

# Fab Four

A Beatles Cafe

Picture yourself in a place.....

....where the story of the world's greatest band still entertains fans. A place where all of our senses soak in the experience of the musical phenomenon that transcends generations.

Their music has been woven into the fabric of our lives and the faces of John Lennon, Paul McCartney, George Harrison and Ringo Starr are instantly recognizable, even to those that weren't around when the Fab Four stormed into America.

The Beatles were a global phenomenon, with a legacy that continues to create new fans and keeps long time followers yearning to deepen their experience with the band's music. For a band this successful, the window that let people truly experience the Beatles was relatively short. With a Las Vegas show, various touring tribute bands and continually strong album sales, interest in the Beatles shows no sign of slowing down.

Picture yourself in a place lets fans experience The Beatles phenomenon. Where they can walk into some of the band's signature moments — on stage, back stage, and behind the scenes. A place that blends the Beatles as how we know them with how we imagined them.

Fab Four - A Beatles Cafe is a themed destination restaurant where The Beatles phenomenon springs to life. Five distinct dining areas - Cavern Club, Ed Sullivan Theater, Yellow Submarine, Sgt. Pepper and Abbey Road - transports guests to a memorable point in Beatles history. Featuring state-of-the art sound, visual and lighting technology, each room immerses guests in the music and... every 15 minutes... "The Experience" a multi-sensory music, light and media show that is uniquely themed to each room, thrills guests. The food and beverages are stars themselves. Each dish on the varied menu takes inspiration from the British Invasion— offering locally sourced food with an British twist.

Fab Four - A Beatles Cafe is a dream experience for fans of the world's greatest band.

## WHAT MAKES IT DIFFERENT ?

Fab Four reaches beyond and elevates the themed dining concept. This is far more than a restaurant with Beatles music and memorabilia. There is a focus on quality - from the food and beverages that you're served, to the atmosphere and sound, and - especially - to the time you spend with the people at your table.

*Shared Experiences* - Fab Four seeks to be a place of conversations. The idea is to allow time for families talk about the Beatles. Many themed restaurants are a constant barrage of video, light, music and action. Fab Four allows breathing room between experiences to bring the focus back to the table.

*Leave Their Mark and Part Of The Show* - Almost everyone has a Beatles story. Part of the experience of Fab Four is allowing people to add their stories. Housing a permanent collection

of recorded memories and stories, Fab Four displays these shows for people to view in the main entryway “Come Together”

*The Dining Experience* - The entire experience of Fab Four begins with the kitchen. People demand quality dining, and that can be provided by focusing on creativity, quality and convenience. The brainchild of an Executive Chef, the menu will feature fresh ingredients, familiar dishes with a British flair. Like the Beatles music, the menu is eclectic, layered and a real crowd pleaser.

## MUSICAL ATMOSPHERE

The music of the Beatles is a treasure. In order to preserve the integrity of their music, it's import to think about HOW we deliver it throughout the restaurant. It must be delivered in a way that makes sense. We build to the experience of hearing their biggest hits. We do that in two different ways -

### Room Soundtracks

With each room representing a different era in Beatles history, the soundtrack to each room will be tailored to that era as well. Think of it as the soundtrack to a film - the soundtrack in each Fab Four room underscores the emotion and tone of that moment in Beatles history.

The soundtrack is a combination of elements - clips of interviews from band members, recordings of rehearsals, live shows and alternate recordings of songs. The audio elements weave and flow into each other seamlessly. EXAMPLE - As you hear Paul talking about the writing of a song, a rehearsal version of that song's melody softly begins to play. Gradually, the song takes over the interview. After a bit, the song fades into a live recording of that song.

The Soundtrack allows the Beatles entire audio catalog to set the tone of the room. Yet, the full blown Beatles hits are saved for...

### The Experience

If the room soundtracks are the opening act, then The Experience is the headliner. It's the climax that we built to. The full-blown band action.

The Experience is a multi-media show that encompasses each room with lights, media, special effects and, of course, music. Every fifteen minutes, diners are immersed into the energy of an arena rock show fused with the spectacle of theme park-style storytelling and engineering. Images of the band flash onto the walls of the room and pulsating lights accentuate the rhythm of the music. It's a live performance and a creative interpretation of Beatles lyrics.

