



# THE CONCEPT



Hideaway is part of the Hedonism Group, the small but spirited sibling of Hedonism Wines & HIDE Michelin\* restaurant. Hideaway's permanent London location opened in December 2020 at 100 Mount Street, following successful pop-ups at Burlington Arcade & Chelsea Barracks.

With an eccentric Parisian vintage bric-a-brac feel & seating both indoors & out, Hideaway serves Mayfair locals & workers both table service & food to go.







The Hideaway concept centres around an atmosphere of approachable luxury, the highest quality of fresh & seasonal produce as well as a curated food & drink offer. All this is coupled with a refined, playful & charming interior décor by the London based design studio Studio Caché.

Hideaway is a concept that is both scalable & adaptable to local markets & audiences.







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THE CONCEPT

With an accent on superb coffee, exquisite pastries & the very best produce, Hideaway is a destination point for those seeking the finest culinary experience within a more casual backdrop.

#### hideawaylondon.co.uk



THE CONCEPT

# THE BUSINESS

\*



Hideaway quickly established itself as a hugely popular destination café.

Hideaway's popularity & growth has been instant & sustained with eager queues forming outside the London branch on a daily basis &often for most of the day.

Open from 7am – 9pm *Hideaway* attracts an incredibly diverse international clientele, with truly global appeal.



THE BUSINESS

The pattern of business is incredibly consistent. Despite a modest front of house footprint of barely 24sqm including our iconic terrace, Hideaway manages to accommodate an impressive volume of business from sunrise to sundown.



THE BUSINESS

# HIDEAWAY LONDON BY NUMBERS 24 SQM DINING AREA

ca \$150k per sqm a year

average revenue generated by Hideaway London

\$13,000+

daily revenue during busiest periods

\$1.1m+ @ 87% Gross Profit

coffee generated sales

500+ covers

frequently hit on the busiest days

184,000+

exceptional microlot & geisha coffee serves a year

200+

dishes & signature drink database available

**8,000+** Waffles

**6,000+** Truffle scrambled eggs

**5,000+** Croque Madame/Monsieur

**4,000+** Hideaway lobster rolls with Royal Siberian caviar

**3,000+** Black truffle pizza with London honey







# LICENSING & FRANCHISING





The *Hideaway* brand has extremely high recognition value amongst our incredibly loyal HNW international client base.

*Hideaway* is a strong business model blending high margin & high-quality produce in a unique environment.

Hideaway London has made profit since day one. We are looking to work with select partners in the UK & overseas as we look to grow & expand.







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THE BUSINESS



#### THREE HIDEAWAY MODELS

#### **POD**

Small, coffee-led with curated selection of signature dishes:

- Perfect for units with limited MEP
- Low entry & operating costs
- Petite yet perfectly formed
- Ideal for high-end shopping malls, VIP lounges, high-profile pop-up events

#### **CLASSIC**

Based on *Hideaway* London, representing the ideal balance of scale & sophistication:

- 50-60sqm
- approx. 50 covers including terrace
- On-site kitchen
- Perfect fit for high-end hotel, city centre & affluent neighbourhood venues

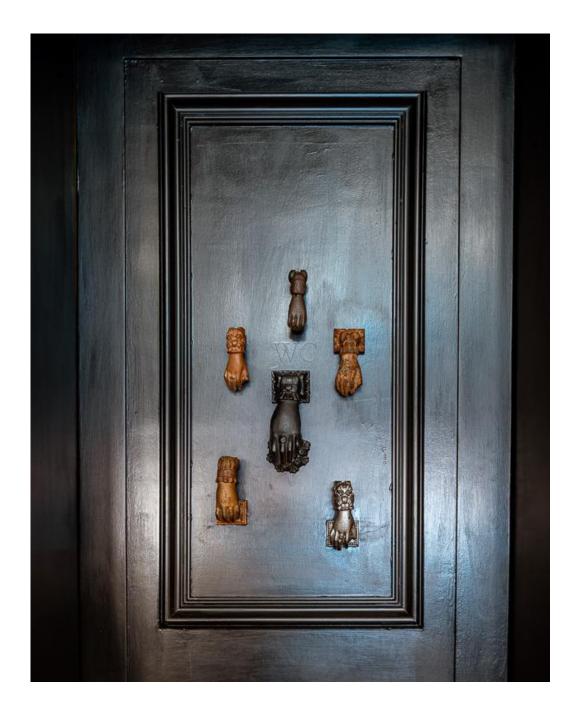
#### **FLAGSHIP**

The largest site designed to stand out, it embodies the height of Hideaway's vision, offering a truly premium experience & high-end hospitality:

