

Lifestyle + Social

# Tasty100

Q2 2025 / tasty100.com

Brands 26-50 / Lifestyle + Social



Nibble on the latest  
industry food & drink news –  
plus top social hotspots!



Explore the rise of  
competitive socialising  
with our F&B experts

EAT WITH  
YOUR EYES™





# What's inside the Lifestyle + Social issue

Welcome to the Tasty100, a compilation of food & drink brands we love, here at Eat With Your Eyes™ design agency. We're serving up a full platter of lifestyle, socialising and wellbeing content. We have a menu filled to the brim with our expertise and insights, industry news and the brands we think are the tastiest right now!

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### Eat With Your Eyes™ Creative Services

Who we are and what we do



See what's  
tasty & trending  
on our Instagram

**Design & Layout:** Jackie Maddocks, Senior Designer /  
Emma Di'luorio, Middleweight Designer  
**Illustrations:** Jake Lockett, Senior Designer & Lead Motion Designer  
**Copy:** Chloe George, Account Manager  
**Adverts:** Curtis Reeve, Middleweight Designer /  
Steve Oakey, Creative Director & Head of Creative Team  
**Artworking:** Steve Humber, Managing Director

# Game on:

## the competitive socialising concept revitalising nightlife

We're focusing on 'Competitive Socialising' – the social concept that's taking the hospitality and leisure world by storm.

A decade on from its birth, it feels like an appropriate time to review its growth as it looks to reach wider and capture the imagination of communities everywhere, promising new levels of shared experience and human connection.

Eat With Your Eyes™ loves hospitality and food & drink – and in the world of competitive socialising these are at the very heart of the action. Ever since our brilliant full agency team social event at Fairgame Canary Wharf in Summer 2023, we've loved and embraced the positive vibe and impact of competitive socialising brands on team building. Fairgame had it all – a fantastic mix of games which created a super-competitive team spirit, great food with high quality street food vendors like Rudy's Pizza, Taco Collective and Burger & Beyond, plus killer cocktails at the many Bumper Bars.



### Why it's so successful...

As Rebecca Waller of Morning Advertiser states, *"Competitive socialising has seen rapid growth in recent years, with the UK experiencing a 38% rise in these types of venues since 2018."*<sup>01</sup>

It really is huge and the darling of hospitality right now. Whoever you are, wherever you live, whatever your athletic or sporting ability or game-playing skills, whatever your social interests – this sector has something exciting for you and your family, best friends or work colleagues.

And it's really about going back to basics of human social interaction in a digital media age when many have become alienated and introspective in their leisure away from work activities – where physical activity, health and wellness are at the forefront, and at a time where young people are much less interested in late night bars and alcohol consumption.

The decline of our high street retail stores in recent years in towns and cities all over the UK has also played a part, ripping the heart out of urban communities with vast department stores lying empty. These large (and often low-cost) spaces are being transformed into exciting, colourful, theatrical, high-energy places to meet, share fun memorable good times together in an electric atmosphere. Basic old favourite games like pool, golf, darts, carnival games, have been transformed and supercharged through technology and augmented reality – perfect for instagrammable moments.

When you add the most on-trend mix of street food menu choices and cocktails – and you have the magic formula that is 'competitive socialising'.

