



LiveRES and Zonal Book In To Strategic Partnership

In a strategic bid to create the UK's most sophisticated and innovative online booking and table management system, Zonal Retail Data Systems has acquired online bookings company LiveRES.

Established in 2011 by Living Ventures founders Tim Bacon and Jeremy Roberts, bespoke online booking system LiveRES provides solutions for some of the UK's leading restaurant operators including Living Ventures, Carluccios and Spirit Pub Company.

Commenting on the strategic partnership, Jeremy Roberts, non-executive chairman of LiveRES, said: "Our in-depth knowledge of online bookings, coupled with Zonal's technology expertise will create a compelling business, helping to build on the highly successful platform that we have created over the last four years."

The partnership will see Zonal Tables Management, TXD Digital Marketing and LiveRES reservations evolve into a new Business Division that will offer restaurant customers a unique service and solution focused on growing their business and engaging with their customers.

Zonal's chief executive Stuart Mclean added: "We're continually looking at ways to enhance our customer proposition and a strategic alliance with LiveRES connects its market leading bookings engine to our market leading Tables Management system, which is already being rolled out to over 1,000 restaurants nationwide.

"The restaurant operations and marketing expertise brought by the LiveRES team is a perfect complement to the Zonal group's digital marketing and systems experience. We're looking forward to pooling this talent to further develop our proposition for the restaurant sector."

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 8,000 leisure and hospitality businesses across the UK. For over 35 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

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For further information contact Sarah Perrins on 07774 925943

or email sarah@limegreencommunications.com