

SMART  
*Christmas Parties*



APRÈS 2016

FINSBURY SQUARE, THE CITY





# Welcome

The first and still the best, at Smart we pride ourselves on creating that magic atmosphere that your guests will remember long after they leave. We offer the ultimate combination of spectacular themes, mesmerising entertainment, exquisite food and exceptional service.

So bring your colleagues and friends, come dressed to impress and get ready for an avalanche of unforgettable experiences at 'Après'.



Greg Lawson  
CEO, Smart Group





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*Step into an electrifying Après ski party in the heart of the City. This year Finsbury Square will be transformed into an ice cool Alpine wonderland.*

Make your way into the blizzard of snow and through the forest of magnificent fir trees before you find yourself in a clearing overlooking a bustling Alpine square. You are welcomed in from the cold where you shake off the fresh snow and dispose of your coats and bags. Gather round a roaring log fire and recline on the fur-lined seats as friendly staff serve you glasses of frosted fizz and exquisite canapés.





*"The staff were blown away by the venue and event,  
it was great to see them enjoying themselves."*

Axis Group UK





*Individual log cabins draped in festoon lighting and dappled with moon light are broken up by towering fir laden trees, forming the heart of Après.*

Music emanates from every bar competing for the excited party revellers who have emptied from the surrounding offices to celebrate in the heady atmosphere of the slopes.

Whether your preference is for iced Champagne, Stein's of Beer, fine Wines or freshly made Cocktail's, every taste and whim is catered for. From the comfort of your fur throw marvel as dancers and acrobats perform from the roof tops whilst chefs carve prosciutto from the bars and rich fondue and steaming glühwein is served from market stalls.