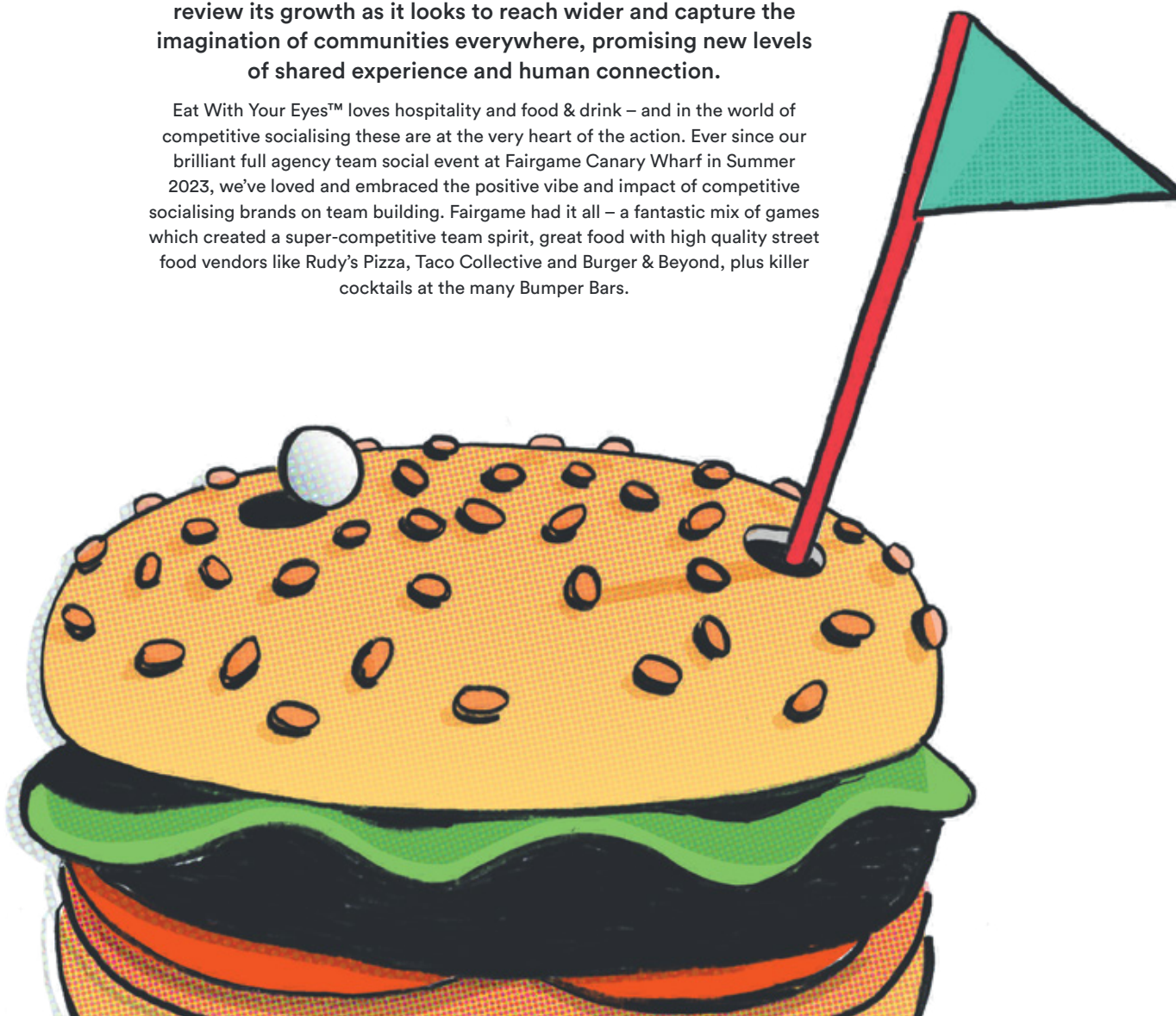
### Where it began...

Matt Grech-Smith of Swingers recalls, *"The idea behind Swingers was to create the most ridiculously fun venue possible. That's why we teamed crazy golf with delicious street food, sensational cocktails and top-notch service in a totally unique, theatrical space."*<sup>02</sup>

One of the pioneering brands in competitive socialising – perhaps THE pioneering brand – was Swingers. In 2014 Matt Grech-Smith and Jeremy Simmonds had an idea based on their national network of club night events for students. Bowling and table tennis were already established as sports you could do in indoor entertainment venues accompanied by food and drinks. They wanted to try mini-golf in a city indoor venue accompanied by on-trend street food and cocktails – and had the idea of the term 'competitive socialising'. A big part of their concept was the growing influence of social media and Instagram. They tested their concept in a low-cost 7,000 sq ft warehouse pop-up in Shoreditch – Swingers proved to be a roaring success.

