



CENTRAL

BURGERS / BEATS / BOWLING

BRAND BIBLE



THIS IS CENTRAL

Inspired by the streets of the Big Apple, this bad boy has it all. A restaurant, bar and family entertainment hub, its **edgy culture, epic sounds and mouthwatering bites** are changing the game in family dining and entertainment as we know it.

Central really is something for everyone, with a **state-of-the-art arcade, bowling alley, live music stage and downright mouthwatering menu**. The OG of new-age hangouts is switching things up to revolutionise the **multi-sensory** family entertainment and dining experience. Blending **never-ending fun** with **buzzing entertainment** and **culinary creations** to tantalize all the senses, this go-to destination is seriously epic. Upbeat, engaging and exciting, its interactive atmosphere is something the whole fam can enjoy, bringing all the action, from day to night.

With torn-away walls and handcrafted graffiti by local artists, the street-meets-neon joint is **home to the best burgers, shakes and bevs**. Central is serving up an epic side of gaming fun, with its bowling alley and insta-worthy menu that includes some game changing favourites, like pizzas, tacos, quesadilla's and a **monster burger lineup with oversized shakes** to match.

Central is driven by quality and designed to surprise, and the only thing as big as our passion for great food is our love of entertainment. Home to some of the best in the region's music scene, we promise to keep the beats going 'til late.

So, whether you're bringing the family for a weekend activity, sending the teens out for some space, enjoying a bite to eat with friends or looking for a place to let loose after dark, Central has you covered.



THE LOOK AND FEEL



Central is a **bold, high-energy**, and **immersive entertainment space** that channels the **raw, urban vibrancy of New York City**. An electrifying mix of street culture, neon energy, and industrial grit, its edgy-meets-playful atmosphere is purposefully designed to transport guests into a multi-sensory social playground.



THE LOOK AND FEEL



More than a venue, Central is an entire experience, and go-to destination for all ages. From family fun, to teen hangouts, a quick gaming sesh to some late-night socializing, it goes beyond playing host - it throws us into a world of bold flavours, high-energy and interactive fun.

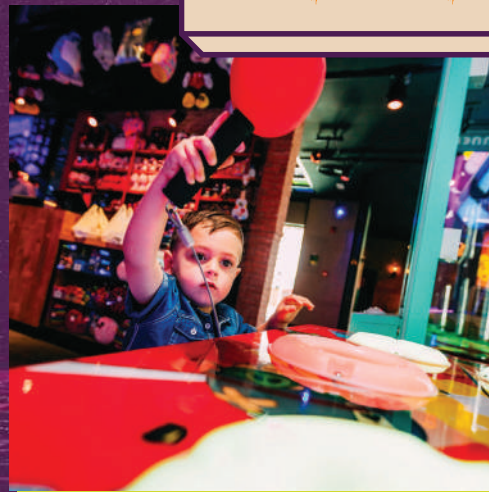


THE LOOK AND FEEL





GET IN THE GAME



A playground for the big and little kids alike, cutting-edge technology meets retro nostalgia for a full throttle experience that combines all the games and fun with food and live entertainment. From high-tech VR adventures, to a lineup of classic arcade and retro games that bring back all the nostalgia, every corner is packed with action.



