



JONES LANG  
LASALLE<sup>®</sup>

## Media Release

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Reference: Geoff Hayward has purchased the Floreat Tavern

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### *The Floreat Tavern to receive the Hayward touch*

17 May 2010

The Floreat Tavern business has been sold to the owner of the uber-successful Brisbane Hotel in Highgate. One of Perth's most highly regarded hospitality entrepreneurs, Geoff Hayward's name is synonymous with establishing venues that promote quality fresh cuisine, premium wines, innovative design and outstanding service. His venues have been nationally recognised with industry awards including the Australian Bar Awards 'New Hotel of the Year 2005' and 'Hotel of the Year 2006, 2008'.

Geoff's industry success began with Cino to Go, a chain of European-styled coffee bars he founded and operated in the 90's before selling to the Dome group. Next came the revered and awarded Luxe Bar in 2001 and stylish brasserie Bar One in 2003, before launching the benchmark Brisbane Hotel in 2004.

Plans for the revitalised Floreat Tavern include an extensive internal and external refurbishment over the coming months, a name change and total re-branding. Whilst the successful operational elements of the contemporary Brisbane Hotel will be evident, the food, wine and architectural aesthetic will take on a Euro-modern feel. There'll be a distinct nod toward southern-European cuisine.

Alison McKenzie, Retail Director of Jones Lang LaSalle, the Managers of Floreat Forum, stated "This is an excellent result for the Centre as a whole, and we look forward to a new revitalised hotel providing a quality pub food experience for the residents of Floreat and surrounding suburbs. Given Geoff's previous experience and track record we know the venue is in the best possible hands."

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Geoff Hayward and his team are looking forward to expanding their repertoire by providing the Western Suburbs with a unique new venue and implementing their award winning formula.

"Our focus as always will be on quality and simplicity, offering honest and innovative pub food with a great beer selection and extensive wine list. Our trademark relaxed service will sit well within the local beachside neighbourhood vibe. "

The venue will be closed from May and is planned to re-open in November 2010.

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