Swingers was a great new branding concept themed around 1920's British seaside carnivals, adding cool on-trend street food brands such as Breddos Tacos, Patty & Bun and Pizza Pilgrims. To top it all, great music and clever cocktails themed around the play experience – such as One Armed Bandit, Helter Seltzer and Hurricane Carter.

Other brands and specialist operators have been there from the beginning too and created their own distinctive gameplay social worlds – Gravity, Flight Club, Draughts and Bounce Ping Pong to name a few – offering different game experiences, or a diverse range of them combined with their own distinctive mix of food and cocktails, ensuring lots of choice to appeal to everyone. The Laine Pub Company also launched The Four Thieves in Battersea in 2014 – a fresh new take on the pub with the great additions of games, music, dancing, Gin Yard, Pizzeria, modern pub food – and a massive entertainment events schedule.





## Rewriting the playbook; the experience revolution...

**Roxy Leisure** (Roxy Ball Room, Roxy Lanes), a concept born in Leeds back at the beginning in 2014, truly is a brand that has nationwide reach, with locations in most major UK cities. “Booze and ball games!” is their hero call to action slogan.

According to co-founder, Matt Jones, their vision is to “keep opening sites in locations that are deprived of good quality competitive socialising.”<sup>03</sup>

Roxy has just launched a new family-focused brand – Star Pins which opened its first site in Coventry December 2024, and promises an exciting all-inclusive mix of games to suit all... “Legendary lanes, games and more! Enjoy state-of-the-art Ten Pin bowling, mini golf, tech darts, ice-free curling, virtual shooting pods, pool, ping pong and shuffleboard.”

# “London has become the Silicon Valley of competitive socialising.”

**Andrew O’Brien, Chief Executive, Poolhouse – Propel 16.05.25**



**Toca Social** currently has sites in London’s O2 and Birmingham’s Bullring, and will launch its third UK location, at Westfield White City in July 2025. It claims to be the world’s first and only interactive football experience – immersive gaming infused with a high quality food and drink offer. Themed cocktails such as Ballon D’Or, Pitch Invader and Zombie Attack create an immersive experience, and their on-trend food menu and dishes look great on their social.

The Birmingham site is an old Debenhams above M&S and Zara – and features 23 interactive football boxes, 4 bars with a creative food menu integrated with the games experience and exclusive to Birmingham – for example “The Gunpowder Wing” inspired by Birmingham’s curry culture.

**Lane7** is another concept which has been there from the very beginning – launching in Newcastle in 2013 – but with big expansion plans currently underway. The group recently opened new Lane7 sites in Dublin city centre and in Milton Keynes, with two new sites coming up in Newcastle over June and July – including a new concept, ML7. A new purpose-built 15,000 sq ft site will open in Cambridge early 2026 – featuring activities such as ten-pin bowling, pool, private karaoke, darts, arcade games and beer pong.

Lane7 sees its core demographic as 18 to 35 year olds looking for something a bit different on a night out. As well as post-work groups seeking a less typically corporate venue.

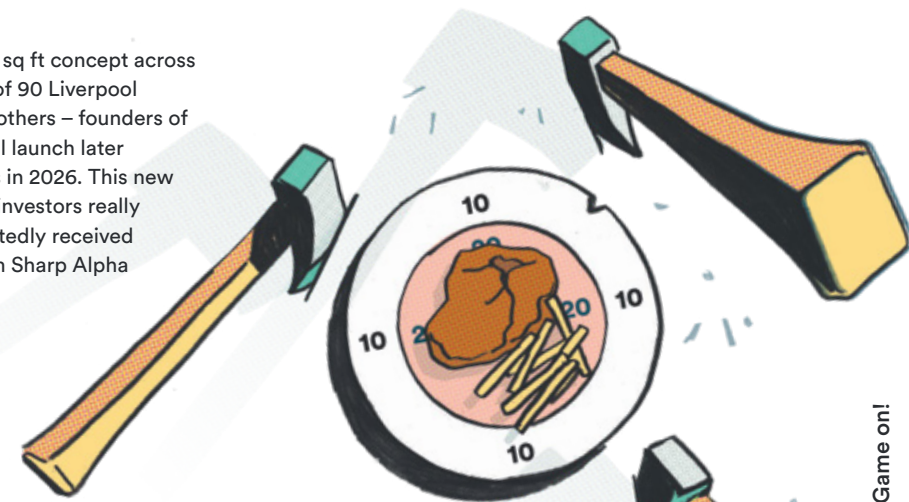
**Activate** looks like an exciting new Canadian franchise brand that We Do Play have brought to the UK – launched at O2 London in December 2024, and with further venues planned including Newcastle/ Gateshead Metrocentre this summer, and with Leicester and another London site to follow by end of 2025.

