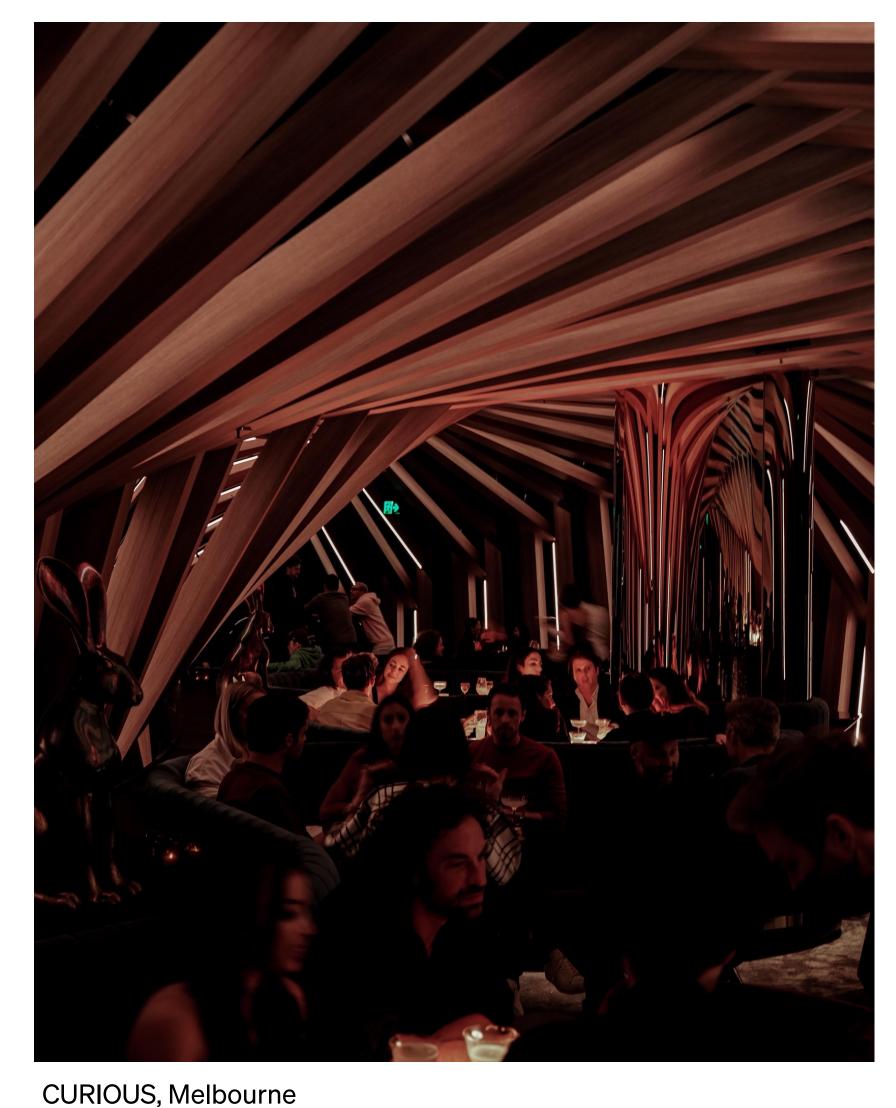
- World Class Concepts
- Functional Layout
- Beverage Menus
- Key Personnel
- Drinking Rituals
- Outreach Strategy
- Programming Briefs
- Brand Collaborations
- Full OS&E Curation
- Menu & Collateral Design













St Regis, Shanghai

A SPIRIT OF COLLABORATION

- Defined Hospitality Concepts
- A Holistic Approach
- Creative Partnership
- Exceptional Drinking Experience
- Creativity & Newness
- Quality & Craft
- Knowledge & Education
- Hotel & Ownership Experience
- Full Property Advisory
- Global Reputation & Credibility











A SMALL SELECTION

- World's 50 Best Bars 2020×4
- Asia's 50 Best Bars 2021×8
- World's Best Cocktail List Winner 2020
- Sustainable Bar Award, Asia Winner, 2020
- Art of Hospitality Award, Asia Winner, 2020
- International Cocktail Bar of the Year Winner, 2014, 2019
- International Hotel Bar of the Year Winner, 2019
- Worlds Best Spirits Selection 2019
- World's Best Bar Finalist, 2019 x 2
- Best International Bar Team, 2015

❖ A more fulsome list available on request





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20 PILLARS – OUR HOLISTIC APPROACH TO BARS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
												PROGRAMING PROGRAMING							





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ASELEGION GASE STUDIES









MANHATTAN BAR SINGAPORE

A modern interpretation of a 1920's-1930's-New York hotel lobby bar. An enthralling and cohesive concept of NYC sophistication through a luxury bar experience.

