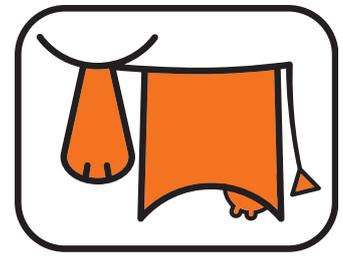


MOOCOW



PRESS RELEASE – “club MOOCOW”

From the moment they took the plunge to leave their high-flying careers in Finance and Education to follow their dream of running their own business, Sean and Mikee – the **MOOCOW** boys – have been no strangers to making bold – and some would say risky – new business moves.

Back in 2009 **MOOCOW** began life as a funky little mobile coffee van, but from these humble beginnings Sean and Mikee took the leap to grow it into a cool urban coffee kiosk in bustling Manchester city centre, and then to mature it again into a chic mezze restaurant lounge-bar by the sea in the centre of Cowes. Now – just 4 years after arriving in Cowes – the **MOOCOW** boys are making their biggest move yet.

“We’ve had an amazing four years” says Mikee, who happily describes himself as ‘The Wild One!’ of the two! “It’s all down to our fantastic customers and we’d like to take this opportunity to thank them for all their support and custom. We hope we can keep bringing a smile to your faces, so we’re thanking everyone in the best way we know how: by doing things even bigger and better than before.”

“Some would say it’s a risky move to tinker with the format of a business that has been so successful, and is loved by so many people” says Sean, ‘the sensible one!’ “But having fun is a serious business! We never make changes to **MOOCOW** without putting the customers’ needs first. Every single time **MOOCOW** has evolved into its next stage, it’s been down to a huge amount of analysing customer feedback, listening to our regulars, and doing more of what makes them happy!”

When it comes to giving their customers great food, great drinks and a fantastic night out, **MOOCOW** go all out to be the best – and they’ve got a 5-star rating on TripAdvisor to prove they’re not doing a bad job! But they’re not going to rest on their laurels. In order to keep **MOOCOW** on its spot as the best place on the Island for a night of stylish food and fun, Sean and Mikee are taking a new step in **MOOCOW**’s life – and they couldn’t be more excited!”

SO, WHAT’S CHANGING?

We will no longer be opening **MOOCOW** for day-to-day drinks and dining 5 days a week - GASP!

We’re really good at the everyday stuff, but we’re completely AWESOME at special soirees and big bashes so, in place of the old **MOOCOW** lounge-bar, we’re launching.....

club MOOCOW

club **MOOCOW** is a gorgeous dining and party venue designed specifically for the new 3-part **MOOCOW** mission:

1. **MOOCOW** supperclubs (a brand-new venture!)
2. Private functions
3. **MOOCOW** soirees (now bigger and wilder than ever)



1. **MOOCOW** supperclubs

At least twice a month the **MOOCOW** boys will open the doors of club MOOCOW for a **MOO**tastic new world of great food, fabulous beverages, and wild **MOOCOW** entertainment.

Your ticket to a supperclub (these are ticketed only events) gets you a welcome drink, followed by the always tasty freshly prepared **MOOCOW** grub, and eclectic entertainment and dancing, all delivered in the inimitable **MOOCOW** style.

We'll be posting online to let people know when the next supperclub will be and how to get your ticket. Our **MOOs** (friends of **MOOCOW** who've signed up at #areYOOaMOO) will be the first to hear about our supperclubs and Soirees and can enjoy a priority purchase window before tickets go on general sale.

For more information on how to become an official **MOO** and find out more about the supperclub evenings go to www.MOOCOWstuff.com or @club**MOOCOW** or search #areYOOaMOO?

supper
club **MOOCOW**

2. Private Functions

Our private function customers tell us that one of the reasons they love to hold their events at **MOOCOW** is that it's such a unique and stylish place to party. Quite different from any other venue on the Island, it has a real wow-factor: a previously empty Victorian penny school revamped into a modern urban space with a year-round outside party space.

We've never advertised **MOOCOW** but word has certainly got around that if you're looking for somewhere to celebrate in style, **MOOCOW** is Party Central! We've seen a steep rise in demand from people who want to hold their private function with us and we're already taking bookings for 2018!

The beauty of club **MOOCOW** is that it's such a versatile and adaptive space, designed specifically so that an intimate private dinner party of 20 can feel just as comfortable as a group of 100 on a full-on party night.

This makes it perfect for a variety of functions from intimate lunches to large celebratory parties. From product launches to school proms. From outdoor jams to corporate hospitality drinks receptions. From business seminars to craft evenings. From cocktail masterclasses to wine tastings...the list goes on...

As well as the surroundings, the tasty home-made food, and the great drinks and entertainment, another big factor in why people come back time and again to celebrate with us is that they love to know that Sean and Mikee are there in person, offering a full bespoke personal service and looking after every aspect of their event: from planning every detail according to the customer's individual needs, and coming up with great ideas and guidance, to making sure everything goes like clockwork on the night and everyone has the best time.

So, whatever your function, we'll make it everything you hope for and a night to remember for all budgets.

A stylish new space

We've completely revamped the space to make parties even more special.

The stylish lounge-bar inside opens seamlessly into the outside sun terrace, the upper level of which has now been expanded to feature a stylish concrete outdoor kitchen with a charcoal oven and mobile wood-fired pizza oven.

The whitewashed walls and beautiful lighting in the sheltered terrace make for stylish summer evenings, with a laid-back Balearic vibe, while cosy fire pits and chimeneas mean the outdoor, fur-wrapped fun can carry on all through autumn and winter.

These additions make this a great new space for private outdoor dinner parties or as somewhere to cook and serve food for larger parties or gatherings.

3. MOOCOW soirees

Our now infamous Soirees are our most popular nights of the year! You'll definitely be seeing more of these - at least four times a year - to include the June Anniversary soiree, Cowes Week soiree, and the Merry Moo Christmas Party. Not only that, but for Autumn 2016 and beyond Soirees will be bigger and better than ever with wild new entertainments and surprises in store!

TOP 10 MOOCOW FUN FACTS:

1. **MOOCOW** is the only restaurant in Cowes with a full 5-star rating on Trip Advisor
2. **MOOCOW** opened its doors in Cowes on 28 June 2012
3. The **MOOCOW** boys, Mikee and Sean are the owners and proprietors have been there since Day 1 – if Mikee and Sean are not there, **MOOCOW** is not open. Find out more about them here moocowstuff.com/profiles
4. **MOOCOW** has supported the Isle of Wight Literary Festival as a fringe venue since the festival's first year and we host their annual pub quiz
5. **MOOCOW** has held a huge number of charity events and fundraising activities raising hundreds of pounds for local and national charities.
6. In the first two weeks since we launched '#areYOOaMOO' ? over 100 people have already signed up to be an official MOO
7. Even though club **MOOCOW** hasn't yet officially launched, dates for private functions are filling up fast, especially for 2016, but there are lots of functions already booked for 2017 and even 2018!!
8. Royston, the now famous **MOOCOW** dog, has recently been joined by not so little Wilbur!
9. Sean and Mikee wed last year and couldn't be happier to make Cowes their happy married home!
10. According to their deeds the **MOOCOW** boys have the right to drive cattle from their terrace onto the high street!

WHERE IT ALL BEGAN -
THE MOOCOW MOBILE
COFFEE VAN



THIER URBAN
MANCHESTER CITY
CENTRE COFFEE KIOSK

MOOCOW IN COWES!



THE NEW OUTSIDE CONCRETE
KITCHEN FEATURING A
CHARCOAL OVEN AND WOOD
FIRED PIZZA OVEN

