



CASE STUDY

Dan Hillier's Feather and Claw with Hendrick's Gin at Wilton's Music Hall

THE BRIEF

To provide a full team, including serving staff and BOH, to run the three busy bars at the 300 guest event; to ensure all staff had an extensive knowledge of the product and that all staff attire was in keeping with the strong brand presence; to manage and set up all PoS material including large staging items; to supply and manage all stock and equipment.

THE RESULTS

With a 100 person strong queue waiting outside before the event had even begun, the bars were busy from the outset. Production was efficient and the cocktails were incredibly well received with approximately 2000 drinks being served over a 5 hour period. It was reported to be a very successful brand PR exercise by all involved.