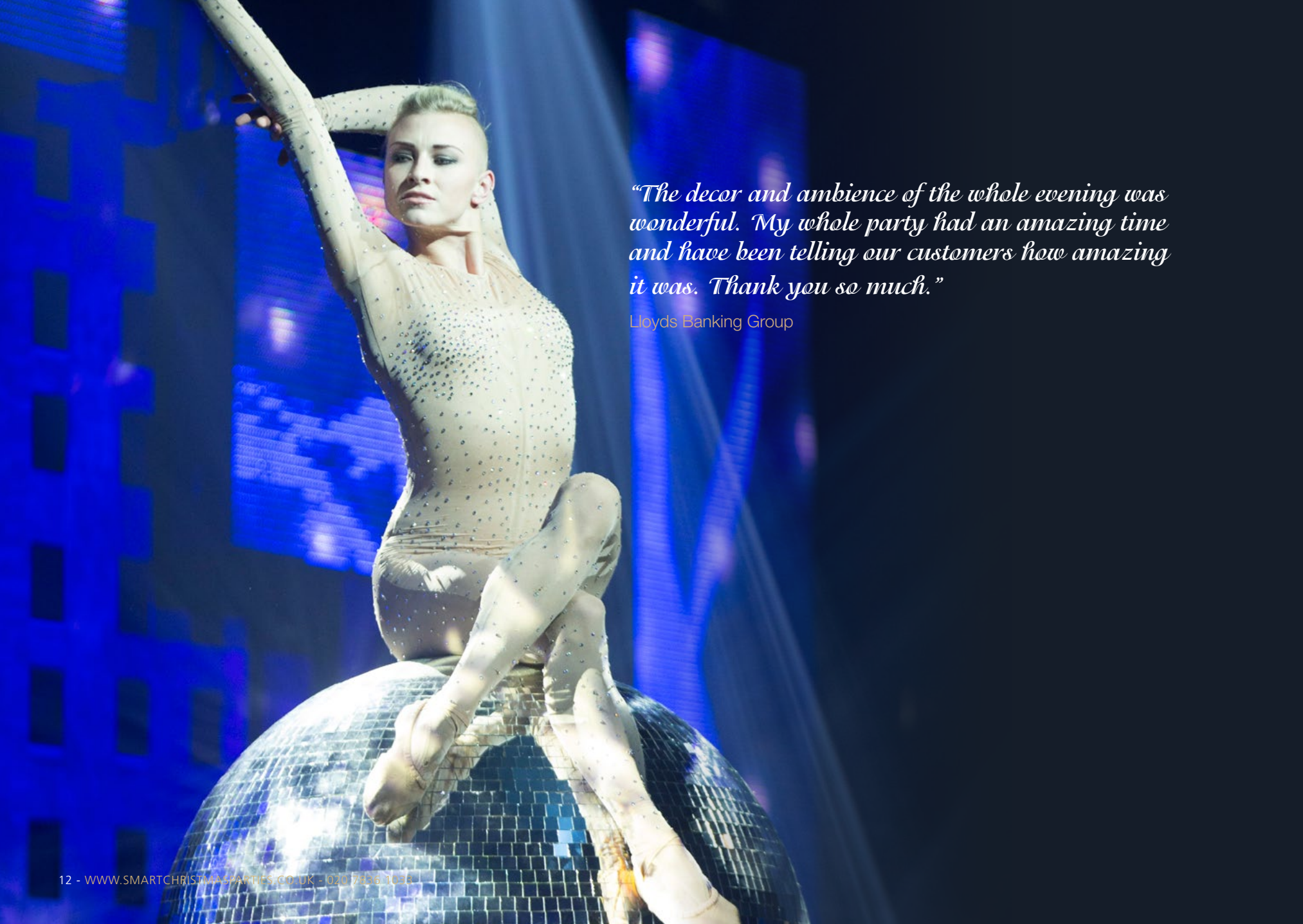


*All too soon dinner is called and you make your way from the thriving bar scene into an exquisitely decorated candle-lit dining room under a canopy of stars.*

A lavish freshly prepared menu is served at beautifully dressed tables which appear to shimmer and sparkle under a layer of glittering frost.

As the drink and banter flow, entertainers raise the tempo on stage as course after course of delicious food is served.



A woman in a sparkling, form-fitting leotard is captured in a dynamic dance pose. She is balancing on a large, reflective disco ball that is tilted. Her right arm is extended upwards, holding a thin, light-colored rod. Her left leg is bent and tucked under her body. The background is dark with vibrant blue stage lights and beams of light creating a festive atmosphere.

*"The decor and ambience of the whole evening was wonderful. My whole party had an amazing time and have been telling our customers how amazing it was. Thank you so much."*