- High revenue generating
- Prestigious locations
- Incorporating on-site bakery
- Elevated day to night menus

All options have the same Hideaway zest & impeccable Studio Cache design.

If you are interested in finding out more about Licensing or Franchising a *Hideaway* please click here



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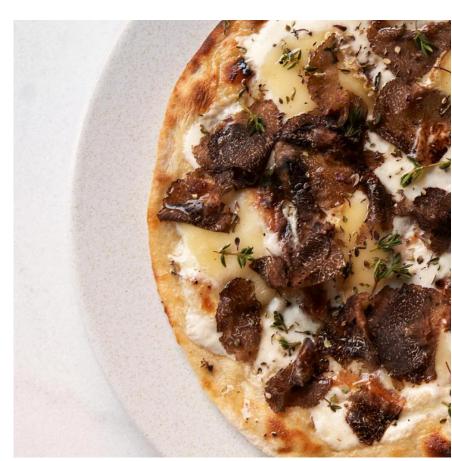
THE BUSINESS

# THE MENU t



The *Hideaway* menu is constantly evolving, with new seasonal dishes elevating the offer around our core range of best-selling favourites.

Signature dishes such as the *Hideaway* lobster roll with Royal Siberian caviar, Croque Monsieur/Madame & Black truffle pizza with London honey & wild thyme, always prove incredibly popular with our loyal clientele.







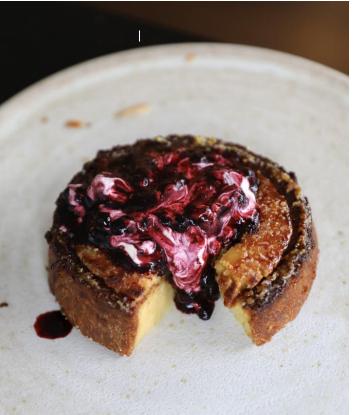
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THE MENU

We are always led by consumer demand & sensitive to feedback from our partners. Due to popular demand we recently introduced HIDE's signature French Toast into Hideaway London & as suspected it has proven to be an instant classic. We have developed a portfolio of dishes specifically adapted to appeal to the HNW market in a variety of territories.

The scale of the *Hideaway* site will dictate which combination of dishes fits best.







THE MENU 16

Perfectly made coffee is key to our success. All of our coffees are sourced & brewed with both espresso & milk service in mind. Each recipe is adjusted to reflect the very best expression of that particular coffee according to serve.

Our selection of microlots are sourced exclusively for Hideaway & roasted to our own specification. Each bean expresses a unique flavour profile that is exceptional, intriguing & above all delicious.









Beyond the realm of expertly crafted coffee, the beverage selection at *Hideaway* is a testament to elegance & quality. Featuring an exquisite array of hand-picked international tea blends, freshly pressed juices & bespoke smoothies, it showcases the finest seasonal produce, artfully combined to invigorate the senses.

At *Hideaway*, every sip is an indulgence, a celebration of refined tastes & exceptional quality, tailored for the most discerning of palates.



THE MENU

# THE BAKERY



Hideaway benefits from its close proximity to HIDE's state of the art on-site bakery. The open bakery works 24 hours a day producing all rolls, cakes & viennoiseries for Hideaway alongside HIDE's eclectic mix of progressive & quirky breads.



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# TRAINING & SUPPORT





Hideaway Licensees will benefit enormously from the Michelin\* pedigree & acquired experience of high calibre Front of House, Operations & Kitchen teams working within the Hedonism Group.

