



A quintessentially English gastropub

*Located in the heart of The Lakes, Emirates Living District – an Emaar property – Reform Social & Grill is Dubai's first real gastropub concept, avers Naïm Maadad, founding chief executive, Gates Hospitality that introduced Reform to the region. **RetailME** reviews this vibrant location, which is quintessentially British in nature, taking cue from some of London's popular gastropubs*

Spread across 15,000 sqft, Reform Social & Grill has different areas – the main dining room, the bar and a private dining room. Add another 15,000 sqft that makes up the outdoor seating with a barbecue area as well as a lush deck overlooking The Lakes waterfront. Reform is an integral part of The Lakes Club, acting as an anchor, surrounded by the likes of Fitness First and Choithrams.

"I've been visiting the location where Reform Social & Grill stands today for more than five years. It is surrounded by high-end residential areas, predominantly expatriates looking for a great food experience, a safe place where their children can

play and enough parking," Maadad shares. "We were keen to set up a food concept that people frequenting the area would like. We wanted to create a clubhouse environment that is relaxed and offers a satisfying, value for money – through specials, happy hours – gastronomic experience. It's not a place where people come on special occasions only, but one that they like to visit frequently."

An all-day pub-grub experience

At the time of Reform Social & Grill's inception, the idea of a gastropub was not common in Dubai. It was not a widely used format in this market. Maadad took the risk of registering the concept as

a gastropub, introducing a new model to Dubai's food scene. Today there are several gastropubs in the emirate.

Reform, as such, is a brand based out of the UK. It's a gastropub located in the Marylebone hotel in London. In Dubai, however, Reform Social & Grill is more of a clubhouse concept. It has been developed as an all-day dining business – serving breakfast, lunch and dinner alongside drinks.

"We see a lot of mothers visiting Reform Social & Grill in the morning for breakfast, while office goers from the adjoining areas like Jumeirah Lakes Towers come in the afternoon for a quick grab. In the evening we see office goers again coming in to have a few drinks before heading

home," Maadad elaborates.

"We also see families coming in towards evening with children for early dinner. Then there are those who come to Fitness First and like to stop at Reform to grab some healthy bites while sipping on our fresh juices. Dinner is quite a busy period."

"Ladies visiting Reform in the mornings tend to spend maximum time, spanning a couple of hours, while spend per person is not very high. Evenings, on the other hand, see top dollars spends. The mix between food and beverage is also split differently. While people might head back to the office after lunch, they will go home after dinner explaining the higher spend towards