

Promotions Update Spring 2006

With Messages PR you can deliver:

- Events are tailored to your branding
- Proven and quantifiable results
- A strong team of performers
- Involvement of your national and independent retailers
- Public liability/risk assessment guarantees
- Economies of scale on print, prizes and incentives
- What you are quoted is what you pay

Richard Cawley's Theatre of Food

Food, cookware, restaurants and kitchen gadgets are an essential part of the merchandise mix in many shopping centres. But though classed as "convenience shopping" the choosing and preparation of food is becoming as much a fashion and lifestyle statement as the clothes we wear and the hobbies we enjoy. Richard Cawley's Theatre of Food is an all encompassing day of fun, flavour, laughter and learning that will inspire your shoppers and excite your local media. As part of the complete package we can organise 'Ready Steady Cook' competitions for lucky shoppers or local radio DJ's.

Most importantly we will link with your stores and restaurants to ensure we generate extra visits and extra spending by highlighting their latest recipes and newest gadgets.



Our costumed promotions team will assist food stores with sampling and collect competition entries.



Sampling with a difference by a robotic waiter.



A chocolate fondue fountain brings a touch of luxury to the event.

About Richard Cawley...

A regular on BBC's 'Ready Steady Cook' for many years, Richard has a broad appeal across the social scale and a rare achievement of cult status among both students and pensioners.

A flamboyant and hilarious presenter, Richard draws on his skills as a chef, actor, fashion designer and writer to put the Theatre into Food while pushing all the right buttons to promote centre food stores, cookery equipment and restaurants.



The full package includes full colour leaflets and posters with your centre's branding



Big name retailers that have already been involved



Package Price includes:

Richard Cawley | Event Manager | Demonstration Kitchen
Plasma screen and Sound system | Liaison with food stores
Seating for front rows of audience | 3 uniformed promotion staff
Robotic Waiter | Press Releases | 2,000 4 page one third A4 colour leaflets
10 A2 Laminated Posters | Centre Branding | Cookery Masterclass Prize
Chocolate Fondue Fountain | £5m Public Liability Insurance

* Richard Cawley, demonstration kitchen and event manager only.

From just £2,400* to £4,800



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