

Flavourology
EDIBLE EXPERIENTIAL

BEBRAVE



Defining EDIBLE EXPERIENTIAL

adjective

Engaging all the senses, through the use of food, set design, performance and storytelling, to immerse a person fully within a brand or environment.

Flavourology creates multi-sensory experiences for brave brands & daring hosts. Harnessing our unique pedigree for storytelling & mischief making,

Flavourology is filled with designers, performers, chefs & technicians poised to conjure awe-inspiring, food-centric experiences into reality.

WE MAKE EDIBLE
ADVENTURES.



Company History

IMMERSIVE DINING PIONEERS



Gingerline has been operating at the cutting edge of London's immersive dining scene since 2010. Born out of the supper club revolution, they quickly added story telling, performance and edible trickery to their experiences, which have grown in scale and ambition ever since.

Flavourology, the B2B sister of Gingerline, has been operating since 2017, created in direct response to the PR, Marketing and Hospitality industries approaching Gingerline to ask for brand activations and corporate fun alike.

Both companies work collaboratively with the best creatives, PR agencies and producers, pulling in skills and assets such as animation, scriptwriting, set designers, celebrity talent and world renowned venues.



Flavourology

EDIBLE EXPERIENTIAL

A
GIN
GERLI
WE INC. CAN
NOT BE HELD
RESPONSIBLE FOR ANY
EXPERIMENTAL, BOMB EXPLOSIONS
CAUSED BY DRINKING BODILY
LIQUOR OR DRINKING BODILY

**SAFETY
SECOND**

**COMPLAINTS
DEPARTMENT
→**



Food tomfoolery,
set design &
production,
performance design,
venue selection.



Roll call of the BOLD & BRAVE

Since 2017 we've been working with brands keen to do something more disruptive, immersive or opinion-changing than their audiences are traditionally used to. We'll explore some of their stories in this portfolio.



Flavourology

EDIBLE EXPERIENTIAL

prime video

Fish n chip corn dogs w/ mushy pea ketchup & malt vinegar salt

Heralding the UK launch of the US Open on Amazon Prime Video - creating dishes that clash US recipes w/ British classics



Who's INVITED?

INDUSTRIES WE WORK IN

While food & drink brands are exceptional candidates for our edible adventures, we are equally as comfortable using experiential and immersive event design for a whole range of industries, from technology to finance, FMCG and retail.



THINKING ABOUT A **PRODUCT LAUNCH**

NEEDING TO PLAN SOME **REPOSITIONING**

THROW AN **UNEXPECTED PARTY**

BREAK THROUGH TO A **NEW AUDIENCE**

SHOW OFF YOUR **FULL POTENTIAL**

GET THROUGH TO **PRESS & INFLUENCERS**

Building blocks of

IMMERSIVE ADVENTURES

EXPERIENCE DESIGN

Taking on the full shebang. Working with brands, hosts and collaborating agencies to create experiences from scratch, telling stories through immersive & experiential devices.

EVENT PRODUCTION

Bringing the event to life from designing and building sets to commissioning bespoke performance, venue search and full operational oversight.

FOOD DESIGN & CREATION

Our food design and consultancy skills are second to none. We use the palette as one component to deliver a story from the brand to the guest. After this key sense is engaged and cared for, the rest of our experiential messaging can flood in.