The songs are the memorable Beatles hits we know... She Loves You, Sgt. Pepper's Lonely Heart's Club Band, The Long And Winding Road... and so many more. Like the Room Soundtracks, each Experience is tailored to the room it's in. Different moods. Different emotions. While the songs in the Ed Sullivan Theater are energy and pop driven, the songs in the Abbey Road Studio are mellower.

The physical elements of each room also add to The Experience. The star of the Ed Sullivan Theater room is the stage, where images of the band appear. In the Yellow Submarine room, the iconic sub blows bubbles and Sgt. Pepper's Circus surrounds us with a whimsical and musical performance by the band's imagined alter-ego.

### Live Music

Since the Beatles are the driving inspiration behind many vocalists and bands, Fab Four - A Beatles Cafe has spaces for live musical performances.

The Ed Sullivan Theater Stage is not just a prop, it is a fully-functional performance stage. The rooms's lighting and sound can be configured for performance settings. Dining tables and chairs can be easily moved into an adjacent storage space, giving hundreds of fans standing-room only access to a concert.

The Abbey Road Studio room also functions as a performance space. Stripped down acoustical performances and intimate interviews can be set up in a cabaret-style setting.

These performances are able to last forever. Both rooms are set with capabilities to record, broadcast and live-stream artists performances. These concerts are also ways of establishing "Live From Fab Four"- branded digital music, digital download videos and other avenues.

The performers and bands that perform are from any genre and style of music. It could be a Beatles cover band one night, followed by an up-and coming pop artist the next. Jazz. Hip-Hop.

There is only one think asked of each performer - Perform one Beatles song of their choosing. This performance will become part of the restaurant's "Come Together" archive - a permanent moment of their time performing at Fab Four.

### FOOD AND BEVERAGES

Fresh. Explosive. Experimental. Comforting. Four words that describe the Beatles music also describe the thinking behind the food.

With apologies to George, Paul, Ringo and Paul, the stars the restaurant are the exceptionally talented executive chefs and cooks within the kitchen. Bucking the trend of often uninspired themed restaurant food selections, Fab Four - A Beatles Cafe will attract the chef-driven restaurants people seek and place it within a spectacular family-friendly environment.

The menu takes its inspiration from the home of the Beatles - the British Isle. It's Elevated English faire - Fish and Chips, Shepard's Pie, Sausages. And in the same way the Beatles, influenced America, America influences the menu with chicken wraps, burgers, salads and other dishes.

Modern is on the menu at Fab Four. Vegetarian, vegan and gluten-free selections are all available. And the kids menu would make any adult hungry for delicious bites.

For adults seeking alcoholic beverages, Fab Four delivers with a creative wine list, European drafts on tap, and a full bar featuring signature drinks in contemporary souvenir glasses.

Fab Four is a place for foodies. Food lovers will enjoy attending exclusive Signature Food and Wine Events hosted by our Executive Chef, and themed “Beatles Dinners”, featuring 3 to 5 course meals themed around Beatles albums, songs or films.

## **Restaurant Walk Through**

### **ENTRYWAY - “Come Together”**

With an illuminated Union Jack hanging overhead, the entryway serves as the hub of the restaurant, leading the way for each dining area. “Come Together” is not just the restaurant’s hub, but where fans leave their thoughts and passions that become permanent part of this multi-media collaborative experience.

We all have different views and perspectives of this band, and yet that’s what connects us.

The room surrounds visitor with a multi-media display of Beatles memories, each one submitted by a visiting fan. These recorded testimonials play over an eclectic soundtrack of Beatles cover tunes. As we wait for our table, we soak in the pictures and stories of fans as they appear on screen and around the room.

Ready to add your own memory? Step inside the one of the red British phone booths. These memory boxes serve as small recording booths, each equipped with microphone and camera.

Hitting GO on the flat screen planet, we have 60 seconds to share a memory of the Beatles in a testimonial-style video. We share a personal memory, concert recollection or sing one of their songs. Hit SAVE and our memories become part of Fab Four forever.

