

McGETTIGAN'S

**THE MODERN IRISH
EXPERIENCE**

FRANCHISE INFORMATION

FRANCHISE PACK



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Franchise with Us

Thanks for downloading our franchise information pack.

We aim to give you an overview of the McGettigan's ever expanding portfolio, our brands and how the franchise process would come to fruition.

This snapshot deck is a first step in the potential realisation of a partnership with McGettigan's and the benefits a franchise with us brings.

About Us

**‘Pour the best pint, fill the emptiest of stomachs,
create the widest smile and keep up with the times.’**

It is the mission of McGettigan’s to provide patrons with an inviting, all-inclusive atmosphere for a good, fun time and to have a memorable experience. We spend our money on sourcing and ensuring the best quality products and delivering them at affordable prices.

Through sports, music, food and drinks, we offer warm and friendly Irish hospitality in modern surroundings. We’re headquartered in Dubai rather than Dublin, to ensure we’re always international in approach and appeal.



1956

Donegal native Jim McGettigan sets voyage upon the luxurious QE1, serving the seas from London to New York.



1964

A legend was born - Jim opened the first McGettigan's establishment on Queen Street, Dublin, Ireland.



1969

After buying the famous 'Baggot' pub in Dublin, Jim's generous nature gave stage to the (then small town) acts U2, David Bowie and Bob Geldof. Everyone from Christy Moore to Tracey Chapman performed here.



1978

His first move towards the hotelier industry - Jim bought the Shieling Hotel in Dublin.



2010

Eight hotels, ten children and 5,918 kilometres later The Bonnington Hotel was opened in Jumeirah Lakes Towers, Dubai under the McGettigan name.



2010

Later that year, Jim's son Dennis McGettigan - who was managing the hotel - saw an opportunity in an empty space on the hotel grounds and so the first McGettigan's pub outside of Ireland was established.



2012

A further location was graced with the McGettigan's charm at Dubai World Trade Centre



2013

Back on Irish soil, a McGettigan's bar was opened in Jim's home town Letterkenny



2014

Fujairah, Abu Dhabi and Limerick open.



2015

It was a busy year for the McGettigan's family who opened bars in New York, Galway, Singapore and Bray.



2016

McGettigan's bar opens in London in July, followed shortly by a fourth venue in Dubai at Souk Madinat Jumeirah.



2022

Fanzone by McGettigan's dominated the Qatar World Cup scene, outshining official fanzones! Sold-out crowds enjoyed UAE's largest screen and epic live entertainment!



2023

Our Ultimate St Patrick's Fest in March raised the roof for outdoor live entertainment! The Script, The Coronas, Mundy & more brought Irish magic outdoors to thousands of fans for our St. Patrick's celebrations.



2024

McGettigan's launch Ibn Battuta Gate, our newest owned and operated flagship location. Great food, perfect drinks, live sports, and unforgettable entertainment daily.

"Humble Beginnings"

- Global Reach

The Modern Irish Experience!

Irish F&B outlets are renowned the world over for their unique hospitality and welcoming atmosphere. McGettigan's has taken this formula and brought it into the modern age. McGettigan's is modern Ireland. Unique decor, delicious food & drink, the best Irish & international entertainment and sporting events are the ingredients that have made McGettigan's outlets such a success.

This combination has seen McGettigan's outlets become some of the most popular F&B outlets in the United Arab Emirates by recognition and business turnover.

The Main Man

Dennis's Bio

FAVOURITE DRINK
Magners

PROMINENT ATTRIBUTE
Hawaiian Shirt

WEIRD HOBBY
McGettigan's

INTERESTING FACT
Mmmm McGettigan's

OFTEN QUOTED SAYING
Where is the swear jar

Dennis McGettigan, CEO

Dennis is the chief executive and the driving force behind the success story that is McGettigan's.

During his 25-plus years in the industry, he has worked with Marriott Hotels in the US and his family's hotel businesses.

From his native Ireland. Dennis moved to Dubai in 2008 to oversee completion and opening of the famous Bonnington Hotel, JLT, the UAE's only Irish-owned hotel. In 2011, he founded McGettigan's Bars, growing at an impressive rate now with multiple outlets, concepts and franchise partners in the UAE and beyond.

