

demonstration kitchen



EVENT OVERVIEW

- Installation of professional demonstration kitchen for chefs to demonstrate their products / cooking styles
- Professional compere to host event and encourage public interaction
- Full PA / technical support
- Large screens and fully branded kitchen
- Can form part of a wider food festival event which can incorporate restaurants more directly
- Themed musicians, acts etc perform in restaurants (ie Salsa dancing)
- Option for in-restaurant demonstrations / children's activities etc.



BENEFITS

- Retained footfall, keeping customers on site for longer.
- Family friendly activities.
- Great opportunity for retailer involvement

ADDITIONAL ACTIVITIES

- Potential involvement of professional celebrity names / chefs – Nadia Hussain, Levi Roots, etc
- Character actors to interact with & welcome guests
- Food based workshops / children's activities (cup cake decorating / pizza making etc)
- Food samples from retailers



COMMERCIALISATION OPPORTUNITIES



- Market stalls – local traders to sell products
- Paid for on screen advertising from retailers
- Donation of goods from local stores
- Local restaurants providing cooking demonstrations
- Cake making competitions
- 'Bake-off' style cooking event



BRANDING

Full branding opportunities available



TAKE AWAYS

Free gifts, samples and activities for all families to take away.

Vouchers from retailers



AVAILABILITY

Available all year round or tied in with seasonal activities.



REPORTING

Full breakdown of visitor numbers and engagements