It invites players who love thrills to jump, climb, problem solve and much much more in real-time interactive game rooms – and work off a whole lot of sweat in the process. Wristbands allow players to track scores as they progress. “Each Activate location is beaming with a selection of interactive light-up game rooms designed to test your physical and mental agility.”

Rich Beese, Co-Founder of We Do Play, said: “We welcomed 50,000 fun seekers through the doors of the first Activate at London’s O2 in the first six weeks of opening, making this location the number one best-performing Activate out of 60 in North America, Canada and Dubai, and it is already ranked at number 5 on Tripadvisor’s ‘Fun Activities and Games in London’ with all five-star reviews.”<sup>04</sup>

**Poolhouse** – a new 21,000 sq ft concept across the ground and first floor of 90 Liverpool Street, from the Jolliffe brothers – founders of Topgolf and Puttshack, will launch later in 2025. Then US locations in 2026. This new concept has been getting investors really excited too – having reportedly received \$34 million in funding from Sharp Alpha and DMG Ventures.

“The design inspiration for the sites will be vintage Vegas, juxtaposed against an American dive bar. This is in line with the evolving taste of the consumer... an affordable luxury – you go in and you feel special... you should remember the first time you walked into a Poolhouse”, says Andrew O’Brien, Chief Executive.



7 Game on!

## Changing times and changing trends...

As Matt Grech-Smith explains, “These days when there’s an office party, people are more likely to say, ‘What are we doing, rather than where are we going?’”<sup>05</sup>

Gretch-Smith highlights the growing trend for human interaction and shared experiences – doing activities together, over meals and drinks out at cool places, and a definite shift away from alcohol as the core driver. He also sees a pattern of Fridays being replaced as the big office night out by mid-week days.

Paul Barham, co-founder of Red Engine who operate Flight Club and Electric Shuffle – has just told Propel\* that banks and landlords for new site openings are increasingly putting an emphasis on sustainability when signing new deals and awarding contracts. Red Engine have developed a CSR programme based on B-Corp principles called Yellow Ball to build further on their reputation for ‘giving back’.

Here in the UK in 2025, it really does feel like we’re the Silicon Valley of this social entertainment movement. Let’s all enjoy the fun and play – there’s a special concept and place for us all. GAME ON!

**Tony Chambers**  
Head of Business Development & Client Services

## Talk to us about your new project...

Paul Pisani / 01234 838932 / 07940 526680 / [paul@eatwithyoureyes.co.uk](mailto:paul@eatwithyoureyes.co.uk)

01. Insight from OakNorth Bank Sector Pulse, Morning Advertiser 05.12.24. Rebecca Weller.  
02. Matt Grech-Smith – <https://www.swingers.club/uk/about>. 03. Matt Jones, Co-founder, The Morning Advertiser, 20.12.23.  
04. Chronicle Live, 28.04.25. 05. Matt Grech-Smith, Swingers, Business Leader Ltd, 13.08.24.

## 8 *the Nibble*





# A coffee date with...

**Chloe George, Account Manager talks to Paolo Ventrone, Client Services Director about embracing sustainable choices in a health and environmental conscious climate.**



**Q1 / What excites you most about how the food and drink industry is evolving in health and sustainability conscious ways right now?**

I have always been interested in how food brands can create products that improve your health and well-being. On the flip side, there are some tasty foods out there that are high in calories, sugar, salt, oils, so we need a balance. We expect plant-based alternatives on most menus now, with clear labelling for all types of allergens, and more recently seeing carbon labelling popping up has been a surprise too.