The senior team's unique set of skills, honed from a deep understanding of the demands of luxury retail plus the precision of Michelin\* dining have been combined with a heightened awareness of what the high net worth client is searching for, resulting in an offer that is aiming to constantly surprise & exceed all expectations.



TRAINING & SUPPORT

# **HEDONISM GROUP**

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#### HIDE

Established in 2012 in the heart of London's Mayfair, *Hedonism Wines* was a wine market disruptor of immense proportions, rocking the London & International wine markets in a way never seen before. Since opening *Hedonism* has won some of the most prestigious awards in Luxury Retail, including Drinks Retailing Awards' Luxury Retailer of the Year 2019 & Independent Champagne & Sparkling Wine Retailer of the Year 2019.



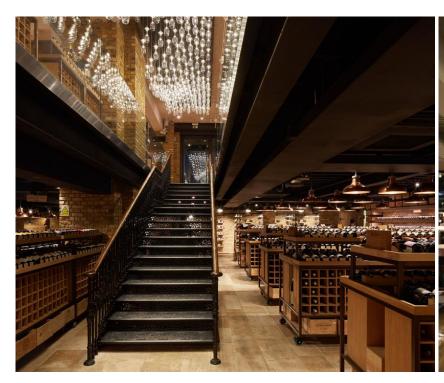
hedonism.co.uk

HIDE opened in 2018, within six months it had been awarded a Michelin\* as well as a coveted five stars in the London Evening Standard. Located at 85 Piccadilly, HIDE enjoys incredible views over Green Park & offers a relaxed, holistic setting in which to savour seasonal cooking at its best, complemented by the UK's most comprehensive wine list.

Spread over three floors, two light-filled dining rooms are set around a breath-taking central staircase, enjoying tranquil views over Green Park. When you are eating at *HIDE*, from the décor around you to what is on your plate, you could be nowhere else, a unique signature in a crowded marketplace, a showcase of barefoot luxury.

*HIDE* is winner of various accolades, including GQ Food & Drink Awards' Best Restaurant 2019 & this year's Wine List of the Year at the National Restaurant Awards.

#### hide.co.uk









HEDONISM GROUP

# INTERIOR DESIGN



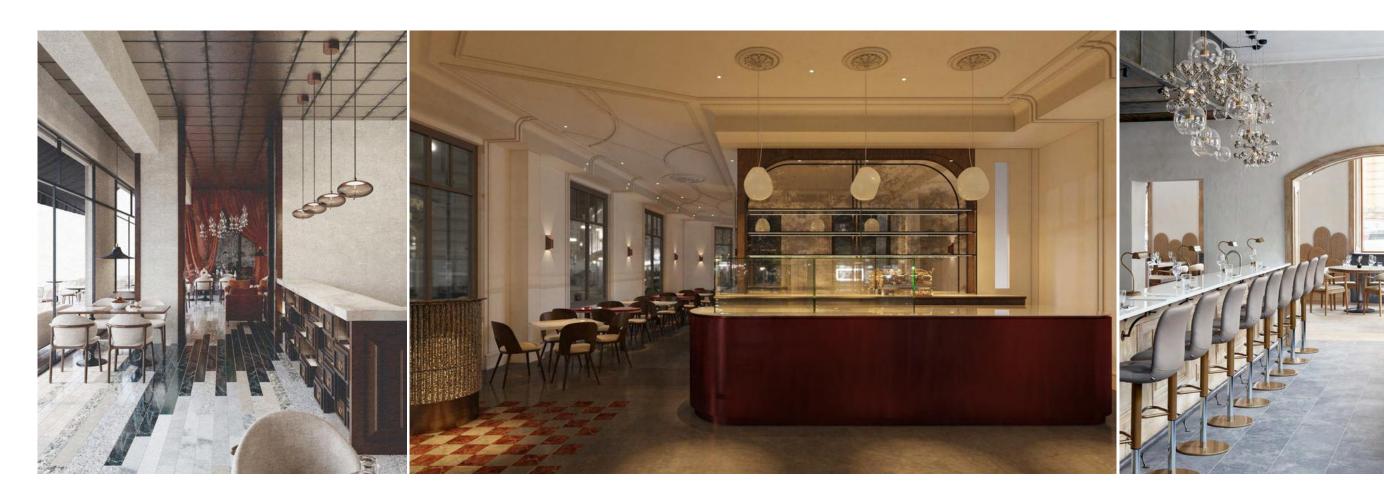


# STUDIO CAC<del>HÉ</del>



With attention to detail & practicality as key tenets of their work, *Studio Caché* ensure that final outcomes are of the highest quality & are functional as well as beautiful. Selecting only the best materials, there is an emphasis on locally sourced & manufactured items, luxurious natural fabrics & above all, craftsmanship.