Delve into our

PORTFOLIO

WARBURTONS

Bagel Bonanza
Product Launch

AMERICAN EXPRESS

Escapology
Customer acquisition
campaign

SOAP & GLORY

Call of Fruity Luau
Product launch

OLAM SINGAPORE

30th Anniversary Gala Dinner
Company Client Celebration

FRESHFIELDS

Secret of Freshfields Woods
Anniversary celebration

GODIVA

The Masterpieces Banquet
Product launch

GOUSTO

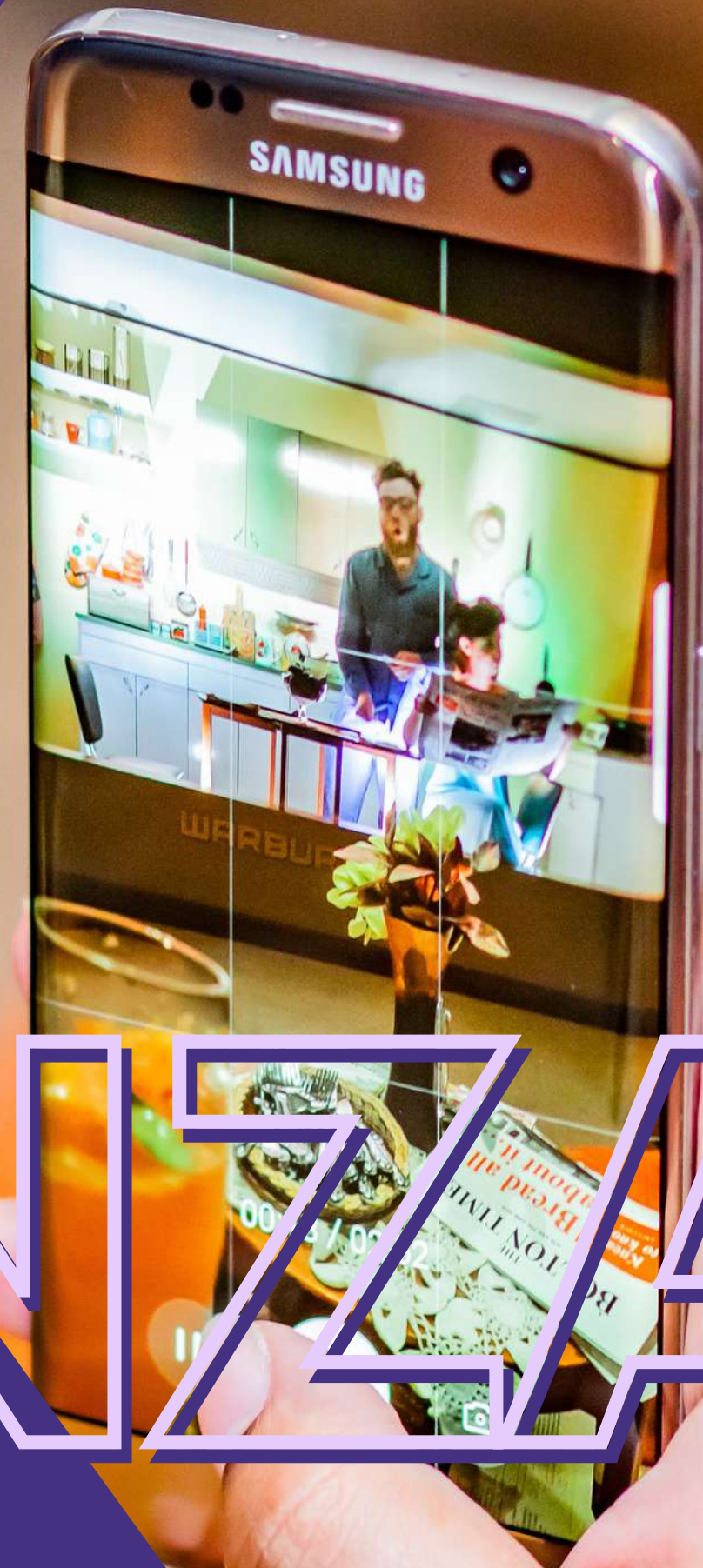
Flavourlust
Audience expansion
campaign

STARBUCKS

The DeCaffination Machine
Product Launch

Warburtons
Family Bakers

BAGEL BONANZA



Launch a product

TAKE ON THE COMPETITION

Taking inspiration from the hit TV ad starring Robert De Niro, Flavourology was tasked with designing an immersive experience to allow people inside the world of Warburtons full sized bagels.

