



NIGHTLIFE

DINING CONCEPTS

DINING CONCEPTS LAUNCHES NIGHTLIFE LOYALTY PROGRAM IN HONG KONG

Hong Kong, 19 September 2018: Dining Concepts, Hong Kong's pre-eminent hospitality group, launch a loyalty program to strengthen their communications with nightlife guests, offering a range of benefits to loyal customers.

With the development of additional bars and lounges, Dining Concepts has developed a new department to their operation, NIGHTLIFE.

Following research and customer feedback, a loyalty program has been developed to reward regular customers with a range of rewards to be redeemed across the group's bars and lounges in Hong Kong. Participating venues currently include are Dear Lilly, Dragonfly, The Iron Fairies, J. Boroski, Ophelia, Yojimbo and the exotic Lilya.

NIGHTLIFE is a modern and dynamic online platform which does not require guests to download an app nor a password – simply, a mobile telephone number is the only requirement.

The program allows guests to collect points for every dollar spent and in return redeem exclusive gifts including a free cocktail upon registration and a range of vouchers offered for use at all the NIGHTLIFE venues and invitations to events and openings.

"We listened to the aspirations of our guests and set our mission to fulfill and exceed customer expectations with the program," said Sandeep Sekhri, Chief Executive Officer of Dining Concepts. "Loyal guests are the most important customers to us and their loyalty deserves to be rewarded."

NIGHTLIFE rewards offer instantaneous response for guests as points and rewards may be redeemed at the point of sale.

To join membership, guest can either share their mobile number with our staff at participating venues or on line at <http://diningconcepts.com/nightlife>.

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About Dining Concepts

The Group is an exciting, expanding organization specializing in the development of high quality dining and entertainment experiences throughout Hong Kong. Founded by entrepreneur Sandeep Sekhri in 2002, Dining Concepts now has a portfolio of 27 amazing restaurants and lounge bars, including Gordon Ramsay's maze Grill and London House, Tango in Central and Elements, Al Molo, Braza, BLT Steak, BLT Burger, Bistecca, Craftsteak, Bouchon, La Locanda, Olive, Soho Spice, Bombay Dreams, Nahm, Le Pain Quotidien, Dragonfly, Ophelia, Iron Fairies, J.Boroski, Mama San, ALTO, SPIGA, BIZOU American Brasserie and Dear Lilly. For more information on Dining Concepts' restaurants, please visit <http://www.diningconcepts.com>.



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PARTICIPATING VENUES

Dear Lilly Shop 4010, Podium Level 4, IFC Mall, 8 Finance Street, Central

Dragonfly Shop 10, G1, Tai Kwun, Hollywood Road, Central

Iron Fairies LG/F, Chinachem Hollywood Centre, 1-13 Hollywood Road, Central

J. Boroski Ezra's Lane, Central

Lilya 2/F, 77 Wyndham Street, Central

Ophelia Shop F39A, 1/F, Lee Tung Avenue, 200 Queen's Road East, Wan Chai

Yojimbo Shop 2-7 UG/F, Car Po Commercial Building, Pottinger Street, Central

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