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We are Quantum

On Trade Safari

ISSUE NO.

2



Welcome

To Issue #2 of Quantum's On Trade Safari!

Designed to be your ear to the ground for all the exciting activations, point-of-sale displays, and promotions emerging in bars, restaurants, and venues across the UK, our On-Trade Safari is perfect if you're seeking fresh ideas to boost awareness and drive sales in the On trade.

Like what you've seen? Why not [get in touch](#) with any questions, suggestions or to book a 20 minute one-to-one consultation with a member of our expert team.

And don't forget to share this with your friends and colleagues.

Turning Heads

Brunches



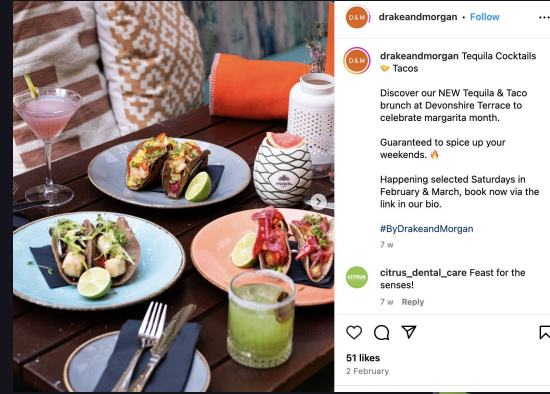
DRAKE & MORGAN



Patron Tequila and Tacos

With Dry-Jan well and truly in the rearview mirror, Drake & Morgan announced their new pop-up series in partnership with Patrón to celebrate Margarita Month. The popular restaurant has hosted tacos and tequila brunches every Saturday throughout February and March.

Name a better combo, we'll wait...



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Guinness Bottomless Brunch



CRAZY-PEDROS

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How much Guinness is too much? Manchester's legendary late-night pizza bar Crazy Pedro's has launched a distinctive bottomless brunch with UNLIMITED Guinness.

Unlike many other bottomless brunches that primarily offer prosecco and a selection of fruity cocktails, Crazy Pedro's takes a different approach by incorporating stout into their offerings. Their unique St. Patrick's Day Bottomless Brunch doesn't just stop at drinks; it also features unlimited slices of their renowned pizza.

Source: <https://secretmanchester.com/bottomless-guinness-crazy-pedros/>



Bottomless brunch with Guinness and pizza coming to UK cities

by RYAN PRICE



737 likes

crazypedros

BOTTOMLESS GUINNESS BOTTOMLESS GUINNESS BOTTOMLESS GUINNESS

St. Patrick's Day CP Bottomless Brunch.

Sunday 17th March - Ped's LIV + Bridge Street Only.

Bottomless Slices | Hooch | Pedro's Pilsner | Fizz | Frozen Margz | Jameson + Ginger | GUINNESS.

90 minutes.

Yes that's a Schooner - Guinness Police can take the day off.

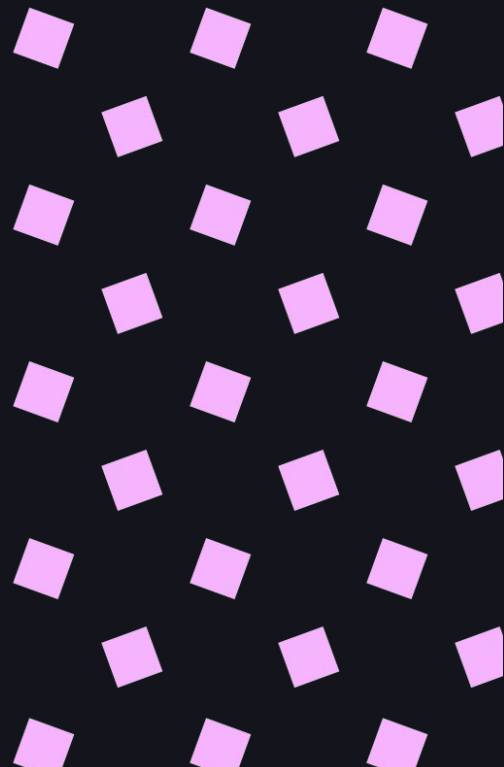
Bookings - head over to www.crazypedros.co.uk/bookings and select the site!
View all 77 comments

Add a comment...



In It to Win It

Chances to Win



THE LUCKY SAINT^{W1}



Feeling lucky with Lucky Saint

The no and low alcohol brand is being extra generous this Spring in the On Trade, with their OOH *"thou shalt go to the pub"* campaign and their in bar purchase necessary prize draw promotion.