Having conceived & developed *Hideaway*'s distinctive aesthetic & executed all its previous sites, *Studio Caché* have an unrivalled understanding of the brand's visual language & are perfectly poised to translate this to new locations globally.



INTERIORS/EVENTS/GRAPHICS



Studio Caché is a London-based design studio specialising in interiors & branding. Founder & creative director Tatiana Fokina leads an experienced team that have successfully delivered a diverse portfolio of projects internationally. While timelessness & understated luxury form the core of their ethos, the studio adopts a holistic approach, with consideration given not only to client preferences but also the architecture of the space & the environment of its surroundings.

studiocache.co.uk









#### BEAUTY IN DETAIL



*Hideaway*'s interior aesthetic is defined by eye-catching, recognisable & striking design that entices new customers while welcoming back regulars.

The Mount Street site acts as the backbone of future *Hideaway* cafes, but with adaptations made to accommodate regional specifics & characteristics of each site's architecture.

This ensures that each *Hideaway* bears a unique personality of its own while retaining a cohesive visual language between all sites.

Some of the fundamental *Hideaway* interior design elements are:

- The use of aged, dark & characterful hardwoods
- A display counter that acts as the main feature of the space, in the style of traditional cabinetry i.e. apothecary, haberdashery
- A striking light cluster
- Word play or word search on the floor
- A foxed mirror ceiling
- Textured or panelled walls
- Decor by way of ephemera, curiosities, busts, shoe lasts etc.





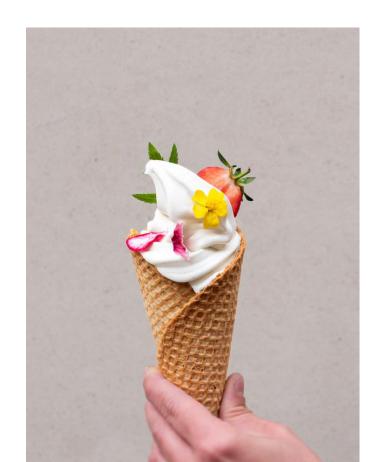






# PRESS & SOCIAL MEDIA





### H<sup>†</sup>DEAWAY by HIDE

#### Evening \ Standard

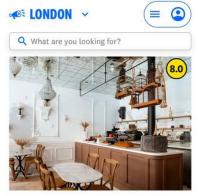
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THE REVELLER ) RESTAURANTS



A LITTLE LUXURY: THE FOOD OFFERING WILL INCLUDE DABBOUS'S FAMED TRUFFLE CROQUE

The Parisian-inspired, cafe-style venue will serve coffee, croissants and vintagestyle pastries for morning visitors, as well as oysters and champagne for later diners. Further food offerings include fresh sandwiches and salads, such as a lobster roll and Hide Ground's signature truffle Croque Monsieur. Guests will



#### Hideaway 📮

Hideaway is the kind of chandelier-clad café that makes you want to get rich through cryptocurrencies even though you thought Bitcoin was some kind of Pokemon until six months ago. Yes, much like its glorious fine dining big sister, Hide, this place is pricey. But importantly, it's also entirely worth every single pound you spend. The

"Open all day offering delicious and healthy options for breakfast, lunch and dinner. Specialist single origin coffees and premium tea from master Parisian teamakers, Mariage Freres"

- Tatler

"it's fine dining dressed down in its trackies, ready for a good time. And above all else, the food is excellent."