BOWLING





THE CENTRAL BUNDLE

SUNDAY TO THURSDAY

CENTRAL

BURGER • BEER • BOWLING

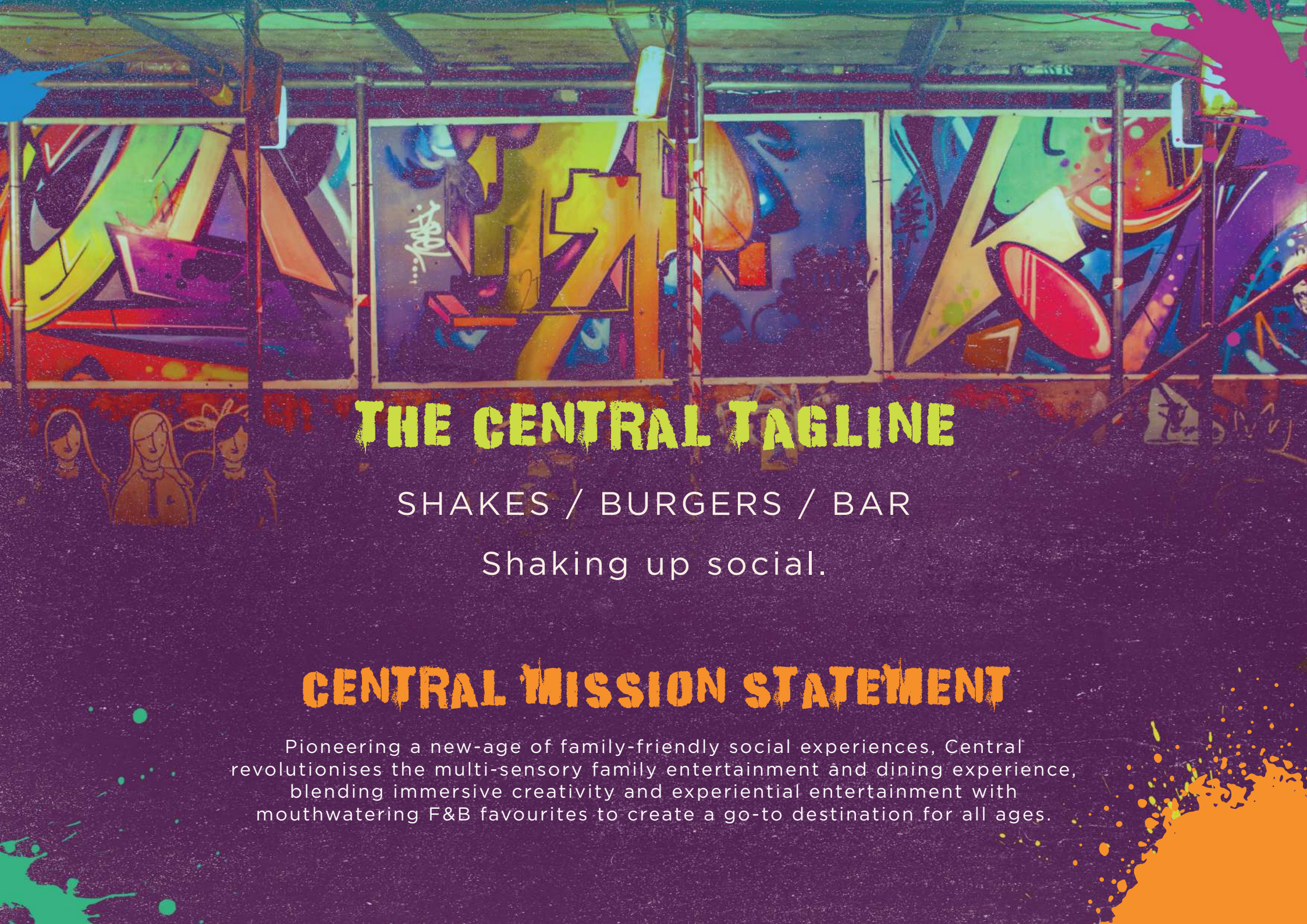


AED 400
FOR UP TO 6 PEOPLE

1 HOUR BOWLING

AED 200 GAMING CREDIT

Get things rolling with neon-lit bowling, rack up high scores on vintage pinball machines, or dive into the latest interactive simulators for an adrenaline rush.



THE CENTRAL TAGLINE

SHAKES / BURGERS / BAR

Shaking up social.

CENTRAL MISSION STATEMENT

Pioneering a new-age of family-friendly social experiences, Central revolutionises the multi-sensory family entertainment and dining experience, blending immersive creativity and experiential entertainment with mouthwatering F&B favourites to create a go-to destination for all ages.