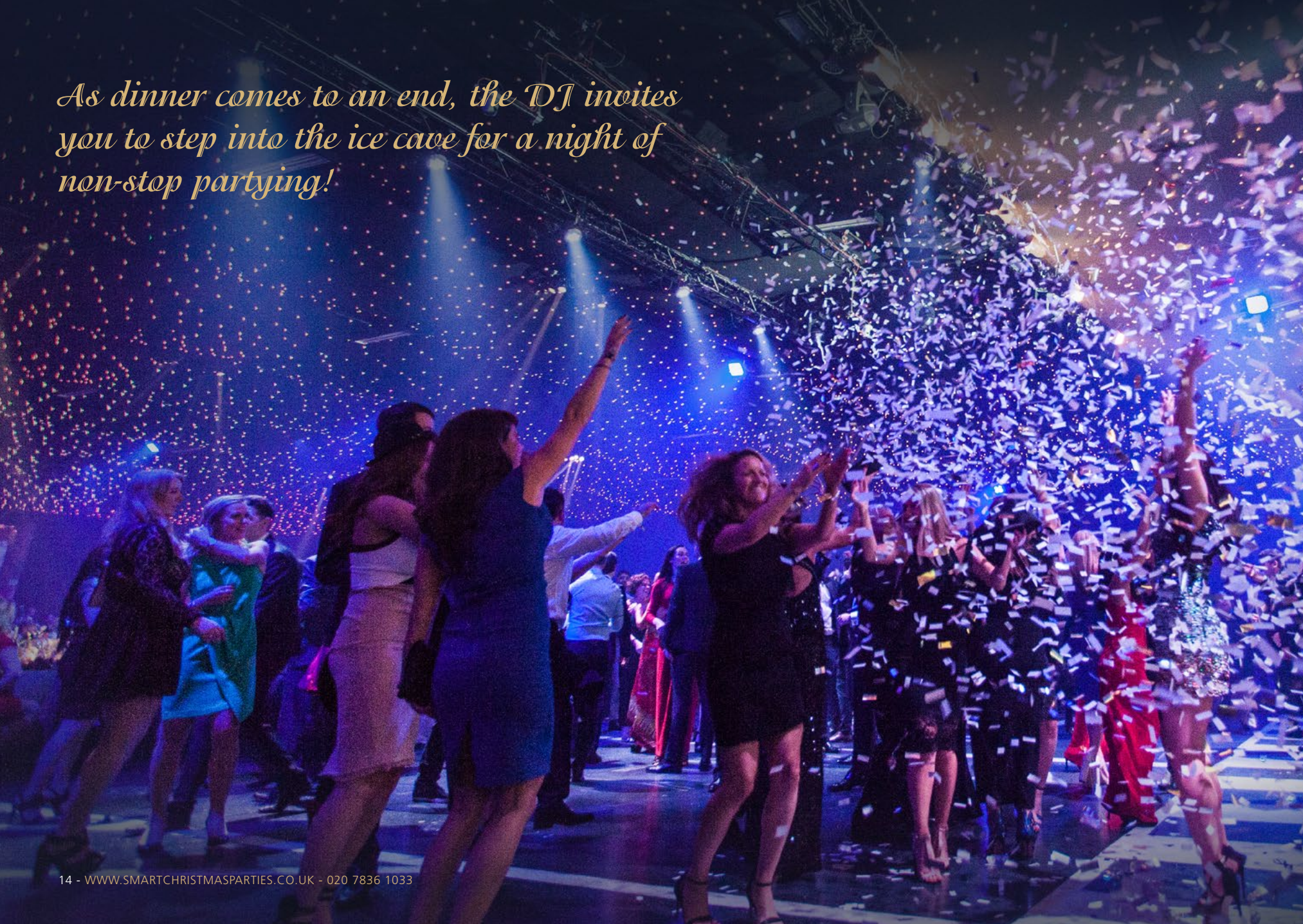
Lloyds Banking Group







*As dinner comes to an end, the DJ invites  
you to step into the ice cave for a night of  
non-stop partying!*





A vibrant night scene at Finsbury Square, London, during the 'Après' event. The image is filled with a dense shower of white and silver confetti falling from above. In the foreground, a woman with long brown hair in a ponytail, wearing a black sequined dress, is laughing joyfully with her head tilted back and her right arm raised high. To her right, another woman with blonde hair is also smiling and reaching up with her hand. The background is a blur of other partygoers and bright, colorful bokeh lights in shades of blue, purple, and orange, creating a lively and celebratory atmosphere.

*"I believe no-body does  
Christmas Parties Better!"*

Haymarket









## Timings

18:30	DOORS OPEN AND CANAPÉS ARE SERVED
19:30	DINNER IS SERVED
22:00	DISCO BEGINS
00:30	BAR CLOSES
01:00	CARRIAGES

PRICES START  
FROM JUST **£85**  
PER PERSON +VAT

## What's included?

- Stunning Après Ski theming
- Delicious hot and cold canapés during the reception
- Exceptional three-course meal created by our culinary team
- Exhilarating entertainment throughout the night featuring cirque style acts
- State of the art light show, dance floor and DJ
- Photo experience\*
- Use of your table(s) for the duration of the night - make it your party base
- Free cloakroom facilities

(\*additional charges may apply)

Please note package inclusions may be subject to change before the event.

### 2016 DATES

	EXC.VAT	INC.VAT
SATURDAY 10 DECEMBER	£85.00	£102.00
WEDNESDAY 14 DECEMBER	£90.00	£108.00
FRIDAY 16 DECEMBER	£92.00	£110.40





# Menus

Sustainably sourced products that are prepared  
fresh on the day of your party by our Award winning catering team.

## Canapés

ALPINE HAM AND SWISS CHEESE TOASTIES

TASTY TYROLEAN BACON DUMPLINGS

CRUNCHY MAC AND CHEESE FRITTERS (V)

ROASTED NEW POTATOES WITH DELICIOUS SMOKED TROUT  
AND TOPPED WITH CHIVE CRÈME FRAICHE

MINI HOTDOGS WITH DELICIOUS CARAWAY BRAISED ONIONS  
AND A SPICY CURRY KETCHUP

DEVILLED QUAIL EGGS ON TOASTED RYE  
WITH A SALAD A LA Russe (V)

## Starter

BROWN SUGAR AND CITRUS CURED SCOTTISH SALMON  
COMPLEMENTED WITH A DILL CRÈME FRAICHE, HERITAGE BEETROOT SALAD  
AND TOPPED WITH TOASTED GRAINS