Dennis is a passionate operator who instinctively understands what guests want, he moves at a lightening pace and sets the tone for the group's encompassing hospitable approach.



CONCEPTS OVERVIEW

Our portfolio is designed to meet the diverse needs of hospitality operators and guests worldwide. We recognise that there isn't a one-size-fits-all solution for operators, which is why we create brands that are trendy, adaptable, and always evolving.

Our concepts prioritise a welcoming atmosphere, fantastic entertainment, and delicious food and drinks, all cantered on one goal: Ensuring every guest leaves with a smile!

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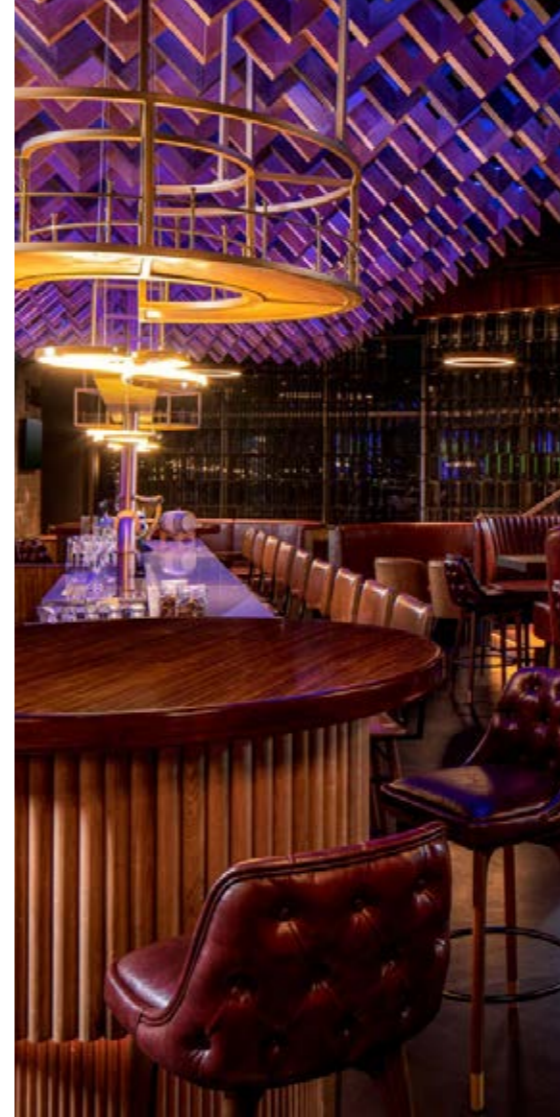
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Live Entertainment

Top, regional bands, epic DJs and great events are at the heart of a McGettigan's venue.



Modern Design

We have brought the Irish Pub/Bar charm into the 21st century. Each venue has its own identity to fit the neighbourhood but is instantly recognisable as a McGettigan's.

Exceptional Hospitality

We don't just offer service, we strive to deliver an unforgettable experience for every guest who walks through our doors and we hire the best people to make it happen.



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Ideally suited to larger spaces, Factory by McGettigan's boasts an on trend industrial feel with reaching high ceilings and accented woods.

Spacious seating offers options for larger live entertainment events and is best suited to venues with the option for an generous outdoor terrace.

This concept pairs well with serious hotel operators and hospitality experts who love to put on a show.



Lofty Spaces

Factory has that WOW effect on entering. Guests marvel at the design blending traditional pub elements with modern ergonomics.



Sports are still here

Designed for bigger audiences and ultimate fan experiences, the Factory incorporates giant screens and watch party layouts for those **“not to be missed sporting events”**

Street Food Vibe

A more compacted “Quick” order selection offers guests munchable meals in keeping with the decor.

Bar bites and McGettigan's chef favourites populate the menu.



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A quintessential London pub experience for the international market. Drawing inspiration from the warm and vibrant atmosphere you would find in modern day London, Goose & Gander is the ideal local haunt for patrons seeking a little piece of home, comfort food and that cosy experience that only a British pub provides.



Ambiance

Classic London city pub architecture, cosy lighting and soft music for a great Chillax atmosphere.



F&B

Pub favourites, cooked to order from the chef driven menu, no pretentious dishes and a solid selection of craft beers, modern cocktails and selected wines.