THE CENTRAL IDENTITY

PERSONALITY

SOCIABLE, HAPPY,
TRENDY, LEADER

VALUES

ENTERTAINMENT, CREATIVITY,
INFORMED, FORWARD-THINKING,
COOL

EMOTIONAL REWARD

CONFIDENT, CONNECTED,
ACKNOWLEDGED, ENGAGED

FUNCTIONAL BENEFITS

DAY TO NIGHT EXPERIENCES, DIVERSITY,
INDIVIDUALITY, IMMERSIVE,
ALL-ENCOMPASSING, INCLUSIVE,
ENTERTAINING

ATTRIBUTES

STAGE / DEDICATED BAR AREA / CASUAL DINING /
IMMERSIVE DECOR / ARCADE / FRIDAY BRUNCH /
WEDNESDAY DEAL / BAR OFFER / OPEN KITCHEN /
LIVE MUSIC / DJ / SPORTING

THE CENTRAL INSIGHTS

THE BRAND TRUTH

Central combines creativity with immersive experiences to create an escape from the day to day, suitable for the whole family. Bringing entertainment, fun and engagement to the social casual dining scene, Central is driven by an all-encompassing, upbeat vibe and vision to evoke enjoyment and interaction in all it does.

THE CULTURAL TRUTH

Inspired by the bustle of New York, Central is upbeat, engaging and exciting, designed to surprise from its decor to the entertainment and culinary offerings.

THE HUMAN TRUTH

Central is driven by connection, a social-lead enterprise that inspires and ignites creativity and enjoyment

THE TONE

CASUAL / PURPOSEFUL / CONVERSATIONAL
CONFIDENT / UPBEAT

THE LANGUAGE

COOL / TRENDY / INFLUENTIAL / EDGY

THE PURPOSE

SOCIAL / ENGAGING / ENTERTAINING /
TRANSPORTATIONAL

THE BRAND VOICE

The brand voice is a unique vernacular that drives consistency of image and identity on a national level whilst acknowledging local personality, attitude and language.

Upbeat, relaxed but with a contemporary edge, Central is the new-age millennial, opinionated, informed and always challenging the status quo with its forward-thinking ideas and creativity. Influential, immersive and multi-sensory, Central surprises and inspires, creating a loyal following in its trendy audience.

THE DISTRICT VOICE IS...

COOL, UPBEAT AND PURPOSE-LEAD, ITS EASY-GOING LANGUAGE APPEALS TO THOSE FROM GEN X TO GEN ALPHA, POSITIONING THE DESTINATION AS AN EDGY HOT SPOT TO HANG FROM DAY TO NIGHT.

WRITE LIKE THIS

"THE BEATS ARE DROPPING AND THE BURGERS POPPIN'. DON'T DO IT BECAUSE WE TOLD YOU TO."

NOT LIKE THIS

"JOIN US FROM 12PM FOR A DELICIOUS LUNCH AND FUN FOR THE WHOLE FAMILY AT THE ARCADE!"

THE FOLLOWING TERMS RE RELATABLE TO THE BRAND'S TONE OF VOICE:

CHILLED / COOL / KICK-BACK / HANGOUT /
MOUTHWATERING / EPIC / SICK / VIBE

LOGO

MAIN LOGO

CENTRAL

BURGERS / BEATS / BOWLING

A) CLEAN



B) GRAFFITI



TYPEFACE

TITLE / PUNK KID

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1 2 3 4 5 6 7 8 9 0 . , ? !

TITLE / UPHEAVAL

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1 2 3 4 5 6 7 8 9 0 . , ? !

SUBTITLE / BEBAS KAI

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1 2 3 4 5 6 7 8 9 0 . , ? !

BODY / GOTHAM

The quick brown fox jumps over the lazy dog
1 2 3 4 5 6 7 8 9 0 . , ? !