Come Together’s recorded memories are queued up by restaurant guests from a touch-screen jukebox. We can search and select by Date, Name, Song, Topic or Hometown. Guests search for friends, family, celebrities or music-industry legends - each who have left their own thoughts on The Beatles.

By allowing fans to Come Together to leave their Beatles experiences as a permanent record of their time at Fab Four, we allow fans to leave their own stamp or impression on the restaurant. It’s also how fresh content finds its way into the restaurant’s archives, giving guests a new experience whenever they Come Together at Fab Four.  
Soundtrack of covers of Beatles songs.

## **The Cavern Club - Representing 1960 - 1964**

It was a small, cramped and brick-lined club in Liverpool where the Beatles became a band. The club scene was an intricate part of the band's story, and the Cavern is where they logged countless hours perfecting their talents. This is where the Beatles were discovered, so it's only appropriate that guests can choose to begin their Fab Four experience in the Cavern Club.

Closely modeled after the original Liverpool club, Fab Four's Cavern Club replicates the small, brick-lined room with striking detail. The room's long and arched design leads towards the small performance stage, located at the far end. Tables and chairs line the room, offering guests a prime view of the stage, as well as the full-service bar, sitting opposite of the stage at the other end of the room.

The Cavern Club services as Fab Four's bar area and allows guests a convenient waiting area before their full dining experience. Unique Fab Four beverages, classic cocktails, beer, wine, non-alcoholic options and appetizer plates are available.

### **ROOM SOUNDTRACK -**

The soundtrack of the Cavern Club reflects the era the Beatles played in. As Liverpool's skiffle sound slowly merged into rock and roll, the music of the era was raw and fresh. Guests sitting in the Cavern Club will hear early recordings of the Beatles, as well as their first incarnation - The Quarry Men - but also the sounds of the people that heavily influenced the Beatles - Chuck Berry, Buddy Holly, and others.

As a way of alluding to the band's future success, we occasionally hear snippets of the band's breakout hits "Love Me Do", "Please Please Me". These sounds are fleeting, as we're still in the era of a band that hasn't made it. They were not a phenomenon - they were at the beginning - just like the guest's experience at Fab Four.

In the Cavern Club, guests will connect with how the Beatles felt when they look the stage in this small club.

## **The Ed Sullivan Theater - Representing 1964-1966**

On February 9, 1964, five words changed the world -

"Ladies and gentlemen, the Beatles"

It was the Ed Sullivan Theater in New York City where America met The Beatles. Beatlemania was born here, with hundreds of screaming fans in attendance, and millions more watching the historic broadcast. Dining inside the Ed Sullivan Theater room will give Fab Four guests a sense of the energy and momentum in American history that resonated from that stage.

## DINING AREA

The dining room area is a replica of the Ed Sullivan Theater as it was on the night of that historic broadcast. Large studio lights flood the room, lighting the studio floor where guests dine among studio lights, cameras and the sounds and atmospheric buzz of a live television broadcast.

Projected onto one wall is the rambunctious studio audience. The throngs of streaming fans looming over the stage. Waiting for the boys with baited breath. Across the way is the room's focal point — the performance stage, with the familiar "Arrow" set design. Set inside the empty stage are four instruments, three guitars a drum set, with the familiar "The Beatles" drum head. The instruments are at the ready, as if the Band is moments away from taking the stage.

The room reverberates with the energy and excitement that stemmed from the Beatles arrival in New York City.

## ROOM SOUNDTRACK -

The euphoria of this historic day provides the room soundtrack. The sounds are largely driven by audio and television interviews of the band that were recorded during their flight to America, press and radio personalities and news reports. We hear recordings of the band's arrival press conference at JFK airport. There are radio and television interviews as well as man-on-the-street interviews about the Beatles arrival.

## THE EXPERIENCE

"We're live in 5...4...3...."

And with those words, the euphoria of The Experience explodes and the Ed Sullivan Theater comes to life. The wall of screaming fans erupts. The room comes to life as the Fab Four appear on stage and thought the room. Highlights of their first magical performance.

Studio lights become spotlights and television cameras become film projectors, splattering images of the Beatles arrival in America.

The Experience inside the Ed Sullivan Theater dazzles us with the energy and euphoria that lit the fuse of Beatlemania.

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