Social Hub

With a spacious bar, comfy nooks and cranny seating, Goose & Gander serves as that go-to social venue.

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19 SIXTY FOUR

A timeless, sophisticated experience where wine enthusiasts can unwind in an elegant yet unpretentious atmosphere.

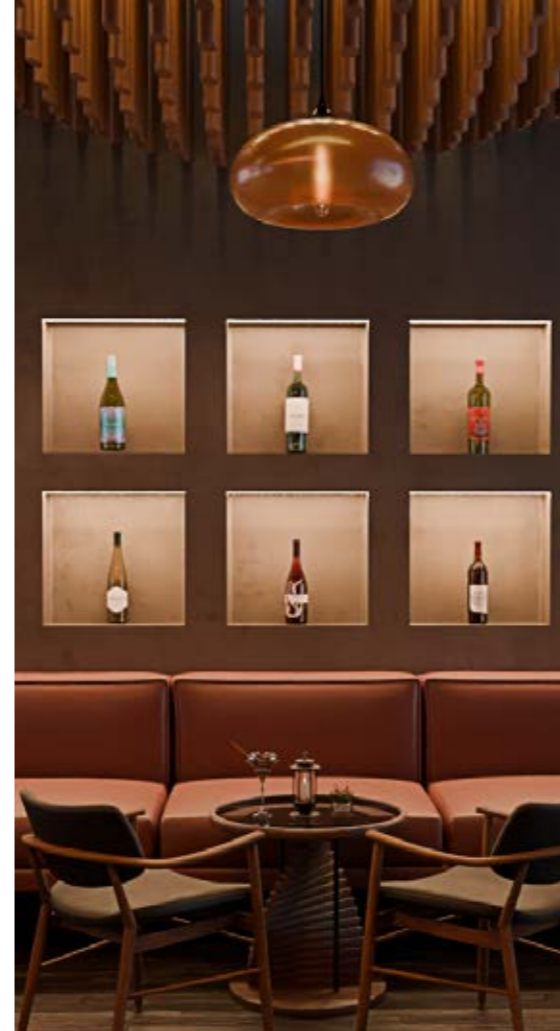
It's a go to destination for wine lovers seeking quality, ambience and to journey through the world of great value wines.

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Rare & Exceptional Wines

19 Sixty Four offers an extensive collection of Red, White, Rosé, Prosecco, Champagne, and Vintage wines from around the world.

Highlighting rare and exclusive bottles, we bring the best of global vineyards directly to your glass.

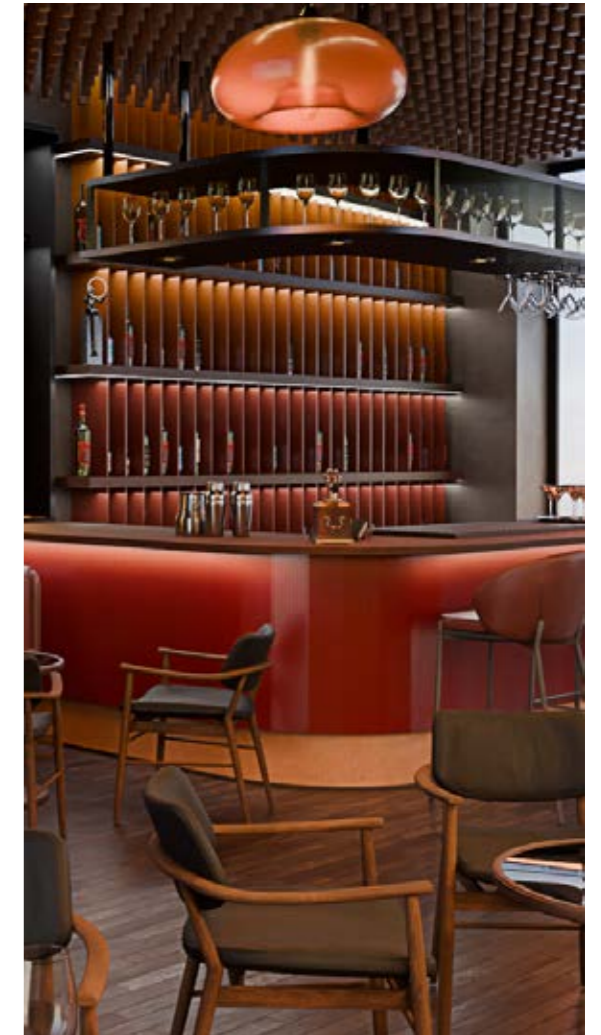


Perfect Pairings with Gourmet Bites

Our Wine Bar Bites menu is crafted to complement every pour, featuring thoughtfully prepared dishes designed to elevate the wine-tasting experience. Enjoy the perfect harmony of flavour in every pairing.