COLOUR PALETTE

#F38F1A

C:0
M:52
Y:93
K:0

#DEDC00

C:20
M:0
Y:100
K:0

#118ACB

C:85
M:35
Y:0
K:0

#D01778

C:15
M:100
Y:20
K:0

#50184F

C:70
M:100
Y:35
K:35

CENTRAL

BURGERS / BURRITOS / BOWLING

NIBBLES

- CRISPY ONION RINGS D.E.G.M.U.S.E.V. 35
- DEEP FRIED BABYBEL D.E.G.M.U.S.E.V. 80
- CRISPY SQUID D.E.G.M.U.S.E.V. 55
- CHILI GINGER SAUCE, lime, togarashi, spring onion
- CAYEN PRAXES D.E.G. 75
- Fresh lime, mango salsa
- BBO OR BUFFALO CHICKEN WINGS D.E.G.M.U.S.E.V. 70
- Crutites, blue cheese dip
- LOADED CURLY FRIES D.E.G.M.U.S.E.V. 70
- Cheddar cheese sauce, mozzarella, togarashi, bacon bits, spring onion

SALADS

- TOMATO BRUSCHETTA D.G.V. 65
- Tomato, basil, sourdough, Greek feta, oregano gremolata
- CHARRED CORN SALAD D.V. 70
- Lettuce, avocado, sun-dried tomato, edamame, smoked almonds, pomegranate, balsamic dressing
- CAESAR D.E.G.F. 65
- Lettuce, anchovies, croutons, parmesan
- CENTRAL D.E.G.M.U.S.E.V. 55
- Mixed lettuce, cucumber, cherry tomato, avocado, veal bacon, baby corn, ranch dressing

- ADD ON**
- PRAWN 30
 - CHICKEN 20
 - BEEF 40

POKE YOUR WAY

- Edamame, sweet corn, avocado, cucumber, wakame, nori, furikake
- CHOICE OF
- 1 RICE QUINOA
 - 2 MUSHROOM SALMON TERIYAKI CHICKEN
 - 3 GINGER PORKU SHIRACHI MAYO WASABI CREAM

MONSTER BURGERS

*SERVED WITH CURLY FRIES

- THE MUSHROOM D.E.G.S.E.V. 95
- Vegan patty, breaded mushroom, Swiss cheese, button mushroom, lettuce, tomato, onion, pickle
- THE PERI-PERI D.E.G.M.U.S.E.V. 90
- Chicken thigh, coleslaw, fried jalapeno, lettuce, tomato, onion, pickle
- THE BACON BLUE D.E.G.M.U.S.E.V. 95
- Beef patty, veal bacon, blue cheese, truffle burger sauce, lettuce, tomato, onion, pickle
- THE BOSTON D.E.G.M.U.S.E.V. 100
- Beef patty, American cheese, grilled pineapple, veal bacon, truffle burger sauce, lettuce, tomato, onion, pickle
- TRIPLE SMASH BURGER D.E.G.M.U.S.E.V. 110
- Beef patty, American cheese, jalapeno, veal bacon, truffle burger sauce, lettuce, tomato, onion, pickle
- CENTRAL CHEESE EDITION D.G. 120
- Beef patty, American cheese, jalapeno, veal bacon, truffle burger sauce, lettuce, tomato, onion, pickle

BURGERS & SANDWICHES

*SERVED WITH CURLY FRIES

- THE VEGAN D.E.G.M.U.S.E.V. 95
- Vegan patty, Ketchup, tomato, onion, pickle
- CRISPY CHICKEN D.E.G.M.U.S.E.V. 70
- American cheese, red cabbage, avocado, mango, sweet chili mayo
- THE CLASSIC D.E.G.M.U.S.E.V. 70
- Beef patty, American cheese, tomato, onion, pickle, sauce, relish, lettuce
- PHILLY STEAK SANDWICH D.E.G.M.U.S.E.V. 75
- Striploin, panini bread, mixed peppers, white onion, mozzarella, English mustard
- CENTRAL HOT DOG D.E.G.M.U.S.E.V. 75
- German sausage, Fritz hotdog bun, relish, caramelized onion, English mustard, chives