ROAST ITALIAN PLUM TOMATO TART SERVED WITH A PEAR AND WALNUT SALAD  
AND HONEY AND LIME DRESSING (V)

## Main

BUTTER POACHED BREAST OF CORNISH CHICKEN SERVED WITH A CRUNCHY HERB ROSTI  
POTATO, PARSNIP CREAM, SAGE ROASTED SQUASH, SAVOY CABBAGE  
AND A RICH BURGUNDY RED WINE SAUCE

TWICE BAKED CAULIFLOWER CHEESE SOUFFLÉ SERVED WITH A PARSNIP CREAM,  
SAGE ROASTED SQUASH AND SAVOY CABBAGE (V)

## Dessert

DARK CHOCOLATE GANACHE SERVED WITH A SENSATIONAL SALTED CARAMEL SAUCE  
AND DELICATE MINI MERINGUES, COMPLEMENTED WITH SWEET TOFFEE ICE CREAM



# Drinks

We understand that your Christmas Party is 'THE' event in your social calendar. Perhaps it is your opportunity to thank employees for a year's hard work, to entertain valued clients or simply to let your hair down with family and friends. So we have developed a selection of packages to treat your guests and make your night extra special.

Whether you are looking for an all-inclusive drinks package, individual drinks vouchers or a wine list to knock the bosses sock's off. We've got something for everyone. Visit our website [www.smartchristmasparties.co.uk](http://www.smartchristmasparties.co.uk) and click on the drinks icon to view the drinks options for your party.









*Party like a Rockstar!*





Here at Smart Christmas Parties, we believe in making sure your guests have the best night possible. We've put together a few ideas to make your guests feel extra special.

## VIP reception

A specially reserved area for your guests to enjoy the drinks and canapé reception. This package includes 1.5 glasses of sparkling wine per person, a selection of bar snacks, a dedicated member of security and bespoke party signage.

## Private Hire

Looking for private hire? Looking for a party that's exclusively yours? Our Christmas venues are available for private hire. Contact our team for details or visit [smartchristmasparties.co.uk](https://smartchristmasparties.co.uk)






# *What makes a Smart Christmas Party?*



Smart understand what it takes to create that unforgettable, infectious, festive atmosphere – that's why we're award-winning. Do Christmas the Smart way this year and you can experience all of this:



## *Award-winning food*

We offer a delectable feast that any premium restaurant would be proud to serve, crafted by our sister company 'Smart Hospitality'. We pride ourselves on fresh sustainably sourced products that are prepared fresh on the day of your party.

## *The practical touches*

We take care of the little details that make all the difference so you're free to relax and enjoy your night, these include free cloakroom facilities and full disabled access.

## *Film-premiere production*

Our impressive production, lighting and effects will leave guests feeling like they've just experienced the best West End show.





# *What makes a Smart Christmas Party?*

## *Exhilarating entertainment*

We work with industry-leading choreographers to source breathtaking acts that will leave your guests spellbound.

## *State-of-the-art disco and dancefloor*

Our professional DJs know how to whip a crowd into a frenzy... you won't be able to resist!









# *Booking your party*

We understand how precious your time is and want to make sure that our booking process is as quick and simple as possible.

## Ways to book your christmas party



### Book online

at **[smartchristmasparties.co.uk/london](https://smartchristmasparties.co.uk/london)**  
It's quick, simple and all done in a few clicks!



### Book by phone

Call **0207 836 1033** to speak to  
one of our Christmas Party team

All bookings are subject to our full Terms & Conditions, which can be found at  
[smartchristmasparties.co.uk/termsandconditions](https://smartchristmasparties.co.uk/termsandconditions)

## Useful information

If you make your booking by phone, it will be provisional. To confirm your booking we require a non-refundable and non-transferable deposit of £15 per person payable by BACS, debit or credit card or cheque. Please note that we can only accept one cheque per booking. If this information is not received within 10 days, the booking will automatically be released.

Upon booking you will be emailed access to your own "MyParty" account; your personal online account.





# Next Steps

Made your booking? Here's our helpful guide to what happens next...

## 8 Weeks to go

We'll send you a balance invoice at the time of booking. If you choose not to pay immediately, we must receive your payment 8 weeks prior to your party date.

*Payment can be made by BACS, debit, credit card or cheque.  
For bookings made less than 8 weeks prior to your party date,  
we require payment in full at time of booking.*



## 4 Weeks to go

Confirm your Menu Choices. Please notify us of any dietary requirements or allergies.

