



## **Leffe at Taste Festivals 2007**

### **The Brief**

Leffe, the specialty beer owned by industry giants InBev wanted to position itself as a sophisticated beverage and promote its drive as brand leader in the specialty beer sector. Leffe wanted to engage and educate discerning “foodies” about their range of beers and to help them ‘rediscover’ Leffe.

### **Approach**

We believed it was important to create an environment within which we could educate the public on the qualities and history of the product. It was also a priority to offer Leffe as an alternative to wine as a food accompaniment and provide a relaxed premium environment within which to enjoy the new Leffe product range.

### **Work**

In 2007 Taste Festivals ran in four major UK cities and as a major sponsor Leffe featured in all the pre show marketing. At each venue we created 2 major visitor experiences:

1. 30 minute ‘Specialty Beer Masterclass’ hosted by the UK’s only beer sommelier. This beer appreciation class covered six Leffe beers and involved visitors learning about the history and brewing of the beer as well as live interactive food matching.
2. Relaxing ‘Leffe Lounge’ featuring leather sofas in its own premium marquee with dedicated staff offering the opportunity to sample different Leffe beers in traditional chalice glasses.

### **Outcome**

1. £3m national marketing campaign featured Leffe
2. Over 30,000 visitors sampled the Leffe Lounge
3. 10,000 targeted visitors were educated in the Speciality Beer Masterclass.

As a direct result of involvement in Taste Festivals, Leffe is now stocked in select Gordon Ramsay and Michel Roux Jnr. restaurants.