TEX MEX

- NACHOS D.E.G. 50
- Guacamole, tomato salsa, black beans, sour cream, jalapenos, cheese, spring onion, togarashi
- VEGGIE BURRITO BOWL D.E.G.M.U.S.E.V. 55
- Mexican rice, avocado, corn, Pico de Gallo, black beans, pickled onion, sour cream, nachos
- CHIPOTLE CHICKEN TACOS D.E.G.M.U.S.E.V. 65
- Sour cream, house slaw, pickled onion, chives
- JERK SPICED VEAL TACOS D.E.G.M.U.S.E.V. 65
- Apple slaw, crispy onion, Pico de Gallo, sour cream
- CHICKEN QUESADILLA D.E.G.M.U.S.E.V. 75
- BBO sauce, mixed peppers, Pico de Gallo, flour tortilla, guacamole
- PULLED SHORT RIB QUESADILLA D.E.G.M.U.S.E.V. 125
- BBO sauce, mixed peppers, corn salsa, ranch
- SIZZLING FAJITAS D.E.G. 75
- Mixed peppers, black beans, guacamole, sour cream, Cheddar cheese, Pico de Gallo, flour tortilla

MAINS

- PASTA ARRABBIATA D.G.V. 80
- Spicy tomato sauce, burrata, olives
- FISH & CHIPS D.E.G.M.U.S.E.V. 105
- Battered cod, tartare sauce, spicy fries
- SALMON FILLET D.E.G.M.U.S.E.V. 120
- Crushed potato, peas, chives, honey soy garlic, dill
- ROASTED JERK CHICKEN D.E.G.M.U.S.E.V. 135
- Jamaican fries, char-grilled corn, coleslaw, Guacamole, Pico de Gallo, flour tortilla
- SPAGHETTI & MEATBALLS D.E.G.M.U.S.E.V. 85
- Marinara, bolognese, parmesan, parsley
- SHORT RIB D.E.G.M.U.S.E.V. 155
- Curly fries, roasted tomato, mushroom, pepper sauce
- STEAK & EGG D.E.G. 185
- Curly fries, roasted tomato, mushroom, pepper sauce
- STRIPLOIN 250G 260
- RIB-EYE 300G

SIDES

- SKINNY FRIES 35
- MAC N CHEESE 45
- ROASTED GREENS 50
- SWEET POTATO FRIES 35
- MASHED POTATO 40
- CURLY FRIES 40

PIZZAS

- MARGHERITA D.G.V. 70
- Tomato sauce, mozzarella, basil
- VEGETARIAN D.G.V. 75
- Tomato sauce, mixed peppers, wild mushroom, jalapenos, sun-dried tomato, mozzarella
- SPICY BEEF & BURRATA D.G. 95
- Tomato sauce, rocket, mozzarella
- PEPPERONI D.G.M.U.S.E.V. 80
- Tomato sauce, mozzarella
- CENTRAL MONSTER 21" D.G.S.E. 160
- Megazine any pizza
- CRUTITES & RANCH DRESSING D.E.V. 35
- CHEESE QUESADILLA & FRIES D.G.V. 40
- MARGHERITA PIZZA D.G.V. 40
- TOMATO PENNE PASTA D.G.V. 40
- CHICKEN NUGGETS & FRIES D.E.G. 40
- CHEESEBURGER & FRIES D.E.G.S.E. 40

KIDS

DESSERTS

- OREO CHEESECAKE & BROWNIE MESS D.E.G.M.U.S.E.V. 65
- Baked cheesecake, chocolate fudge brownie, chocolate sauce, Oreo ice cream
- FUNFETTI CAKE D.E.V. 65
- Vanilla sponge, white chocolate ganache, crumble
- LOTUS COOKIE DOUGH D.E.G.M.U.S.E.V. 65
- Vanilla ice cream, white chocolate
- CHOCOLATE CAKE D.E.G.M.U.S.E.V. 65
- Banana, peanut, chocolate sauce
- CENTRAL BURGER D.E.G.M.U.S.E.V. 65
- French macaroon, passion fruit, raspberry compote, chocolate chip cookie, ice cream
- ICE CREAM SELECTION D.E.V. 65



ONE FOR THE GROWN UPS

OH FORGE A.D.V.

