



Happy Hour: the application to go out for a drink in a clever way

The best app to find the closest happy hours in your town

Press release

November 2014

The latest novelty for the App Store and Google Play platforms, HAPPY HOUR, is an intelligent application offering its users a 'smart guide' of bars in terms of their proximity, reputation and their 'happy hours'.

Is there a better ally than your smartphone when it comes to discovering new things? Your pocket companion keeps you constantly informed about good ideas and allows you to spot new venues near you in one click.

The hotel, bar and restaurant segment is obviously no exception to the rules. The success of applications referring to restaurants has been proof of this for several years now. This inspired a young Belgian enterprise: why not apply the same principle to bars in the capital?

Being a unique concept in Belgium, **HAPPY HOUR** fills a gap. Using geolocation, this Belgian application, developed by LEMON TREES sprl, suggests nearby spots the user can go to. Both opening hours and special 'happy hours' are mentioned immediately as well as a description and visual information of the place.

Both the customers and the establishments can benefit from it. Being a fast and intuitive tool, **HAPPY HOUR** facilitates a search and allows discovering new bars, filtered by category (pubs, tapas bars, cocktail bars, etc.). Afterwards, customers can also award a score and write a comment for the benefit of future curious users.

For their part, the establishments listed on the application will also benefit from a large exposure thanks to a notification system that displays their promotions and events. In addition to all practical info (Wi-Fi, terrace, food options, smoking area, music, etc.), they can also highlight their novelties and/or temporary promotions! It is an efficient means to attract new customers and boost turnover, also during the day's peak hours.

Wine lovers can also rejoice: a large range of wine bars will equally be suggested in the application!

Subscription to **HAPPY HOUR** will be free of charge for bars during a trial period but will always remain totally free for users. Limiting the application's initial action radius to the very vibrant Ixelles neighbourhood, the ambition is to later expand the concept to the entire capital and then to the whole of Belgium.

Based in Rixensart, **LEMON TREES sprl** is a young, enthusiastic and creative enterprise specialised in intelligent prospection and services for SMEs. Constantly searching for innovation in marketing techniques, its founders' philosophy is the following:



*'Don't expect too much from traditional marketing:
it tells what exists, no what it could be or should be.'* (Boris Durisin)

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