

SOCIETY

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OVERVIEW

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SOCIETY DINING LOUNGE

SOCIETY Dining Lounge is where you can expect the unexpected. This positively unpredictable venue opened in Vancouver's Yaletown October 2009.

Like Los Angeles' sultry, electric dining lounges that stirred its original inspiration, SOCIETY is a place where opposites attract, creating all-new pleasures.

"We're all searching for new experiences," says proprietor Emad Yacoub. "The fresh, the bold, the different. When opposites come together to create unexpected new sensations, it excites us. That's what Society is all about." Clues to this chemistry are revealed in SOCIETY's design created by Vancouver's BOX

Interior Design.

Décor boldly contrasts glamour with comfort. Its 40-seat street-side patio with eggplant-hued leather banquettes and wicker chairs lend a feel of Sunset Strip to the loading-dock sidewalks of Hamilton Street. Inside is where SOCIETY comes together. Overhead, two oversized electric pink, handcrafted Mod-Murano chandeliers set the tone. Below, snug banquettes of deep purple and pearly leather, and tufted black-leather bar stools set apart the more casual brasserie chairs. Upstairs in the lounge, up-lit bronze acrylic panels line the back wall and combine with an eclectic mix of lounge seating options. Bronze toned wooden screens of geometric interlocking circles surround the double height space,

separating the lounge from the dining area below, creating allure and a sense of mystery.

SOCIETY's cuisine embodies this union of opposites, where down-home meets completely new. The menu features familiar comfort food from your childhood reimagined in a whole new way. From Tomato Soup with Mini Grilled Cheese Sandwiches to Lobster Shepherd's Pie, childhood stand-bys are charged with refined, inventive ingredients.

"SOCIETY is all about mixing things up," says Emad Yacoub. "This is your play room. Don't be shy. Bring your favourite people. Settle in for Kahlua milkshakes and scope out the scene. Anything can happen here. I know you'll love it."



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THE TEAM

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PAUL BRIAN, GENERAL MANAGER

Born in Montreal and raised in Vancouver, Paul is as comfortable discussing the varietals that make up a lush glass of pinot noir as he is exploring the rugged terrain of Whistler Blackcomb. This combination of expertise and wanderlust makes him the perfect fit for Yaletown's most unpredictable dining lounge, where opposites attract.

Armed with an engaging personality, Paul is ideally suited for the hospitality industry. Complementing the charm is years of comprehensive wine studies – including an International Sommelier Guild Diploma and Wine and Spirit Education Trust Level Three certification. Positions, including Sommelier and Maitre d', held within nationally lauded companies, including Fairmont, Sheraton and Pan Pacific, have led to a profound understanding of the food and wine world.

Although he admits to thriving in a high-paced environment of 'controlled chaos,' Paul prides himself on a calm and cool demeanor. His management style involves an open door policy and working alongside his team to ensure guest expectations are always exceeded.

ALFRED CONTIGA, EXECUTIVE CHEF

Hailing from Canada's 'Big Smoke,' Toronto, Ontario, Alfred experienced the thrill of the culinary world at a young age, reveling in the pleasure of being behind the stove and the joy found in cooking for others.

A talented pastry chef, Alfred held sweet roles at lauded Toronto dining destinations such as C5, George Restaurant, and Tournant, in the Drake Hotel. Upon moving to the West Coast, Alfred presided over COAST Restaurant's decadent dessert menu as Pastry Chef, before eventually moving into the position of Sous Chef.

As Executive Chef, overseeing the creation and execution of SOCIETY's menu mantra of 're-imagined comfort food,' Alfred relishes the opportunity to continually surprise guests with the restaurant's dynamic fare – big on taste with plenty of playful twists.

From mac n' cheese balls peppered with jalapeno, to lobster shepard's pie and fully-loaded kobe beef burgers topped with fried eggs – with Alfred at the helm, it is certain that no one in SOCIETY will leave hungry.



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MEDIA REVIEWS & FACT SHEET

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“Stylish Society serves up homespun nostalgia...One thing’s for sure: this rambunctious, all black-washed, pink chandelier-trimmed, two-tier den of tongue-in-cheek culinary deviance is refreshingly or curiously different from anything else around.”

- *The Vancouver Courier*

“Society Dining Lounge is drawing raves for its glam décor and pièce de résistance pink Italian glass chandeliers. Start with a boozy milkshake, then dive into mac and cheese balls, onion rings, or spicy Italian pizza. Save room for the evil junk-food dessert platter, crammed with cotton candy, Oreo milkshake, doughnut holes, and more.”

- *Georgia Straight*

“Inspired by L.A.’s dining lounges, the latest Glowbal Group venture is a mod mix of luxe and laidback... This is one unstuffy society luncheon that will leave you stuffed.”

- *Vitamin V*

LOCATION

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CONTACT

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HOURS

Monday to Thursday 11:30am-
1:00am
Friday 11:30am-2:00am
Saturday 4:30pm-2:00am
Sunday 4:30pm-1:00am

PRICE RANGE

Lunch: \$6 – \$15
Dinner: \$12 – \$19

SPECIALITIES

Reinvented comfort food – Prime Rib Burger, Shake N Bake Chicken, Truffled Mac n’ Cheese.

DESIGNER

BOX Interior Design



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