Baileys & Whiskey Milkshake
Chocolate sauce, Whipped Cream,
Brandy infused Cherry

CONSUMPTION OF RAW OR UNDERCOOKED MEATS, SEAFOOD OR FOWL MAY INCREASE YOUR RISK OF FOOD-BORNE ILLNESS. PLEASE ADVISE YOUR SERVER IF YOU HAVE ANY ALLERGIES. OUR FOOD IS PREPARED IN AN ENVIRONMENT WHERE OTHER ALLERGENS ARE PRESENT.

DIETES INDICATED WITH: (C) - CELERY, (D) - DAIRY, (E) - EGG, (F) - FISH, (G) - GLUTEN, (H) - LUPIN, (M) - MUSTARD, (N) - NUTS, (P) - PRAWN, (S) - SHELLFISH, (SE) - SESAME, (SU) - SULPHITES

ALLERGEN INFORMATION: ALLERGENS MAY INCREASE YOUR RISK OF FOOD-BORNE ILLNESS. PLEASE ADVISE YOUR SERVER IF YOU HAVE ANY ALLERGIES. OUR FOOD IS PREPARED IN AN ENVIRONMENT WHERE OTHER ALLERGENS ARE PRESENT.



SHOWSTOPPING SHAKES





FAMILY FOOD





DRINKS

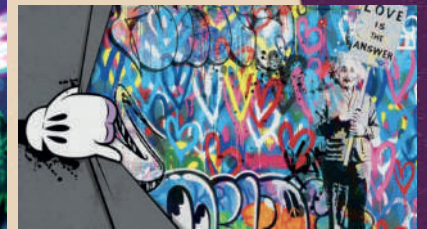
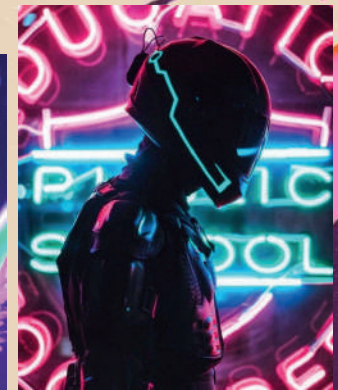
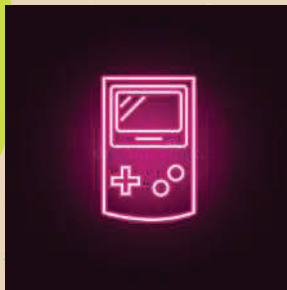
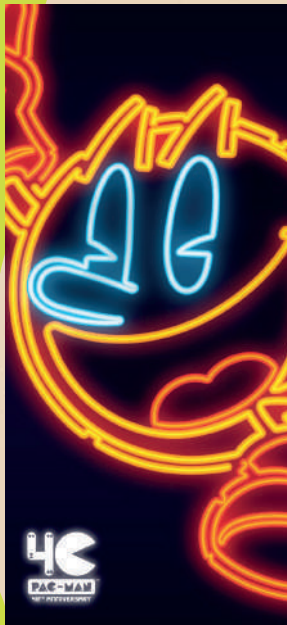
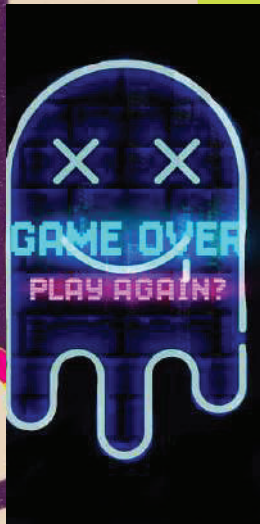


ARTWORK



ELEMENTS

GRAFFITI / NEON LIGHTS / ROUGH TEXTURES / VIBRANT CONTRAST / POP ART
PUNK / RETRO-FUTURISTIC AESTHETIC





CENTRAL EXPERIENCE

An all-encompassing family dining and entertainment venue, Central transports you to the streets of the Big Apple, bringing the edgy underground scenes to life through a sensory-driven experience. With urban-meets-industrial decor, fresh beats across R&B, hip-hop and pop from its resident DJ, live music, dedicated arcade space and mouthwatering menu across its kitchen and bar, Central is the ultimate new-age hangout for the whole family.