Launching in direct competition with New York Bagel Co, the event needed to be daring, have a Warburtons humorous tone of voice, and also show the product in a new, innovative light.

THE RESPONSE

We used our unparalleled multi-room dining format to tell a story of a Day in the Life of a Bagel.

Situated in the Bolton Bagel Boys Bonanza, an underground bagel adventure playground, our four course, four scene edible adventure transported press, influencers and consumers through a variety of Great British settings, with a unique, freshly designed, Warburtons bagel-inspired dish in each one.



The power of
MULTI-ROOM

260 guests over 2 days
Central London Secret Location
Press, influencers, consumers, trade contacts

Sample Scene:

EGGY BAGELS, ANYONE?!

Made by our dancing TV hosts in a retro, giant
'WarburVision' TV and 1970s living room set.
Eggy Bagels w/ roasted plums, stem ginger syrup,
pumpkin seed granola & cream



Measuring
S U C C E S S



36 MILLION

SOCIAL REACH



280

PIECES OF SOCIAL CONTENT



100%

ATTENDANCE FROM TICKET
PURCHASE OR PR OUT
REACH

**AMERICAN
EXPRESS**

ESCAP OLOGY



Inspire your audience

SHOW THEM THE WORLD

BRIEF: To kick the January Blues into touch by creating an experience to show how American Express Avios points can be use to send you to amazing, short haul destinations.

To immerse existing customers and potential new customers in a world of opportunity, made possible with the American Express / British Airways credit card.

THE RESPONSE

Flavourology created an experience, which took guests to a series of European destinations, all curated for them by the Global Concierge.

The four destinations covered a range of reasons to travel, from 'for culture' to 'for relaxation', 'for adventure', 'for climate'. The experience echoed pre- and post event online content created by campaign partners, Cuttore Trip.



CLICK
TO PLAY
VIDEO



Take me
AWAY

220 guests in one day
Travel in groups of 12 to Zermatt, Seville,
Mykonos & Budapest
Press, influencers, consumers, trade contacts



What we

PRODUCED



SET DESIGN

FIVE UNIQUE SPACES
REFLECTING OUR GLOBAL
CONCIERGE THEN FOUR
DESTINATIONS



EXPERIENCE DESIGN

EACH ROOM HAD BESPOKE
PERFORMANCE, MENU,
AUDIO & INTERACTIONS



OPERATIONAL OVERSIGHT

ALL ASPECTS OF EVENT
PRODUCTION FROM VENUE
SELECTION TO DELIVERY

SOAP & GLORY™

CALL OF FRUITY



A wow moment to
IMPRESS THE PRESS

Q. How do you cut through the noise and create a buzz in a marketplace filled with experiential product launches?

A. Call Flavourology to place your guests inside an immersive world the beauty press will never expect.

THE RESPONSE

To launch two innovative new products from Boots' own brand Soap & Glory, we developed a multi-sensory world where the press could think and feel the products.

Guests were softly enchanted into a two part edible adventure using a hidden rainforest shower handle to access the secret luau party, where an underground, five course tropical tasting menu was taking place.

Totally

UNEXPECTED

1

Fool the beauty press into thinking they are coming to a standard, sniff & try, beauty launch.

2

Disrupt the environment with a performer singing in the shower, then inviting you through a secret door marked 'rainforest'.

3

Enjoy a five course, interactive menu and performance designed around the scents of the products.



A day to
REMEMBER



**AN EXCLUSIVE
EVENT**

50 GUESTS SERVED IN ONE
DAY, IN THREE SITTINGS



**A ONE OF A
KIND MENU**

FIVE COURSE, INTERACTIVE
MENU DESIGNED AROUND
THE SCENTS OF THE
PRODUCTS



**ENGAGE THE
PRESS**

BRING A SMILE TO THE
FACES OF A 'SEEN'
EVERYTHING PRESS PACK



MEGA GALA(S)



Celebrate 30 years of
GROWTH & SUCCESS

THE ASK.