*If menu choices have not been made 4 weeks prior to your party, standard non-vegetarian options will be selected for all members of your party.*

**Order your Party Extras.** We highly recommend pre-ordering one of our fantastic drinks packages.

*All orders must be received 4 weeks prior to your party.*

Ways to make your menu and drinks orders:



1. Log into your 'MyParty' account



2. Call the Christmas Party team  
on **0207 836 1033**



3. Email us at **christmas@smartgrouppltd.co.uk**

*Please quote your account number if making your order by phone or email*



## 2-3 Weeks to go

Once payment is received your tickets, drinks vouchers and wristbands will be sent to the address provided at the time of booking.

New bookings and additional spaces booked 2-3 weeks prior to your party date will be distributed at the door upon guests' arrival.

*We cannot guarantee to accommodate additions to your party  
within 2 weeks of your party date.*

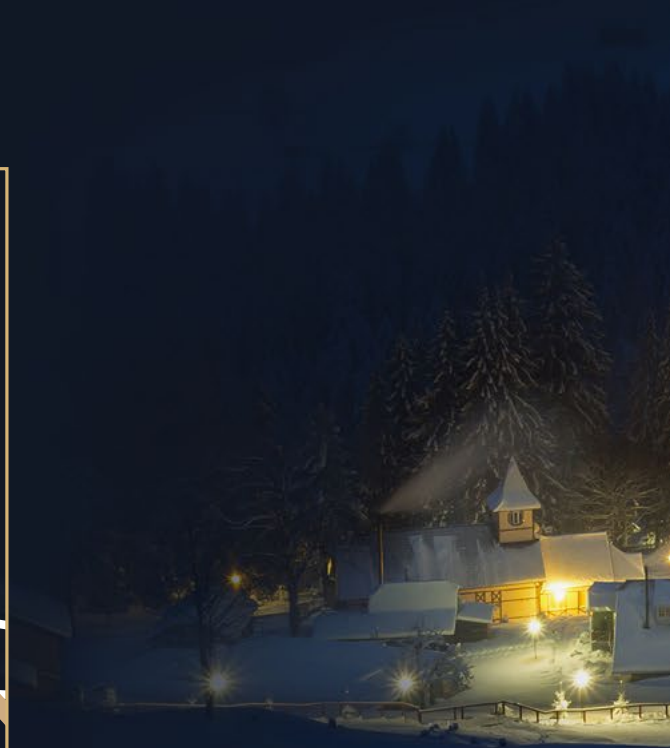
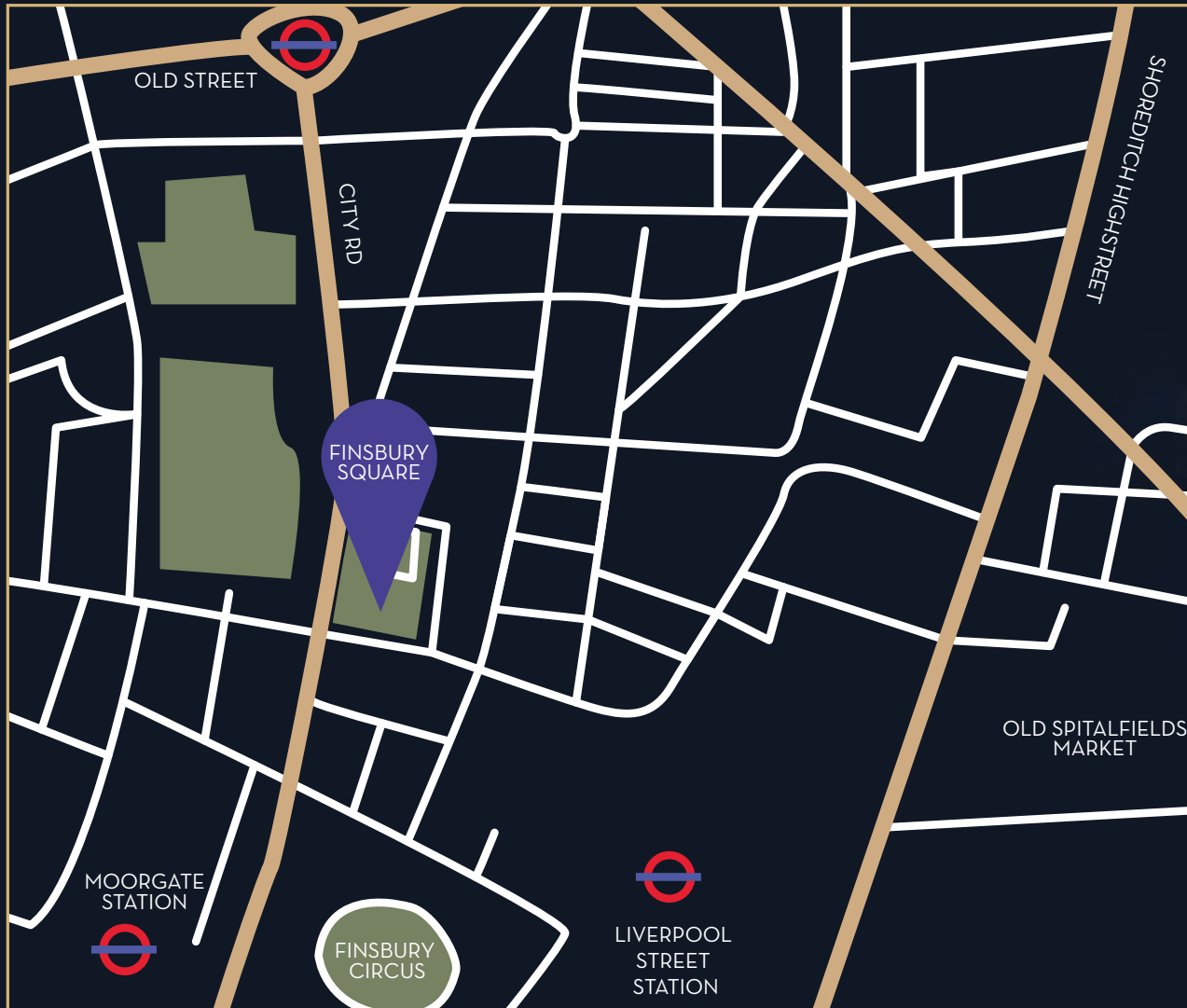