**Q2 / In what ways have you seen a shift in brand expectations around sustainability in recent years?**

I think what should lead a brand's direction is the demands from their core customer base. What are they asking for? Is it greater transparency of where the food products are coming from, how they are made, what ingredients are used and are they from sustainable practices? When you think about something like palm oil in peanut butter, there are better products on the market that use nothing but peanuts and a little salt for taste.

But certain brands have a core following that demand more from their favourite brands, beyond the products they produce. How do they conduct themselves from a CSR point of view – are they addressing concerns around supply chains for example? Are they constantly innovating, and not just optimising efficiencies to cut costs?

**Q3 / How do you balance bold, creative work with responsible and ethical messaging?**

Responsible and ethical messaging should be a part of the brand's voice. Clarity and honesty builds brand trust and loyalty. We shouldn't be greenwashing our customer base and just stay true to what the brand is. With less complications, this will lead to a strong brand message and a memorable campaign.

**Q4 / How are health and wellbeing trends shaping the conversations we're having with clients?**

Health and wellbeing trends can act as a driver for innovation, seeking new sales opportunities to further extend a client's range of products. But a trend is just popular right now, will they start a movement with customers, will they become a permanent fixture or will they eventually go out of fashion? We can have positive and honest discussions around these types of questions that helps us to decide how much budget we would likely spend on a campaign, before we see any ROI. Credibility also goes hand in hand with trends; are they a quick fad, or are they here to stay? The quicker we highlight these early trends, the earlier we can place our client's brand as an innovator in these discussions, leading the way.

**Q5 / What stand-out projects have you worked on to help a brand align with health and wellness trends in a meaningful way?**

We've recently completed a brand-new spring summer menu refresh for our client David Lloyd Clubs, a leading chain of premium health, fitness and wellness clubs. Their members demand the best, but they also like to be kept well informed particularly on menus in their restaurants. We know from customer research that their members are time precious, but that doesn't mean they should compromise on quality, quick doesn't mean nutritionally

empty. Our client David Lloyd Clubs have worked extremely hard to make sure all their dishes on their menus are packed with quality and healthy ingredients, with a few indulgent dishes for those days you hit your personal best in the gym – guilt-free is out, feel-good is in! And that's the balance we see on the menus, keeping menus nice and clear, easy to navigate and easy to find your favourites. Some selected dishes also highlight a benefit of the dish, like the very popular Protein Pancakes – “packed with 21g of protein to fuel goals whilst satisfying the sweet tooth”.

**Q6 / Sustainability, health, or taste – which should brands prioritise first and why?**

Well, I think it depends on the brand. A best-in-class product should always be at the forefront, it's what makes you famous. So in all instances, taste should be first. Why would you choose one brand over the other if it's not for that special sauce, or succulent meat, or fresh ingredients. If it doesn't taste good, nothing else matters! Health makes the product more than a treat, well then it becomes a habit – so you have repeat visits and loyalty! Lastly sustainability, but it's by no means a last thought. As brands develop their brand specs, they should be reviewing where their ingredients are coming from and having a happy middle ground of a quality product, that's cost effective and comes from a local UK supplier.

**Q7 / What's the most interesting trend you've tried recently?**

Might be a little late to the party but anything with pistachio! And Detroit pizzas.

**“A best-in-class product should always be at the forefront, it's what makes you famous!”**



# Tasty100

## Brands 26-50 / Lifestyle + Social

Food is seasonal and so are we. In each quarterly issue of the Tasty100, we'll be counting down our top 25 brands for each sector, so there's more for you to savour!

Our foodie creatives' votes are in...  
look for our Team Fav, Super Tasty and Creative Juices throughout the brands.

# % ARABICA®

Simple speciality coffee concept originating from Japan.

[arabicacoffee.uk](http://arabicacoffee.uk)

# Ankhway

The wellness benefits of mushrooms, in one gummy.

