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TESCO AND N2O ANNOUNCE A SUMMER FULL OF FLAVOUR FREE FOOD AND DRINK ROADSHOW TO TOUR THE UK



Award-winning creative brand experience agency, N2O, is delivering a touring food and drink roadshow for the UK's largest retailer this summer, with new taste discoveries and delicious demonstrations.

Celebrating a "Summer full of flavour", the free food tasting and family fun event will invite customers to discover food and drink brands and interactive activities. It will offer affordable, savvy ways to enjoy an outdoor get together with family and friends (come rain or shine!)

Brands – including Tesco own-brand – will be positioned in sunflower-adorned summer houses, set around a garden complete with white picket fences. The elevated experiences set within a garden gathering will include a BBQ area, family space complete with brands including Lego and Nerf, and a live food theatre showcasing recipes and useful hints and tips on how to celebrate at home with friends and family.



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Nigel Clifton, Head of Creative at N2O, said: “This really is a coming together of what summer has to offer. Our strategy is driven by our insights - which identified that Tesco shoppers are looking for more affordable options for their summer food and drink, including cooking at home instead of eating out, and they are more likely to be looking for quick and easy food ideas. This all informed the direction we went in, with our brightly-coloured summer setup with recipe inspiration theatre, cost and time saving tips, abundance of free food to try and chances to win a family fun day out.”

The experience will also be extended into selected stores, with summer houses in foyer spaces offering sampling and more information for customers to take home.

The free food tasting and family fun roadshow starts today, travelling to 100 Tesco store car parks. To find your local experience, visit www.tescosummer.com

ENDS

We win fans for brands, wherever they are through creative brand experiences that engage the right consumers, at the right time – at home, in-store, out of home or online.

We apply 20+ years of marketing experience to successfully deliver our clients’ requirements, across sectors including FMCG, health and beauty, luxury goods, retail, automotive and technology.

For more information, please contact:

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