

Hemingway  
BEACH BOTTLES SAUNES PIZZAS SPLIT BAR®

# Hemingway

OPATIJA MEDVEJA ZAGREB RIJEKA SPLIT BAR®

## Market

Hemingway Bar is a protected name at the institute for intellectual property for the Republic of Croatia, Slovenia, Serbia, Montenegro, Bosnia and Herzegovina and Macedonia, which stands for novelty and quality ideas to which we give form and a good team which turn them into reality. In essence, everything is very simple and easy because we know what we want and we invest a lot of effort in developing the Hemingway Bar brand. The expansion of the brand in Croatia goes along with the quality we are developing through the school of bartenders, Nekić Barology, and through the culture of food, drinks and cigars, alongside our clubbing scene.

We are unique by many standards; we pay special attention to the education of our personnel, the quality of their education and their treatment of guests. We have a large, carefully selected choice of drinks, beverages, wines and cocktails. Cocktails are our fetish which are created by the magical mind and elegant hands of one of the world's best bartenders and

mixologists, Marin Nekić, who will introduce you to the colourful world of cocktails thanks to his many years of experience and creativity.

We adapt the interior to a comfortable ambient with the possibility of normal communication between guests, all the time with an accent on quality of service. One of the very important and unavoidable contents is definitely music to which we at Hemingway Bar pay a lot of attention because it is also one of the reasons why we have guests who always happily come back. We have the best world sources and collection founded on the modern clubbing scene.

We have imposed ourselves with our dedicated work and we believe this is recognisable and attracts interest and attention. Hemingway Bar is going through an expansion on the market and today consists of facilities in Opatija, Medveja, Zagreb, Rijeka and Split.

**Hemingway Bar Opatija** is located on four levels in a section of the Opatija port and is today a location that guests consider as a party zone, a place where there are no limits to good fun. Over the years, its business concept has become increasingly open to organising various celebrations and events due to its interesting location, it is especially attractive to large companies for organising business dinners or some other larger gathering, where our restaurant with Italian and Mediterranean cuisines **Ristorante Hemingway**, which is located within the Hemingway Bar, offers the possibility of seating guests on open terraces.

**Hemingway Medveja Beach** was a kind of business challenge for an already experienced team of people. The beach has a surface area of 44,000 m<sup>2</sup> with a capacity for 4,000 guests and it is equipped with

around 600 modern lounge chairs of various kinds, comfortable bungalows and canopies where everybody can find a perfect place for relaxation.

Medveja Beach offers unique sports, an aqua park and a various offer of watersports for those with a sense of adventure and sports enthusiasts.

Alongside the rich offer of sports and recreation and the comfort of lounge chairs on the beach, the business philosophy of Hemingway bars "satisfy the choosiest" is present more than ever. Located on the Medveja beach are an open beach bar with a carefully selected offer of cocktails, a café for enjoying good coffee and a restaurant where you can enjoy seafood and meat specialities. In case you do not wish to leave the peace of your lounge chair, you have available a beach service where our staff will personally bring to your spot on the beach food or drinks of your choosing. Hemingway offers its clients the possibility of organising weddings on the beach.

Located in the building of the Tuškanac cinema, **Hemingway Bar Zagreb** is today a cult gathering spot of all those wanting excellent fun and a good time.

Apart from a strong clubbing scene and the numerous famous DJs who have visited us, Hemingway Bar boasts the organisation of parties, events, birthdays, various types of cocktail parties, etc. A large number of people have already left themselves in the hands of our expert team.

Located in the heart of the City of Zagreb, from whose terrace is a beautiful view on the Croatian National theatre, the **Hemingway Lounge Bar** is at the very top of the city's catering offer. It has a modernly designed interior; whose modern furniture gives it a comfortable and warm ambience, while in the evening hours, its lighting gives it an additional romantic effect.

Hemingway Bar puts a special accent on its offer,



particularly Breakfast & Brunch, Coffee 2 Go, organising meeting points for business people, all this with a wish to offer our guests top-notch service in line with high international standards.

**Hemingway Bar Split** is located right next to the beach, with a beautiful view of the north side of the Marjan hill and the Kaštelan Bay and is especially interesting for organising various events for large groups of people.

Hemingway Bar's especially trained staff consist of famous Croatian bartenders and professionals whose primary goal is to offer guests top service in line with high international standards.

Great attention is also paid to details while organising every party and event so that guests could entirely enjoy themselves and in order to achieve Hemingway's end goal, which is, of course, to create a special experience for the guests.