- The Infatuation

#### **TATLER** $\equiv$ ADDRESS BOOK



DINE & IMBIBE

#### Hideaway London

in partnership with TATLER ADDRESS BOOK

100 Mount Street, London, W1K 2TG, United Kingdom



0 WEBSITE

#### Over 30k Instagram followers

@hideaway\_london

#### < hideaway\_london





626 31.4K

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Restaurant A great boutique café by teams @hide\_restaurant @hedonism\_wines at 100 Mount st, Mayfair. Open 8

hideawaylondon.co.uk/img/... and 1 more



"Hide is somewhere people linger, whereas Hideaway provides a more immediate offering for people that don't want to compromise on quality just because they have to on time,"

- Evening Standard

#### restaurant

#### Hide's Hideaway spin-off to go permanent in Mayfair

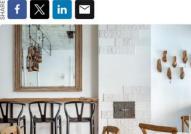
By Joe Lutrario

09-Oct-2020 - Last updated on 09-Oct-2020 at 11:41 GMT

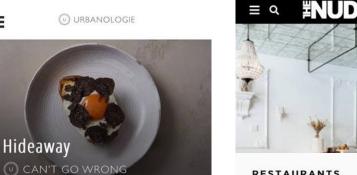








Hide's more casual spin-off Hideaway is to open a permanent site in Mayfair following successful pop-ups at Burlington Arcade and Chelsea Barracks last year.



Starting as a pop-up in Chelsea and Burlington Arcade, the elebrated restaurant Hide's spin-off Hideaway has a permanent home, on Mount Street (5)

Starting as a pop-up in Chelsea and Burlington Arcade, the celebrated restaurant Hide's spin-off Hideaway has a permanent home, on Mount Street.

Ideal For All-day dining

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#### RESTAURANTS

Rupert Hohwieler 28/11/22

#### Hideaway

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That isn't to say he became reclusive and shut off contact with the rest of the world it was much the opposite, actually. Following the critical and commercial success of his stunning three-storey Michelin-starred restaurant overlooking Green Park, Hide, he went on to plot the boutique café spin-off: Hideaway. For the past two years the café

PRESS & SOCIAL MEDIA 30

#### RESTAURANTS

- 1. Hélène Darroze at The Connaught\*\*\*
- 2. Alain Ducasse at The Dorchester\*\*\*
- 3. Sketch\*\*\*
- 4. Gymkhana\*\*
- 5. Kai Mayfair\*
- 6. Sushi Kanesaka\*
- 7. Ormer Mayfair Restaurant\*
- 8. Murano\*
- 9. Jamavar\*
- 10. Benares\*
- 11. Umu\*
- 12. The Ritz\*
- 13. Taku\*
- 14. Humo\*
- 15. Sabor\*
- 16. Pollen Street Social\*

#### HOTELS

- 17. Mandarin Oriental
- 18. The Peninsula
- 19. Brown's
- 20. Four Seasons
- 21. Dukes
- 22. The Stafford
- 23. The Lanesborough
- 24. The Biltmore Mayfair
- 25. The Dorchester
- 26. The Beaumont
- 27. Claridge's

#### PRIVATE MEMBERS CLUBS

- 28. 5 Hertford Street
- 29. Annabel's

#### LANDMARKS

- 30. Buckingham Palace
- 31. Hyde Park
- 32. Green Park
- 33. Berkeley Square
- 34. Royal Academy of Arts
- 35. Burlington Arcade
- 36. Embassy of Japan
- 37. Embassy of the United Arab Emirates

#### **FLAGSHIP STORES**

- 38. Selfridges
- 39. Fortnum & Mason
- 40. Christie's
- 41. Savile Row
- 42. Sotheby's
- 43. Louis Vuitton
- 44. Balenciaga
- 45. Jimmy Choo
- 46. Cartier
- 47. Rolex
- 48. Ralph Lauren
- 49. Burberry
- 50. Dior
- 51. Givenchy
- 52. Patek Philippe
- 53. Harry Winston
- 54. Saint Laurent
- 55. Valentino
- 56. Bottega Veneta
- 57. Manolo Blahnik
- 58. Ferrari
- 59. Porsche
- 60. Aston Martin
- 61. Rolls-Royce





**H**†DEAWAY



HIDE