Create a gala dinner celebration like no other to show how far the company had come in 30 years of growth and success.

THE RESPONSE

Food, performance and videography designed around three key areas of success. Each used a unique ingredient - coffee, almonds & cacao - to build a story, which travelled across three continents.

Choreography mirrored the movements on huge video screens, either portraying the small farming communities Olam helps to bring together, innovation in technology or huge advancements in fair global trading for producers.

How to tell a
STORY



What we

DELIVERED



2 x GALA DINNERS FOR 1000 GUESTS

WORKING IN 2019 AND 2022
WE DESIGNED THE SHOW,
MENU AND THEMING FOR
TWO DINNERS



SUPPLIER LIAISON

WE BUILT OUR TEAMS USING
BOTH UK AND SINGAPOREAN
SUPPLIERS AND MANAGED
ALL AREAS OF PRODUCTION



MOVEMENT & MUSIC

OUR PERFORMANCE DIRECTORS
BUILT OUT THE SHOW THEMES INTO
THREE UNIQUE ACTS - EACH TIME
WE TOOK PERFORMERS &
DIRECTORS FROM THE UK



Freshfields

SECRETS OF FRESHFIELDS WOODS



It's time to
CELEBRATE

To celebrate their 275th year, corporate law firm Freshfields asked Flavourology to design an interactive and engaging backdrop to treat their employees – something different and truly memorable to commemorate a huge milestone.

THE RESPONSE

Flavourology designed a multi-space, immersive evening to capture the imagination and delight the senses of all guests who attended.

Part secret, enchanted forest, part adventure playground Flavourology designed the experience and give employees a totally unparalleled party, never to be forgotten.





A party of
DISCOVERY

Commemorate the

MILESTONES



1000 GUESTS

THE EXPERIENCE STARTED AT
THE OFFICE DOOR, OVER
BLACKFRIARS BRIDGE AND INTO
BANKSIDE VAULTS



1 SPECIAL EVENING

A MERMAID HOSTED BALL PIT, GLOW
WORM DISCO, GIANT TOADSTOOL
AFTERNOON TEA, CAMPFIRE BAR,
UNWINDING WOODS...



EMPLOYEE CELEBRATION

BRING A SMILE TO THE
FACES OF A 'SEEN'
EVERYTHING PRESS PACK



GODIVA.
Liqueur

MASTER PIECES



A dramatic
TRANSFORMATION

When Godiva needed to launch their diffusion range, Masterpieces, into the chocolate market, we replied with a never-been-seen-before banquet to take guests on a journey through The Heart, The Shell and The Castle.

THE RESPONSE

With Gingerline at the controls of experience design, set design and choreography, Flavourology took the lead with interpreting the flavours of the chocolates subtly through a three course banquet.

The food was accompanied by movement based performance, sets which changed dramatically between courses and a truly atmospheric sound track to bring a pulsating rhythm to the whole banquet.

A fully immersive

BANQUET



Climb into the heart of the

BRAND STORY



500 GUESTS 1 WEEK

500 GUESTS CAME ACROSS A WEEK OF SITTINGS ALLOWING THE BANQUET TO REACH ITS FULL POTENTIAL. TRADE, INTERNAL STAKEHOLDERS, PRESS, GUESTS



JAW DROPPING DESIGN

WATCH THE ROOM, FOOD AND PERFORMANCE TRANSFORM AROUND YOU AS YOU JOURNEY FROM CHOCOLATES THE 'HEART', THE 'SHELL' AND THE 'CASTLE'



+ ALL THE LOGISTICS

FLAVOUROLOGY AND GINGERLINE OVERSAW ALL EVENT DELIVERY FROM VENUE SELECTION TO SET, DESIGN, FOOD PRODUCTION AND PERFORMANCE

gousto

FLAVOUR LUST



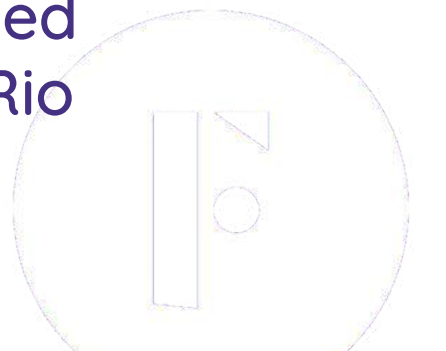
Food with HEART

Gousto approached Flavourology when the UK was tentatively opening up from COVID 19 lockdown to design an event to allow people to travel with their palettes rather than their passports.