## On the night

Get your glad rags on and make sure everyone has their tickets. Table numbers will be displayed in the reception area upon arrival. Table names will be in the company or individual name provided at time of booking. *Now all you need to do is let us take care of you and have a fantastic party!*









# *Find us*

Finsbury Square sits in the heart of the City, it lies adjacent to the factory where Tom Smith invented Christmas Crackers in 1847.

It is sited on the east side of City Road, opposite the east side of Bunhill Fields. It is approximately 200m north of Moorgate station, 300m north-west of Liverpool Street station and 400m south of Old Street station. Nearby locations are Finsbury Circus and Finsbury Pavement.

If you are travelling by car, coach or taxi, the post code is EC2A 1AD.



# *About Smart*



The Smart Group is a dynamic collection of hospitality, catering and event management businesses with over 20 years' experience. founded and led by CEO, Greg Lawson, and consisting of Smart LIVE, Smart Hospitality, Smart by Angela Hartnett, Smart Christmas Parties, Smart at Battersea Evolution, Moving Venue by Smart and Smart Experiences. Quality, passion and integrity drive all the brands at Smart Group, providing unforgettable experiences across events and hospitality.

## SMART *LIVE*

Bespoke events that exude creativity,  
flair and fun.

[smartlive.co.uk](http://smartlive.co.uk)

## SMART AT BATTERSEA EVOLUTION

A central London events space with  
endless possibilities.

[batterseaevolution.co.uk](http://batterseaevolution.co.uk)

## SMART *Christmas Parties*

Dazzling festive celebrations that  
excite and impress.

[smartchristmasparties.co.uk](http://smartchristmasparties.co.uk)

## SMART EXPERIENCES

The complete hospitality experience  
with a distinctively personal touch.

[smartexperiences.co.uk](http://smartexperiences.co.uk)

## SMART HOSPITALITY

Delicious, honest food...  
beautifully crafted for events.

[smarthospitality.co.uk](http://smarthospitality.co.uk)

## SMART BY *Angela Hartnett*

Michelin-starred event experiences.

[smarthospitality.co.uk](http://smarthospitality.co.uk)

## movingvenue by SMART

Delivering outstanding catering for events since 1984.

[movingvenue.com](http://movingvenue.com)





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