



CASE STUDY

Londonlaunch: Learn at Asia House

THE BRIEF

To provide a fun and interactive cocktail making session for one of the popular Londonlaunch: Learn networking sessions; to create a bespoke drinks menu in keeping with the venue, Asia House, and the catering, provided by Hi Sushi; to provide friendly and outgoing staff who could assist in guest interaction and networking.



THE RESULTS

The interactive cocktail making proved incredibly popular with the guests, with all four cocktail making stations incredibly busy. Many guests commented on what an excellent ice breaker the sessions were with guests taking it in turns to make their new acquaintances a drink. One guest commented “It brings a whole new meaning to the phrase ‘I’ll get the next round!’” Lots of new business relationships were forged and some new skills learned.

THE MENU

Grapefruit Breakfast Fizz

Fresh pink grapefruit juice shaken with mint leaves and honey and fortified with white rum and topped with cava

Saki Martini

Hendrick’s Gin mixed with dry Sake, elderflower and softened with mineral water, served straight up in a martini glass with a green grape garnish

Fig and Rosehip Cooler

A Cognac base mixed with rosehip, fig and cardamom, lengthened with orange

Lychee Blush

Grey Goose Poire and lychee juice, mixed with a hint of lemon, and topped with a chilli cherry reduction