THE RESPONSE

An experience which took guests on an adventure from East London to Hai Yai in Thailand, a homestay nestled in Indian mountains and a street party in Brazil.

Welcomed by an intrepid explorer, guests were first asked to describe their favourite street food dishes and plot them on a world map. Their journey then started as they passed through a secret bookcase. They travelled to three performance & food matched destinations, finally ending by learning to dance the Forró in Rio while enjoying Malagueta prawns.





CELEBRATION

A street food



An event which

TRIUMPHED



"JOYOUS"

THE MOST EXPRESSED
SENTIMENT FROM GUESTS
POST EVENT



CELEBRITY ENDORSEMENT

BRAND AMBASSADORS
KATHERINE RYAN AND
NICK GRIMSHAW

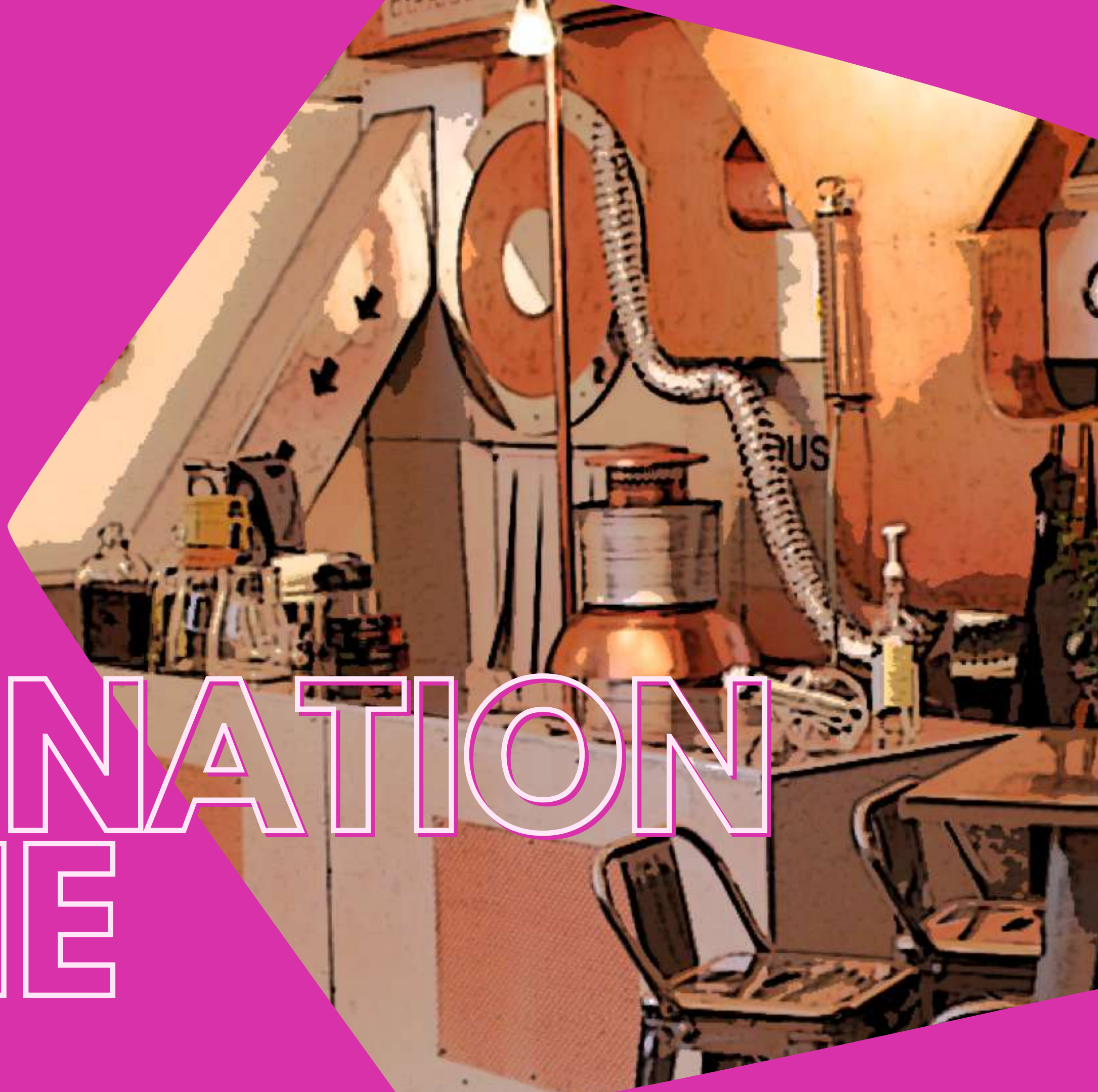


SUCCESSFUL PARTNERSHIPS

COLLABORATIONS WITH
TONY'S CHOCOLONELY
AND OPHIR GIN



THE DECAFFINATION MACHINE



It's time to

INNOVATE

Brief: Deliver a unique experience to launch Starbucks Cold Craft Coffee range and challenge consumers to rethink what constitutes a traditional coffee experience.

The experience should inspire unique influencer content with the intention of driving consumers instore to experience their own personal sensation of Cold Craft.

THE RESPONSE

Flavourology designed the Cold Craft Coffee Testing Facility, an avant-garde tasting adventure focussing on three experiences that would pay homage to the unique and premium qualities of the product.

Influencer guests had to change into coffee boiler suits (to become a coffee bean) then climb into the first room, a giant revolving coffee grinder... the following rooms then built the coffee from bean to icy blast to frothy top.



