



WHISKEY • WINE • EVENT SPACE

Welcome to The Lounge by The George

Downtown Newmarket's Destination for Gatherings and Celebrations

Nestled in the heart of downtown Newmarket, our whiskey lounge and event space offer a warm and inviting atmosphere perfect for connecting, celebrating, and savoring life's finer moments.

Picture soft, ambient lighting, plush seating, and walls lined with an expertly curated selection of whiskeys, spirits, and wines. Whether you're celebrating a milestone or just enjoying a night out with friends, our friendly and knowledgeable staff are here to guide you through a world of unique flavors and stories in every glass. Each visit feels like a warm embracing experience where great conversation meets refined taste.

We specialize in semi-private and private bookings, accommodating a wide range of occasions—from corporate mixers and birthday parties to intimate gatherings and celebratory evenings.

Semi-Private Bookings

Our Semiprivate bookings are suitable for 10–40 guests and must be held during our regular operating hours.

Operating Hours:

- Wednesday–Thursday: 6:00 PM – 11:00 PM
- Friday–Saturday: 6:00 PM – 1:00 AM

Daytime bookings outside of these hours are available with an additional venue rental fee.

What's Included

- Reserved section of the Lounge
- Personalized drink and whiskey recommendations
- Full access to our bar menu and snack menu
- Dedicated staff for your group
- Optional add-ons (e.g. whiskey tasting flights, price fixe menu etc).



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Pricing for Semi-Private Bookings

Minimum spends are based on a 3-hour reservation. Additional time is available at a per-hour rate.

Off-Season Rates (January–April & November) Peak Season Rates (May–October & December)

Day	Minimum Spend (3 hrs)	Additional Hour(s)
Wednesday–		
Thursday	\$1,400	\$150
Friday	\$1,500	\$175
Saturday	\$1,800	\$175
Sunday	\$1,400	\$150

Day	Minimum Spend (3 hrs.)	Additional Hour (s)
Wednesday–		
Thursday	\$1,600	\$175
Friday	\$2,000	\$200
Saturday	\$2,400	\$200
Sunday	\$1,800	\$175



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Private Events

Looking to book the entire space for your special occasion? Our **full buyout options** are perfect for larger, more exclusive experiences.

We offer options for both daytime and evening bookings. Day time rates are between the hours of 9 am and 4 pm and are for a 3-hour booking and evening rates are between the hours of 4 pm and 1 am and are for a 4-hour or 8-hour booking. You are able to add additional hours for an additional charge per hour.

What's Included

- Exclusive access to the entire space
- Personalized drink and whiskey recommendations
- Full access to our bar menu and snack menu
 - Dedicated event manager
- Optional add-ons (e.g. whiskey tasting flights, price fixe menu etc).

Off- Season Buyout Pricing (January-April)

Day	Daytime Venue Fee + Min. Spend	Evening Venue Fee + Min. Spend
Mon–Tue	\$550 (3 hrs) + \$1,000	\$750 (4 hrs) + \$1,000
Wed–Thu	\$650 (3 hrs) + \$1,000	\$850 (4 hrs) + \$1,500
Friday	\$850 (3 hrs) + \$1,000	\$1000 (4 hrs), \$1,800 (8 hrs) + \$2,500
Saturday	\$950 (3 hrs) + \$2,000	\$1,200 (4 hrs), \$2000 (8 hrs) + \$3,000
Sunday	\$750 (3 hrs) + \$1,500	\$850 (4 hrs) + \$1,500



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Day	Daytime Price + Min. Spend	Evening Price + Min. Spend
Mon–Tue	\$700 (3 hrs) + \$1,500	\$850 (4 hrs) + \$1,000
Wed–Thu	\$800 (3 hrs) + \$1,500	\$950 (4 hrs) + \$1,500
Friday	\$950 (3 hrs) + \$1,500	\$1,450 (4 hrs), \$2,200 (8 hrs) + \$3,500
Saturday	\$1000 (4 hrs) + \$3,000	\$1,600 (4 hrs), \$2,600 (8 hrs) + \$4,500
Sunday	\$850 (4 hrs) + \$1,500	\$1000 (4 hrs) + \$2,500

Peak Season Buyout Pricing (May – December)

Catering and Bar Services

Catering Services

We proudly offer fully customizable menus tailored to your tastes and dietary needs. Catering packages will be sent upon request.

Bar Service Options

The George Whiskey Lounge & Event Space offers 3 flexible bar service options, with whiskey, wine, spirits, craft beer, and specialty coffees included.

Bar Options:

- Consumption Bar (Open Bar): Per-drink cost billed to host's tab to be settled at the end of the event. +20% gratuity.
- Cash Bar: Guests pay per drink (tab or pay-as-you-go).



- Drink Tickets: Host gives drink tickets for guests that go on one tab, if no drink ticket guest pays for themselves.. +20% gratuity.

Bar Notes

- Corkage Fee: \$25 per opened bottle of client-provided wine or champagne.
 - Last Call: No later than 12:00 AM
 - Bar closes: 12:15 AM

Decorations & Venue Set-Up

- Standard set-up includes moving pre-approved tables, chairs, and select merchandise.
 - All decoration plans must be discussed and approved in advance.
- Prohibited items: Confetti, glitter, rice, table sprinkles (indoors/outdoors). Cleaning fees for violations: Minimum \$300
 - Staff will clean and reset venue post-event.
- Clients are responsible for personal items and décor removal (retrievable next day before 1:00 PM if no other events booked)

Important Notes

In the case of extreme weather, power outages, or emergencies, The George may close at its discretion. No refunds will be issued, but events can be rescheduled.

Let's Create Something Special

Reach out to us for availability, a tour, or to receive a custom quote tailored to your event.

ariana@thegeorgeonmain.com

The George Whiskey Lounge & Event Space

Where every sip tells a story