- Concept Development
 Functional Layout & Equipment
 'Key Moment' Programming
 Master Beverage Lists
 Signature Cocktail Lists
 Recruitment

- World's 50 Best Bars #12 2020
- World's Best Hotel Bar 2019







ATLAS SINGAPORE

A Grand European Lobby and Bar. A celebration of the culinary, beverage and social arts of the art deco era.

- Concept Development
- Brand Ideation
- Beverage Development
- Gin Collection Curation & Procurement
- Signature Cocktail List
- World's 50 Best Bars #4 2020
- World's Best Cocktail List 2020
- Best International Cocktail Bar 2019
- World's Best Spirits Selection 2019







CHARLES H.

A luxury underground speakeasy inspired by the life and writings of influential cocktail and food writer, Charles H. Baker.

- Concept DevelopmentKey Personnel RecruitmentMenu and Collateral
- OS&E Curation
- Full Property Advisory
- World's 50 Best Bars #49 2020
- Asia's 50 Best Bars #13 2021
- South Korea's Best Bar 2021







ZB HONGKONG STREET

We own and operate '28', one of the most awarded Asian bars in history. An American-inspired neighborhood cocktail bar.

- Extensive selection of craft spirits
 A renowned R&B and hip-hop soundtrack
- Comfort American bar food
- Strong, cold cocktailsWarm hospitality
- Asia's 50 Best Bars #21 2021
- World's 50 Best Bars #7 2017
- Best International Cocktail Bar 2014
- World's Best Bar Team 2015







THE PONTIAC HONG KONG

An American styled rock and roll party bar in the heart of Hong Kong Island. An inclusive, community-minded venue with great drinks and infamous party vibe.

- Concept Development
- Head Bartender Recruitment
- Soundtrack Programming
- Brand & Naming
- Bar Functional Layout

Asia's 50 Best Bars #26 2021







BARTRIGONA KUALA LUMPUR

A modern, sophisticated hotel bar overlooking Kuala Lumpur, with an unwavering commitment to sustainability and hyper-locality.

- Concept Development
 Brand, Naming and Collateral
 Menu Design
 Functional Layout & Equipment
 Integrated Programming
- Asia's 50 Best Bars #12 2021
- World's 50 Best Bars #44 2020
- Malaysia Best Bar 2020, 2021
- Sustainability Award W50BB 2018, 2019





One of the world's most famous bars, a mecca for cocktail history and the birthplace of the Singapore Sling. Renovated and reimagined in 2019.

- Bar Functional LayoutHead Bartender Recruitment

- Menu Design and Development
 Original Cocktail List
 Elevating the iconic Singapore Sling





PARADISE LOST BANGKOK

A Neo-Tropical Rooftop Bar, social space and green oasis. Lively music and social customs with striking interior design and sustainable beverage.

- Concept Development
- OS&E Design, Curation and Procurement
- Recruitment
- Functional Layout & Equipment
- Music and Programming Development







CURIOUS MELBOURNE

A svelte, destination lounge bar and cocktail haven at W Melbourne. A sophisticated adult playground with high energy drinking.

- Signature Cocktail List
 Menu Design & Development
 Bar Functional Layout & Equipment
 In-Room Cocktail and Spirits Curation
 Training & Education







BKK SOCIAL GLUB BANGKOK

A modern imagination of a glamourous 1930's Buenos Aires Social Club. A destination for luxury and immersive Latininspired fine drinking. A sweeping and beautifully laid out bar, lounge and club.

- Concept Development
 Functional Layout & Design
 Menu Concepts
 Outreach and Socials Strategy
- Recruitment







Inner-city hotel bar that compliments the high-quality culinary program. A barrelaging room for resting botanical spirits and wood-aging luxury cocktails, a first for Australia.