We dissected every element of the product, allowing consumers to experience coffee in a completely new dimension, engaging all of their senses.



Guests were taken on a journey through three separate rooms which celebrated the hero moments of a Cold Craft coffee, with the product at the heart of the content.



The adventures of
COLD CRAFT COFFEE

Social

AMPLIFICATION



**672
GUESTS**

THE EXPERIENCE STARTED AT
THE OFFICE DOOR, OVER
BLACKFRIARS BRIDGE AND INTO
BANKSIDE VAULTS



**40
INFLUENCERS**

ONLY THREE PAID
PARTNERSHIPS



**100
%**

POST SENTIMENT ACROSS
SOCIAL CHANNELS,
HIGHLIGHTING THE
ENJOYMENT GUESTS
EXPERIENCED.

Vital STATISTICS



12 original shows written, built, performed and delivered, including Planet Gingerline, The Grand Expedition, Chambers of Flavour and Once upon a Gingerline

Over 230,000 tickets sold to its secret art and food events

Since 2018 can be running 2-3 complex activations concurrently across different London sites (pre-covid)

Is the first UK producer to license an immersive dining production internationally, with The Grand Expedition launching in Mainland China July 2021



Brand activations across multiple sectors. Clients including Tesco, AMEX, News UK, Starbucks, Warburtons, Boots & Gousto.

Running the food design and kitchen operations for all Gingerline activations since 2017.

Managing food design, delivery and distribution for other immersive dining operators.

Responsible for up to 7 live shows running concurrently with 000s of visitors per week.

Experience of working with talent (e.g. performers or celebrity chefs) within our experiences.

Delivered projects across the UK, Europe and in Singapore.



EVENTS@FLAVOUROLOGY.CO.UK



07795 462689

THANK YOU