THE ENTERTAINMENT



LIVE BANDS / LED GLOW BANDS / NEON PAINTING SESSIONS /
ILLUSIONISTS AND MAGICIANS / DJs / BUBBLE PERFORMANCES



I DON'T FEEL LIKE I'M OLD ENOUGH TO BE MY AGE
BURGERS / BEATS / BOWLING

THIS IS HOW WE ROLL
DON'T HATE THE PLAYA, HATE THE GAME



BURGERS

CENTRAL

BEATS

RESERVED









ROCK & BOWL

Drama Queen!

LOL

WC LBB
DNE PLAY

20 VENUES | 10 LOCATIONS | OVER 250,000 GUESTS EACH MONTH

We are moment makers; experience creators and boundary breakers.

With over two decades in the hospitality and entertainment sector, globally, Solutions Group has risen to be the UAE's most awarded F&B group, pioneering the approachable dining, nightlife and entertainment. Ever-growing and evolving to further enhance the experiences and opportunities for residents and visitors alike, through our unparalleled commitment, skill and clarity in direction, we continue to create moments people live for, from day to night. Our dynamic portfolio includes 20 unique and diverse destinations across the bars, restaurants, entertainment, retail and wellness divisions. Leaders in concept creation and hospitality management, we pride ourselves on our ability to deliver experience-driven designs and services.

Innovative, sophisticated but never pretentious, our creative ideation consistently caters to the approachable, experience-driven sector. Our award-winning portfolio and global reputation within the industry is a primary example of our prestige and integrity, combining idyllic locations selected through tailored sourcing with creative innovation and design, leveraged by a proven, professional and highly effective management team.



WE CREATE THE MOMENTS THAT PEOPLE LIVE FOR

THE UAE'S MOST AWARDED LIFESTYLE GROUP

Solutions Group is comprised of over 1300 passionate, driven rockstars from around the globe, each of whom live and breathe the values and vision for the hospitality and entertainment industries.

Dedicated to leading by example across all elements of the brand, our company culture isn't just 'great' - it is something extremely special; a collective feeling with a heartbeat. Culturally diverse, we combine the extensive knowledge and experience of our international team with a quality, customer-first mentality.

Tailored to the creative, experience-driven market that is the Middle East, our portfolio of venues is led by a team of 20-strong senior management to deliver premium service with unrivalled personality.

As a group, we are extremely proud of our proven track record of successful partnerships with some of the best in the business.

From hotel operators and hospitality groups, to global developers and real estate icons, our unique model of 'independently run; privately owned' food and beverage services are something special.

Whether conceptualising, developing and operating new concepts from scratch, or re-activating an existing F&B outlet, we're pretty good at creating a fluid yet creative environment for both parties to work in.

Bringing unparalleled experiences to life through our exceptional operations, award-winning creativity, design leadership and industry-leading entertainment, with almost 50 concepts under our belt, we like to think we've made some pretty epic moments in our two decades.

We're always looking for new opportunities to work with the best, globally.



The collective objective of Solutions Group is to create unique and dynamic concepts, designed to be high-yielding and long-term. Upscale, sophisticated in design and service but never pretentious, our creative ideation consistently caters to the approachable, experience-driven sector.

Our award-winning portfolio and global reputation within the industry further provides a leading example of our group's prestige and integrity, combining idyllic locations selected through tailored sourcing with creative innovation and design, leveraged by a proven, professional and highly effective management team.



CONTACT

Carlos De Leon
Artisan Franchise Agency
+1 972 489 2753
artisan@franchise-agency.com
www.artisan-franhcise-agency.com

THANK YOU