Elegant, Iconic Setting

With a cozy interior and a serene terrace overlooking the Souk Madinat waterways and Burj Al Arab, 19 Sixty Four provides an unforgettable ambience for every occasion, from intimate gatherings to celebratory evenings.



Partner Support

We view our franchisees as Partners and as such we adopt a supportive, flexible approach to the operation of each franchise concept. We understand that each partner has committed significant resources to open one of our concepts and that a simple copy/paste just doesn't work in the long term.

Our team will be on hand through the various stages of development, pre-opening and post opening to ensure your venue's work for the demographics in your location.

Marketing Support

Honestly, we don't know how these guys manage to pump out such amazing campaigns, events and offers. A best in the business team that helps franchises craft each location's roster of collateral, sports schedules and promotional activities.

Culinary Support

It's a gruelling world in a pub kitchen and we know it! Our Culinary team give on-site training pre opening to franchise key chefs and provide detailed kitchen management tools, recipes and ongoing training to ensure each dish leaves the pass as good as it can be every time.

Operational Support

At Pre opening stage, we will offer practical and theoretical training to your management team, provide detailed SOPs and support in the massive task that is a new opening.

Our franchise team will establish great partner relations with your key people and visit on an agreed basis to provide quality controls, audits and help achieve that all important bottom line.

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Great Food

Great food and beverage is at the heart of every successful pub/bar and we take pride in bringing a chef driven selection of Irish and international dishes with meticulously poured beers, crafted cocktails and selected wines.

Our Exec Chef has been with the company since its inception and drives his team to deliver consistent favourites that delight our guests. As a Franchisee, we help you hire, develop and train your key people to deliver our signature dishes, replicating the secret sauce that is a McGettigan's menu.



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All the Drinks

McGettigan's offers a wide range of beverages that align with its Irish pub culture, featuring a mix of traditional Irish drinks, global brands, and creative cocktails

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Pub Fun

Our venues aren't just pubs, they all offer a jam packed schedule of live entertainment that bring our guests back time and again.

Live bands are flown in from across the globe, DJs maintain the constant party atmosphere every evening and our entertainments programme includes Quiz nights, concerts and special events all year round.

Each of our franchisees commits to similar offerings and our in-house entertainment team is there to guide and support at every stage of the planning.

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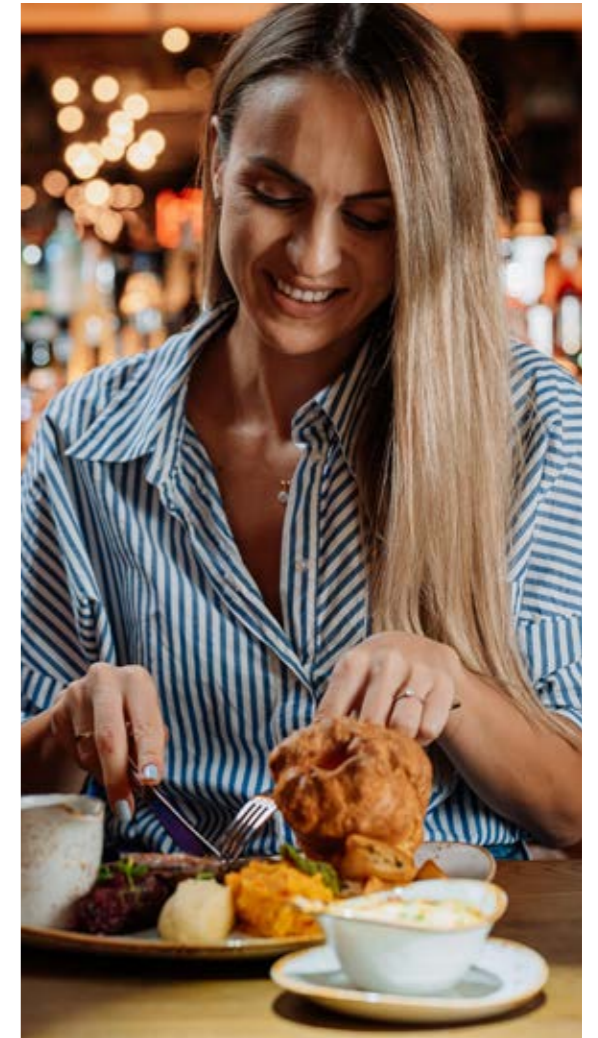
Live Music

