



RUDE BAR AND LOUNGE

Fun & Beverage

KAVITA CHOUDHARY captains the notable establishment in Hong Kong's famous nightlife district.



For after-work refreshments or an exciting night out in town, there is no denying that Wyndham Street in Central is the place to be. An iconic locale in Hong Kong's colonial past, it is now host to a number of restaurants, bistros and bars. On practically any night, the street bustles with life as a major artery in the city's food & beverage and evening entertainment circuit.

On the corner of Wyndham and the famous granite slab-bedecked Pottinger Street, Rude Bar and Lounge stakes its claim for market share and recognition. Its upper basement location, alleyway entrance, and apple-red walls beckon many a curious night owl and sports fan towards its inner halls, for fine, reasonably priced meals, snacks, and drinks.

"As a youngster I had a dream of opening up a bar which could be the best location for all people to meet up and enjoy themselves after work, or party on weekends with their friends," says Director Kavita. "I have been looking for a good spot for the past year and a half until I found this place."

The Name of the Game

Location is the first, and perhaps the

main, persistent consideration in the F&B business, and is a much trickier matter in Hong Kong. Prime property such as the space occupied by Rude Bar and Lounge charges astronomical rent. While the island side never sleeps, and guarantees foot traffic, it takes an unquestionable service offering to draw people in and retain their patronage. Branding, however important, can only get you so far, as customers constantly need something fresh and satisfying on both the eyes and the palate. What sticks is the quality of the product and the net satisfaction customers derive from it. With this in mind, the establishment seems to be doing quite well.

"The market has been good despite the slowdown," says Kavita, among many restaurant owners who had to endure the uncertainty of the 2014 Hong Kong protests. "People like our venue because we are among the few sports bar that show all live sporting events on our big screen and on all our TVs."

The sports viewing customer base has provided a reliable niche for Rude Bar and Lounge, one on which it bestows much attentive care. "As a sports bar, the main area of differentiation must be through customer service. In addition, we serve an array of unique beers including

Estrella Damm, original Guinness, and Fosters. We have attracted a big customer base by regularly showcasing all major sports events, and built an atmosphere that makes people feel comfortable and happy. Each guest is treated to a great, value-for-money experience."

Open a Tab

As Rude Bar and Lounge enjoys the crowd's favor, its director constantly observes the dynamics of the industry in order to craft the business offerings of tomorrow. "Right now we are looking to continue building the brand and the physical establishment. We have plans of opening another bar by the end of the year, which will be more of a brewery concept."

Between formulating future endeavors and managing staff and suppliers, Kavita's hands are full. The approval of Rude Bar and Lounge's guests remains a constant driver. "If any company wants to achieve success, it is not defined in monetary terms; if the end user is happy and satisfied, we as a company can say that yes, we have been successful." ■

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