- Bar Functional Layout
 Specialty Sourcing and Procurement
 Glassware and OS&E Curation
 Signature Cocktail List
 Focused Spirits & Liqueurs List





STREGIS BARS ASIA PAGIFIC

Lifting bar and drinking experiences across all St Regis Bar and Astor Bars across Asia Pacific.

- Signature Cocktail Database
- Menu StorytellingBrand & Collateral
- Glassware Design
- Ritual and Drinking Traditions







A beautiful world class hotel bar that tells stories of the ancient spice road through menus, cocktails and programming.

- Concept Development
 OS&E, Glassware & Equipment
 Menu Concept & Design
 Training & Recruitment
 Outreach and Programming







A coming together and highlighting of ancient and modern Paris and Tokyo. A blend of design, music, food, drinks and art. Two style capitols of the world celebrated.

- Concept Development
- Bar & BOH Functional Layout
- Key Person RecruitmentBrand, Collateral & Menu
- Beverage Lists







ARGO KONG

A luxurious contemporary neo-classical hotel bar that explores and celebrates the 'Future of Luxury Drinking' and contains the, 'World's Most Innovative Spirits List'.

- Concept Development
- Creative WritingOutreach and Socials Strategy
- Brand Collaboration
- Glassware Design





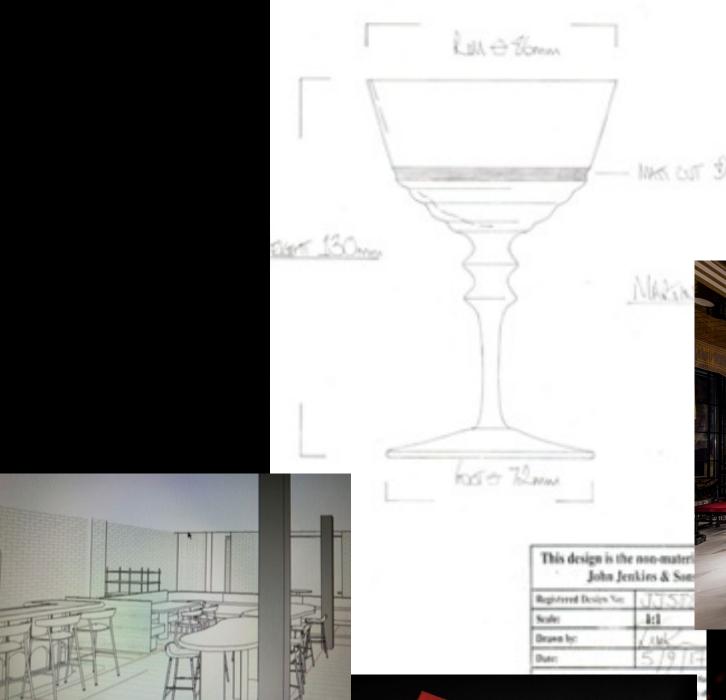


A grand, modern, Singapore addition to the canon of the world's great hotel bars. A celebration of 1960's Singapore the year of it's founding.

- Concept refinement and exploration
 Glassware Design & Procurement
 Cocktail Development
 Bar Station Design and Advisory
 Training and Education



- Rooftop Bar, Intercontinental Hotel Sydney
- Whisky & Oyster Bar, Capella Hotel Hanoi
- MARY MARY, Luxury Collection Hobart
- Café Grey, Middle House Shanghai
- 28HKS x Waldorf Astoria Collab











WHAT WE WANT TO DO WITH VUE HOTELS





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"I cannot speak more highly of working with Proof for the creation of ATLAS. As a newbie to the world of bars (and F&B in general), I embarked on this project with not much experience and a huge amount of faith in Proof's expertise and guidance – and they never let me down."

VICKY HWANG OWNER ATLAS, SINGAPORE







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"Ever since my first encounter with Proof Creative I've been inspired. Inspired by the innovative and always progressive approach to evolving bar culture in Singapore and across the region. Ours has always been a fruitful partnership and collaboration."

PHILIP BISCHOFF BEVERAGE AMBASSADOR FOUR SEASONS HOTELS & RESORTS, APAC







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"It's been a real pleasure working with the Proof Creative team on the conceptualisation and inception of The Pontiac. Creatively identifying gaps in the market to the stellar cocktails..."

HARSH ROOPCHAND OWNER THE PONTIAC, HONG KONG





PROF CREATIVE

A member of

