

# ST KILDA

EST.2010

The Black Dog becomes - 'St Kilda'  
Why?

We opened The Black Dog in 2010 and over our 13-year history, have become an established part of the Camden Road and Tunbridge Wells hospitality scene. We started our little business with no experience but with lots of passion and enthusiasm for Australian Cafe culture. This love developed during our time living in Melbourne, particularly from the suburb we called home - St Kilda.

Known as Melbourne's beachside playground, St Kilda has long been a go-to destination for those in search of great food and drink and is much loved by residents and visitors. It has a vibrant sense of culture and pride and is known for its cosmopolitan inner-city lifestyle. We spent many happy years indulging in this lifestyle and with a move back to the UK on the cards, decided we needed to bring a little bit of St Kilda back with us - The Black Dog was born.

Over the years, we are continually asked about the origins of our name which is always met with levels of varying disappointment in that it doesn't have a deeper meaning (we also had a lot of queries about Churchill's bouts of depression in the beginning!) It is something that has bothered us, and in hindsight, made us regret not spending more time thinking about our cafe's name and aligning it with why we decided to make this jump.

A recent trip home and leisurely morning spent brunching in St Kilda, gave us our moment of clarity - for us it perfectly represents our brand and business and our Australian legacy.

We hope you like our new name and please rest assured that everything else remains the same; our team, our location, our food and drink offering and operations.

Becoming St Kilda starts a new chapter in our history. We've got our eyes firmly set on the future to ensure our little bit of Australia in Tunbridge Wells goes from strength to strength.