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

# atis

Powers urban communities with plant-focused grain bowls and salads.

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



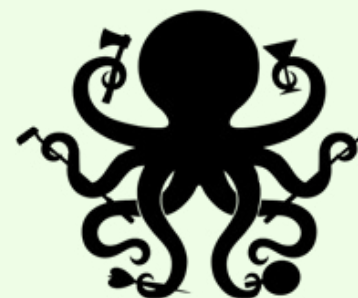
London's go-to for Asian cuisine – from Mumbai to Tokyo.

[bio.site/bangbangoriental](http://bio.site/bangbangoriental)

# BLANK STREET

High quality coffee and matcha to make each daily ritual, that little bit better.

[blankstreet.com/en-GB](http://blankstreet.com/en-GB)



The world's only battle bar with axe-throwing to mini golf and more.

[boombattlebar.com/uk](http://boombattlebar.com/uk)

# CORNER CORNER

Multi-use space in Canada Water designed to inspire, connect and celebrate creativity.

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



Combining bar and restaurant with board games for lively nights.

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



Delicately sweet at the Italian Pasticcini.

[dulcis-cambridge.co.uk](http://dulcis-cambridge.co.uk)

# David Lloyd

— CLUBS —

A destination for living well.

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



# EVERYMAN

Boutique cinema chain  
for a unique movie-  
going experience.

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



Coffee with a unique process to  
make it the healthiest and most  
sustainable on the planet.

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

# FORTITUDE



Bloomsbury bakehouse with  
viral Moroccan inspired bakes.

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



Two floors of pub grub,  
private karaoke and  
iconic arcade games.

[fourthieves.pub](http://fourthieves.pub)

# JAM DELISH

Modern Caribbean food,  
made plant-based.

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



The world's first Japanese  
Mochi gummies.

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



A passion for refreshment  
with delicious healthy juices,  
sandwiches, coffee and more.

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

# KNOOPS

Your drinking  
chocolate, exactly  
how you want it.

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



A playground of arcade  
games complete with a bar  
and buzzy atmosphere.

[lane7.com](http://lane7.com)



The UK's first  
Tree-to-Cup café.

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

**rolled**  
aussie-style sushi

The UK's first Aussie-Style Sushi brand.

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

**ROXY**  
BOOZE & BALL GAMES

Brings the playground to the bar, mixed with rock and indie music.

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



**RUMBLE ROOMS**

Unforgettable experiences in an ultimate competitive socialising venue.

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

**Swingers**

Combining crazy golf with street food and cocktails.

[swingers.club/uk](http://swingers.club/uk)

**THE Coconut COLLAB**

Coconut based desserts from the farm to your fridge.

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

# The Social Experts



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# FOOD & DRINK



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## Elevating the CLUB ROOM

Creating premium, health-  
focused menus and digital assets  
shaped by real member insights  
and smart practical design.

### The Challenge

David Lloyd Clubs came to us with a clear goal, evolve their all-day menu and digital marketing assets to match the premium experience club members expect. Their Clubroom interiors already reflected health and wellbeing, but there was a bigger opportunity to make the food offer a reason to visit more often.

We came into the project with a solid understanding of the menus and how they were being used; both from our own experience and from Club member feedback. It was clear there was an opportunity to evolve things to better support the variety of dishes and reflect the dining experience.

We kicked things off with a deep dive into their member data. Where else are members eating out? Along with fresh market research to benchmark against – premium and high street favourites – we visualised our research as a set of mood boards. We highlighted some key findings that were presented back to our client. Working with them helped shape a shared vision for what 'premium' could look and feel like for David Lloyd Clubs – clean and calm, with a sense of warmth and visual clarity. Katie Homer, Member Comms Manager at David Lloyd Clubs was our key contact said, *"Working with EWYE on this menu project has been smooth sailing from start to finish."*



## Design thinking

From our research and time on site, we identified three key areas to focus on. Firstly, 'less is more' – fewer colours and less iconography and photography would give the menus a more refined, grown-up feel. Secondly, clear structure; by breaking the menu up into day parts and defined sections more clearly, it became easier to navigate and more visually impactful. And lastly, relevance. We created callouts for key dishes that followed the theme 'nutrition for wellbeing,' curated by their in-house experts.