Off the back of their triumphant Dry-January OOH campaign, the brand is back in force, giving away free pints across participating M&B pubs.

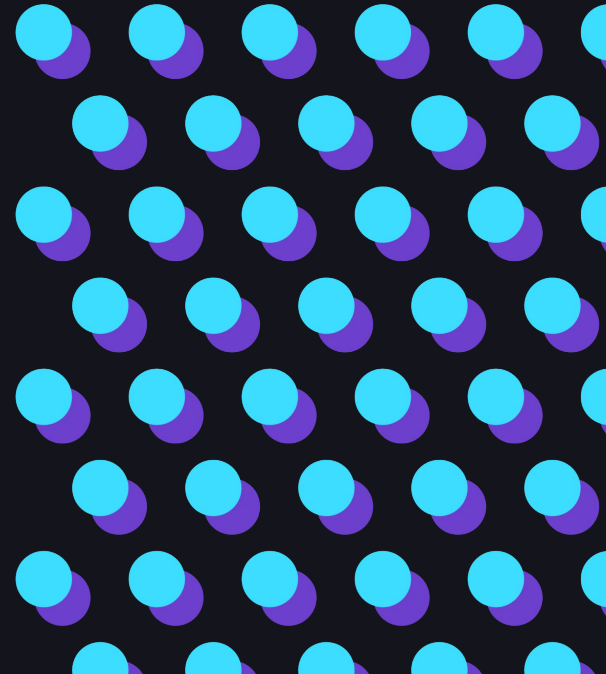
In bar, punters were also in with a chance to win 1 of 20 £100 bar tabs in Fuller's pubs. The purchase necessary QR code mechanic goes to show that stand out in bar can be simple and effective.





Perfect Pours

Eye-Catching Glassware and Garnishes





Picture worthy Glassware and Garnishes

London's Sketch and the mixologist giant, The Alchemist, are shaking up the mixology and cocktail scene with their eye catching glassware and garnishes.

These venues are showing that a glass is more than a glass and a garnish is not just a careless final touch.

They are conversation starters, turning each serve into an experience. They are a brands secret weapon and aid them in standing out from the crowd in bar by weaving in a unique flare, turning a casual drink into something to remember.



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BE AT ONE

COCKTAIL BAR

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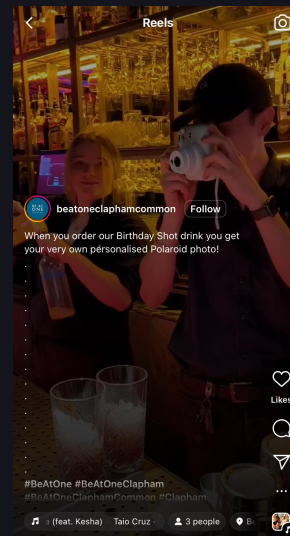
Picture perfect with Be At One:

Be At One are continuing to help consumers make it a night to remember (even if parts are a little fuzzy), with their 'Birthday Shot' serve.

The blackcurrant serve features Absolut Wild Berri, blackcurrant liqueur, lemon and Landon Champagne and is topped off with a polaroid garnish of you and your party.

The sentimental garnish is a great token to take home for those celebrating their birthday with the venue and inspires drinkers to return to the venue and continue to choose the serve.

So, are you ready for your close up?



ALL·BAR·ONE

Absolut Love is Love at All Bar One

All Bar One released their limited Valentines "Love is Love" cocktail to toast to love anytime! It's a sweet concoction of Absolut Vodka mixed with pineapple, passionfruit, and coconut syrup - happiness in a glass, really.

This special drink comes from a collaboration with Olly Alexander, famed for "It's a Sin" and the voice behind Years & Years. While it might be too soon to celebrate his Eurovision victory, there's never a wrong time to celebrate love in all its forms.

Plus, with every cocktail purchased, 25p goes to Stonewall, aiding LGBTQ+ individuals across the UK. Here's to spreading good vibes and supporting great causes! 🍹❤️



Mixology Astrology

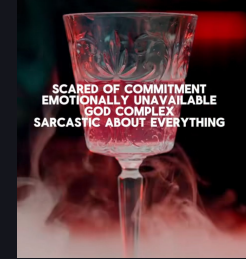
Whether you live your life according to your star sign or loathe the people that do, the Alchemist is proving that you are what you drink with their horoscope inspired cocktail series.

