



**<PRESS RELEASE>**

The 1998 Clubs is the underground VIP venue beneath Southbank City in Friar Lane just off Old Market Square.

Director Tom Holodynsky said "the basement has always been on the 'to do' list ever since we first got the venue, but there were always roadblocks along the way stopping us from doing it...

"We have always prided ourselves on being a premium venue for watching live sports as well as our gigs and events and ever-growing casual dining offering in the city centre, so we thought how can we best use the basement space to further enhance our business and that is how the 1998 Club concept came to life"

The 1998 is purpose built to offer a full VIP hospitality experience - the same quality audio and visual set up as the main bar, but in an exclusive and comfortable setting.

"The room is made for table service, something we have always excelled at the venue in addition to the main bar service upstairs, but if the restrictions imposed on the industry have shown us anything over these past 12 months - it's that customers do enjoy being waiting on and we feel it adds value and satisfaction to their visit as well as keeping them in the venue longer"

"We have a really top quality kitchen team at Southbank City who ensure the quality of our bar menu is 2nd to none. Opening downstairs as a VIP exclusive setting to watch live sports will enable them to express their creative talents even more so, in a way that they usually have to wait for our famed 'Evening with' style events to do. All major sports will be shown in the 1998 Club with a corporate hospitality feel e.g Doors at 6pm, dinner at 7pm, kick-off at 8pm etc"

"It has been a real labour of love getting this project done and we are indebted to our friends at All Bar None Ltd who undertook the project alongside Rock Electrical, both local independent firms who, like us, have had a stop/start year, they have been very patient in helping us complete this project"

The 1998 Club pays homage to the original Southbank Bar on Trent Bridge which opened in 1998. Many of the original bits of memorabilia that hung on the walls at the old venue (such as the 3 Metre Canvas of Stuart Pearce & Brian Clough) plus many more that have been in storage for 15 years or so, can now be found gracing the walls of the new venue to give it that classic

feel. There are also some quality shots of Nottingham taken by local photographer Tracey Whitefoot on display as well.

Tables are bookable in advance with entrance fees including food from the premium restaurant menu as standard as well as of course full table service for the whole event. Most of the group stage games of Euro 2021 are fully booked already by those in the know as is a special "Evening with" former England International & European Cup winning Nottingham Forest striker Tony Woodcock alongside 2 other Forest greats in Bryan Roy and Mark Crossley.

"We have a really great feeling about the 1998 Club, the room will be used for private functions such as birthday parties as well as a meeting space for local businesses or for training days. We have already sold a few tables for the Anthony Joshua vs Tyson Fury Undisputed World Heavyweight Title bout in August, and the fight hasn't even been announced yet!"

For more info, visit [www.southbankcity.co.uk](http://www.southbankcity.co.uk) or for a virtual tour visit <https://tinyurl.com/1998-Virtual-Tour>

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