We then got stuck into a full audit of the existing menu. Members liked the bold green cover and the food photography, so we kept these (with some subtle tweaks!). But the strict column layout and fold-out format felt clunky. It needed breathing space. Our solution? A flexible typographic system with better hierarchy and flow in a more manageable booklet format. It immediately felt easier to read and more in tune with the Clubroom's stylish aesthetic.

Because David Lloyd Club's food offering is highly customisable, we needed the typography to work extra hard. So, together we devised a system of rules that would make the choices feel easy – helping to guide members through the menu in a way that felt seamless.



## Practical approach

Visiting the clubs early in the process gave us a real edge. Seeing how members (and staff) actually used the menus helped us design something that made sense in real life – not just on screen.

Katie said that they needed a “*premium design menu that highlights our healthy and nutritious dishes, complemented by the stunning photography.*” So, a photoshoot was needed to capture new dish photography for the menu – the brief: real and beautiful. Our creative team, along with Katie & Michelle from David Lloyd Clubs, spent the day at a fully kitted-out kitchen studio in Shoreditch, run by the brilliant Food Photographer Ian Garlick. With our shotlist in hand, along with a food stylist and chef, we captured a mix of top-down perfection shots and relaxed group setups for marketing. “*EWYE's communication throughout the entire process was outstanding,*” says Katie. “*They ensured deadlines were met.*”

Choosing the right paper stock was another key moment in the process. We needed something that looked and felt premium but could stand up to the day-to-day demands of the clubrooms. Our site visits had already shown us how menus were handled, so we worked closely with printers Paragon to land the perfect fit – something tactile, durable and just the right weight. “*EWYE collaborated seamlessly with our printers to guarantee everything ran smoothly*” said Katie. Paragon were brilliant throughout, offering expert advice and great support.



# “We’re now excited to roll out this new menu across our European Clubs, with localised adaptations”

## From design to the tables

Once the final designs were signed off, we rolled out the menus for all clubs – tailored pricing and content variations. Supported by new marketing assets and point of sale, the suite of new materials brought a cleaner togetherness to the club members' journey in the clubrooms. “*It's been an absolute pleasure working with the team, and we're now excited to roll out this new menu across our European clubs, with localised adaptations for each market,*” Katie discussed.

This wasn't just a visual update... it was about creating a menu that truly fits the space it lives in. Designed with members and staff in mind, rooted in David Lloyd Club's brand personality. “*From the initial benchmarking phase – which gave us valuable insight into our position within the industry – to the design concept stage,*” Katie concluded, “*they nailed the brief pretty much right away.*”

**Team:** Paolo Ventrone, Account Director  
Jackie Maddocks, Senior Designer  
Emma Di'luorio, Middleweight Designer  
Trevor Frances, Senior Creative Artworker  
Scott Lockhart, Middleweight Designer



Headline - 70pt, Bold.

# Our design services

Sub heading - 30pt, Bold Italic.

***Insight  
Strategy  
Activation  
Specialisms  
Digital***

Copy headings - 10pt, Bold Italic. Body copy - 8pt, Book.

***Insight & research***

Market research  
Competitor benchmarking  
Customer research and insight  
Client brand analysis  
Creativity and innovation

***Brand strategy***

Brand positioning  
Brand naming and registering  
Logo creation / development  
Brand tone of voice  
Brand launch  
Brand guidelines

***Brand activation***

Artworking and production  
Site auditing  
Signage installation  
Point of sale systems  
Counter menu systems

***Specialisms***

Branding  
New concept development  
Foodservice tenders  
Packaging design  
In-store POS  
Exhibitions and events  
F&B photography and filming

***Digital***

Animated digital menu screens  
Social media content and management  
UI strategy and digital design  
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Animation and animated digital presentations  
Content copy for blogs and CRM

For food retail environments we partner with award winning interior design agency Tanner.

Footer



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