## Achievements

Over the years, attention paid to quality has remained the same and what has changed is the result of multiple components based on effective efforts and the monitoring of market trends, as well as preferences of constant and potential guests as the main links of the overall concept. Over the years, Hemingway gained an enviable number of satisfied clients and guests, which keeps on growing, and the quality of the clubbing scene in all larger areas of the country has been raised. Moreover, cooperation with many leading Croatian companies from almost all market areas has been arranged.

## History

Hemingway Bar was founded back in 2000 in Opatija with the first example of this saga of success as the product of owner Mario Kovačević who wished to create a recognisable and high-quality brand. The primary goal was to create a club based on an interesting and original story, therefore the character of Ernest Hemingway was the idea, considering his many journeys and his bohemian lifestyle.

## Product

The bars' interiors are a blend of the past, present and future with comfortable interior and a warm, friendly atmosphere, just like in the living room at your best friend's home, relaxed and elegant...

For the bars' interior design, furniture and lighting in accordance with world trends were used.

One of the very important links is the music to which Hemingway Bar pays a lot of attention, considering that it is one of the reasons why everybody always comes back. The music the bars offer is truly one-of-a-kind, since they have the best international sources, a collection based on the modern clubbing scene with the best DJs, led by one of the best



Croatian DJs and producers. Hemingway Bars offer something for everybody, from R&B music, House, jazz, to urban domestic music.

In 2009, Hemingway Bar issued its first compilation called HOUSE YOUR SOUL, which got its name after Joe2 Shine's popular music programme of the same name. It was a long-prepared project that rendered one of the best clubbing compilations in Croatia both because of the production team and because of celebrity DJs such as DONNS, Todd Williams, David Penn, Chris Lake and others who are on the compilation.

## Recent Developments

Stimulated with the success of the existing Hemingway Bars and led by the wish for expansion to the beautiful Dalmatian region of Croatia, a Hemingway Bar was opened in 2008 in the very heart of Dalmatia – in Split.

In 2009, Hemingway Bar received an official license for the organisation of Fashion TV parties – the most prestigious fashion events in the world in collaboration with FTV, making Hemingway Bar the only club in Croatia with the said privilege. The events have already taken place in Hemingway Bars Split, Opatija and Zagreb in cooperation with leading fashion brands.

## Promotion

Hemingway Bar has fully adapted to the market and the wishes of its guests. Birthdays, promotions, presentations, celebrations, business events or just informal gatherings... numerous parties... Hemingway bars are famous for this too, as well as unpredictable and original, whether it be morning or evening events. Many have already given themselves over to Hemingway's expert team and have enjoyed the offer

of Hemingway Bar, relaxed and with no care in the world. Hemingway Bar is present at numerous important sports and fashion events, from which the Snow Queen Trophy and Fashion Week stand out. It also often participates in the organisation of charity events. Hemingway Bar's most important promotion is its guests. A satisfied guest is the best guest, his or her "mouth to mouth" recommendation is the best advertisement and that is the Bar's main goal. Because, when guests come back, it means that the team's efforts were fruitful, just as it wished.

## Brand Values

Hospitality is our primary goal. It is the lifestyle Hemingway Bar offers its guests, open for all those who want to enjoy life, have good fun and first and foremost, enjoy its excellent service. For the team in Hemingway everybody is a celebrity and they want to offer the maximum of attention to everyone. Hemingway Bar has set a standard with which it offers its guests top of the line service. The staff offers advice to guests in choosing their beverages without imposing on their privacy. Hemingway Bar has set a standard for customer care service with which it follows guests through life. Hemingway Bar's value is also cocktails, which are the bar's fetish. And a cocktail is like a first-rate meal – a composition of flavours, colours and scents that only in the ideal harmony of elements of preparation becomes something more than a simple beverage. Do not overdo it with the cocktails, but enjoy each sip. And of course, drink carefully and responsibly.

[www.hemingway.hr](http://www.hemingway.hr)

### THINGS YOU DIDN'T KNOW ABOUT ...

## Hemingway

- Hemingway Bar is one of the first bars in Croatia that offered cocktails.
- The name cocktail is derived from the French expression coquetier – which is a small glass in which a French bartender in New Orleans served mixed drinks. Guests ordered the drink by the name of the glass and in time the beverage itself became known as a cocktail.
- Since 2000, Marin Nekić took part in numerous European and world championships, of which he came fourth in the world twice.
- Organisation is Hemingway Bar's specialty. It is able to organise a party, an event, catering, and so on, anywhere and at any time.
- In 2007, Hemingway Bar received concession for one of the most beautiful beaches in northern Adriatic, Medveja, which got its name originally after the Greek goddess Medea who found her ideal sanctuary right on that beach.

