

SAVOY

LONDON

PLACE

CASE STUDY



GIN MARE
MEDITERRANEAN GIN

GIN MARE PRODUCT LAUNCH

EVENT SPACE	CAPACITY
Riverside Room	330
Johnson Roof Terrace	200

DATE 20 - 21 July 2017



ABOUT

An evening reception to launch an exciting new product by leading distiller, Gin Mare.

HIGHLIGHTS

Gin Mare had a very clear vision of what they wanted to achieve in their product launch. Savoy Place offered a bespoke service to help them achieve this; an entire customised bar was built on the roof, whilst beautiful white, outdoor furniture was brought onto the roof to complete their Mediterranean ambiance. Guests enjoyed Gin flavoured ice-creams, an eclectic variety of gins and Oyster shucking. Meanwhile in the Riverside Room visitors tried their hand at cocktail mixology.

WHY IET LONDON SAVOY PLACE?

Gin Mare wanted a premium location for guests to experience their new product. Being able to 'wow' their visitors and provide fantastic photo opportunities was key - the central location and breathtaking views from Savoy Place fitted the brief perfectly.

To find out more visit:
WWW.SAVOYPLACE.LONDON