Grabbing consumers attention, especially within the Gen Z demographic, the quirky mixology venue has called out each star signs dating red flags.

The series has amassed over a 1,000 likes and comments so far as they cause consumers to reflect whether they are truly so fickle.

Definitely some food for thought, or should we say liquid?

Source: <https://www.instagram.com/p/C4xn65GiniE/>

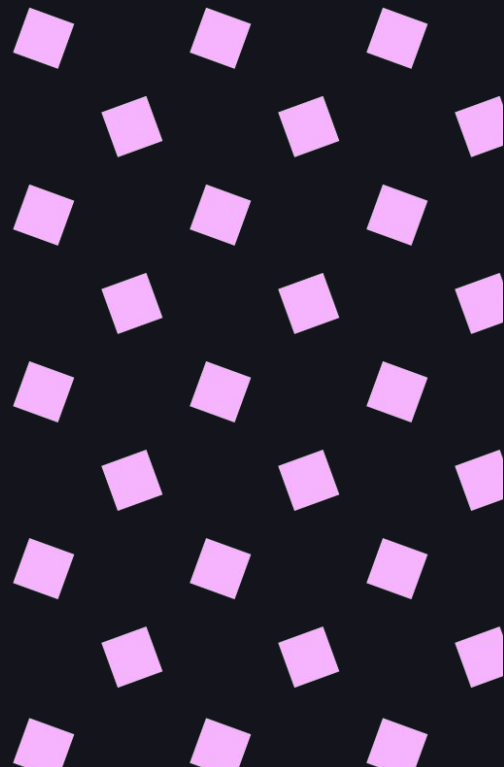


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Digital Triumphs

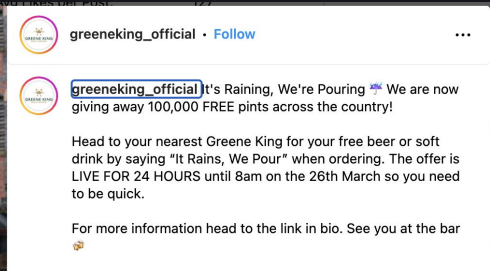
Digital Mechanics and Campaigns



It's raining beer with Greene King

Greene King are making the most of the British weather by teaming up with football legend Peter Crouch and giving away 100,000 free pints across the country every time it rains!

The limited 24 hour offer, asked soggy customers to simply head to their nearest Greene King venue and say "it rains, we pour" when ordering from their portfolio of lagers, ciders and ales to receive their free pint, or soft drink alternative.



GREENE KING
BURY ST EDMUNDS

AR: Interactive and immersive tastings

With the latest release from Apple, The Apple Vision Pro is causing a stir on social media causing the on-trade to open its door to the future and wonder how the hospitality landscape could change across various drinks categories.

The technology allows the possibility for brands to roll out immersive and virtual wine tastings with customers being transported far and wide, from Bordeaux to Mendoza, with a collection of wine notes floating up around them.

The need for QR codes could also be phased out as the technology takes away certain steps within the user journey such as entering and verifying customer details.

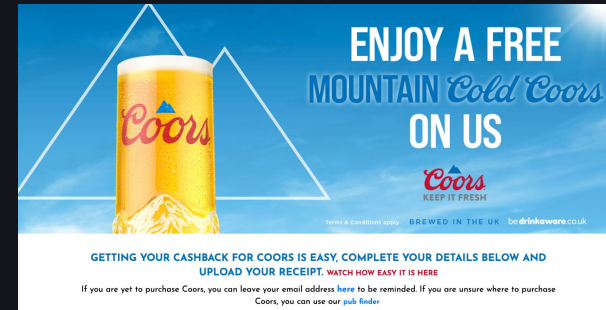
Source:
<https://www.thedrinksbusiness.com/2024/02/will-the-apple-vision-pro-change-the-drinks-industry-forever/>



Cashback for Coors

Coors Beer are also jumping on the free serve promotion trend by giving away 9,000 free pints with their cashback campaign from the 1st of March to the 12th of April.

Coors customers are simply asked to click on the social post, purchase their pint, upload their receipt and await their cash to arrive in their bank account whilst enjoying their mountain cold Coors.





Talk to US...

Email

hello@wearequantum.co.uk

Phone

+44 (0)1202 311 345

Quantum HQ

101 West Hill Rd
Bournemouth
BH2 5PQ

wearequantum.co.uk

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