

PROOF

Prepared For:  
**Samara Lombok**

CREATIVE





28 HongKong Street, Singapore

**PROOF  
CREATIVE**

# WHO ARE WE

**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.





PROOF



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# WHAT WE DO







Republic, Singapore

**PROOF**  
**CREATIVE**



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





# WHAT WE OFFER







CURIOUS, Melbourne



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





# OUR AWARDS

## 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





# OUR CREATIVE PROCESS



# 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
CONCEPT	DRINKS	FOOD	TEAM*	SERVICE	INTERIOR DESIGN	LAYOUT	BRAND	COLLATERAL*	PRODUCT*	AMBIENCE	MUSIC*	PROGRAMMING	OUTREACH	TECHNOLOGY*	OS & E	UNIFORM	ECOLOGY	COMMUNITY*	FINANCIAL





# A SELECTION OF RELEVANT CASE STUDIES





Our work

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# MANHATTAN

# SINGAPORE

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# 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

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# SINGAPORE







# 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.

# SEOUL







# CHARLES H. SEOUL

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

- Concept Development
- Key Personnel Recruitment
- Menu 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





28HKS

SINGAPORE







# 28 HONGKONG STREET SINGAPORE

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 cocktails
- Warm 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







# 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







# BAR TRIGONA KUALA LUMPUR







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# BAR TRIGONA 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





LONG BAR

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SINGAPORE







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# LONG BAR THE RAFFLES SINGAPORE

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 Layout
- Head Bartender Recruitment
- Menu Design and Development
- Original Cocktail List
- Elevating the iconic Singapore Sling





PARADISE LOST

BANGKOK







# 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







# 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





Our Work

# BKK SOCIAL CLUB BANGKOK

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# BKK SOCIAL CLUB BANGKOK

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

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





Our Work

# LA MADONNA

# MELBOURNE

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# LA MADONNA MELBOURNE

Inner-city hotel bar that compliments the high-quality culinary program. A barrel-aging 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







**ST REGIS BAR**

**ASIA PACIFIC**







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# ST REGIS BARS ASIA PACIFIC

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

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

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UNION

BEIJING







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# UNION BEIJING

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





# VIRTU TOKYO

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# VIRTÚ TOKYO

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 Recruitment
- Brand, Collateral & Menu
- Beverage Lists





# ARGO

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# HONG KONG







# ARGO HONG 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 Writing
- Outreach and Socials Strategy
- Brand Collaboration
- Glassware Design





# REPUBLIC SINGAPORE







# REPUBLIC SINGAPORE

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





We have live projects throughout Asia Pacific, here is a selection of soon-to-open bars:

- 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



UPCOMING

WORKS





**WHAT WE  
WANT TO DO  
WITH VUE HOTELS**

**CONCEPTUALISE  
DEVELOP & LAUNCH  
EXCEPTIONAL BARS**

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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**





“ 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**





“ 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**





Thank You

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A member of

**PROOF & COMPANY**  
ADVOCATES FOR EXTRAORDINARY SPIRITS