We create the atmosphere to party in each venue by selecting top talent live entertainment from four piece bands to solo acoustical. These performers set the tone on any given day and are a crucial part of the McGettigan's make-up.



Brunches

Our Brunches are the perfect wind down to a busy week, with unlimited drinks packages, a superb buffet food offering and entertainment throughout, A McGettigan's brunch is truly an experience our guests daydream of during the humdrum of 9-5.



Quiz Night

No true pub is legitimate without the odd Quiz night and our entertainment team host such and many other wacky activities throughout each week's busy socialising schedule.

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Concerts & Events

McGettigan's has made a name for itself not just as an authentic Irish pub but as a premier name for high-energy concerts, and sports events in Dubai. They are well-known for creating unforgettable experiences that blend the best of live entertainment, sports, and Irish hospitality.

McGettigan's has brought some of the world's biggest music acts to Dubai, offering fans up-close and personal experiences with renowned artists like **Ed Sheeran**, **The Script**, **Gavin James** and **The Coronas**.

McGettigan's turned the Media City Amphitheatre into the **largest football Fanzone in Dubai**, with thousands of football fans arriving to watch the games on the big screen.

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THE MODERN IRISH EXPERIENCE

The Future of McGettigan's

We are at a great point in the McGettigan's story, with new concepts on the horizon, several new openings in the pipeline and an events business that is proving as successful as our pubs division.

Our goals over the coming months and years are to establish ourselves as **“The global Irish, Pub company”** with a string of international openings, new concepts and franchise opportunities.

New partner requests flock in daily and this is no doubt due to the passion and commitment from the top down. We hope that you have found this pack informative and inspiring , who knows, we could soon be welcoming you to the McGettigan's family.

Why McGETTIGAN'S

Not your traditional franchise

Our success is not traditional, we are not corporate and we embrace this renegade ethos. While our business practises are industry leading we value the creativity of all our people and this has enabled rapid growth across the GCC and beyond. We keep the bureaucracy to a minimum and encourage risky ideas. The McGettigan's team operate with a passion for a good night out, chef driven food and a great pint (or two).



Our loyalty app is purpose-built to keep customers engaged and coming back for more.

Designed for a seamless experience across all McGettigan's venues, the app rewards customer loyalty while giving franchisees a powerful tool to enhance guest retention and drive revenue.

Benefits for our Franchisees

Boosted Loyalty

Points-based rewards and personalized promotions encourage repeat visits.

Enhanced Guest Experience

In-app gifting, exclusive offers, and menus, locations and event updates keep customers engaged. At puts all the happenings at McGettigan's in the palm of their hands.

Revenue Growth

With targeted promotions and incentivised discount tiers, we have found Unlocked members to spend up to AED 100 more per visit than an average customers per visit – even with their discounts.

Data-Driven Insights

Track customer behavior and preferences to tailor marketing efforts and optimize service.

Unlocked by McGettigan's has transformed each customer interaction into a memorable experience, making every visit rewarding for guests and beneficial for your pub!



Whats Next

If you like what you see and want to move to the next step, in the first instance we ask that you complete our “Get to know you, Questionnaire”, located on the franchise page of our website. Details below.

We also recommend that you visit at least one of our venues on a busy night (they are all busy) to further understand the concept and our approach to hospitality. We will review the answers to our questionnaire and if we see potential, a likeminded attitude and that all important passion for hospitality, we will be in touch to arrange a meeting.

Contact us

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