

Re: ST. PATRICK'S WEEK I BRIEF

From: Krishna Murthy

krishna.murthy@theirishhouse.in

To: Kimberly Fernandez

kimberly.fernandez@travelfoodservices.com, Akshit

Sogani akshit.sogani@travelfoodservices.com,

Samarjit Pani samarjit.pani@travelfoodservices.com

Cc: Sanju Arora sanju.arora@theirishhouse.in, Zara

Baliwalla zara.baliwalla@theirishhouse.in

Sent: Wednesday, March 13 at 18:28

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Hey Kimberly,

Yes, the vendors are the same. However depending on requirements and timelines, it will vary.

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From: Kimberly Fernandez

<kimberly.fernandez@travelfoodservices.com>

Sent: Wednesday, March 13, 2024 5:38:04 PM

To: Krishna Murthy <krishna.murthy@theirishhouse.in>;

Akshit Sogani <akshit.sogani@travelfoodservices.com>;

Samarjit Pani <samarjit.pani@travelfoodservices.com>

Cc: Sanju Arora <sanju.arora@theirishhouse.in>; Zara

Baliwalla <zara.baliwalla@theirishhouse.in>

Subject: Re: ST. PATRICK'S WEEK I BRIEF

Dear Krishna,

Request you to please confirm that the vendors chosen for the hats & tshirts are by the ones closed by the Irish House brand team and that this is the final one that meets timelines, quality standards and costing.

Regards,

Kimberly Fernandez.

From: Krishna Murthy <krishna.murthy@theirishhouse.in>

Sent: Wednesday, March 6, 2024 12:04 PM

To: Akshit Sogani

<akshit.sogani@travelfoodservices.com>; Samarjit Pani

<samarjit.pani@travelfoodservices.com>; Kimberly

Fernandez <kimberly.fernandez@travelfoodservices.com>

Cc: Sanju Arora <sanju.arora@theirishhouse.in>; Zara

Baliwalla <zara.baliwalla@theirishhouse.in>

Subject: Re: ST. PATRICK'S WEEK I BRIEF

You don't often get email from krishna.murthy@theirishhouse.in.

[Learn why this is important](#)

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Hey Akshit,

Hope you doing well 😊

I understand that there are processes. However, we need to have a certain level of consistency that we have to follow across outlets especially for St. Patricks since it is one of our big ticket events.

We will need to get on a call regarding St. Patricks since its just around the corner. Happy to schedule a meeting for future things but this is on priority for us right now.

Please let me know.

Cheers,
Krishna

From: Akshit Sogani

<akshit.sogani@travelfoodservices.com>

Sent: Wednesday, March 6, 2024 11:55:48 am

To: Krishna Murthy <krishna.murthy@theirishhouse.in>;

Samarjit Pani <samarjit.pani@travelfoodservices.com>;

Kimberly Fernandez

<kimberly.fernandez@travelfoodservices.com>

Cc: Sanju Arora <sanju.arora@theirishhouse.in>; Zara

Baliwalla <zara.baliwalla@theirishhouse.in>

Subject: RE: ST. PATRICK'S WEEK I BRIEF

Hi Krishna,

There are a lot of processes that we need to explain to you about the Airport permissions & timelines, phone call won't work.

Let's book everyone's calendar for next week in TFS office or your office, we also need to close 6 months calendar with BIAL for Irish House, BB next week.

Thank you

Akshit Sogani

From: Krishna Murthy

<krishna.murthy@theirishhouse.in>

Sent: 06 March 2024 11:22

To: Samarjit Pani

<samarjit.pani@travelfoodservices.com>;

Kimberly Fernandez

<kimberly.fernandez@travelfoodservices.com>;

Akshit Sogani

<akshit.sogani@travelfoodservices.com>

Cc: Sanju Arora <sanju.arora@theirishhouse.in>;

Zara Baliwalla

<zara.baliwalla@theirishhouse.in>

Subject: RE: ST. PATRICK'S WEEK I BRIEF

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Hi Samarjit,

Happy to do this call over the phone.

Here are my digits [+91 9833853277](tel:+919833853277)

12 PM would be ideal.

Best,

Krishna

From: Samarjit Pani

[<samarjit.pani@travelfoodservices.com>](mailto:samarjit.pani@travelfoodservices.com)

Sent: Tuesday, March 5, 2024 6:54 PM

To: Krishna Murthy

[<krishna.murthy@theirishhouse.in>](mailto:krishna.murthy@theirishhouse.in); Kimberly

Fernandez

[<kimberly.fernandez@travelfoodservices.com>](mailto:kimberly.fernandez@travelfoodservices.com);

Akshit Sogani

[<akshit.sogani@travelfoodservices.com>](mailto:akshit.sogani@travelfoodservices.com)

Cc: Sanju Arora [<sanju.arora@theirishhouse.in>](mailto:sanju.arora@theirishhouse.in);

Zara Baliwalla

[<zara.baliwalla@theirishhouse.in>](mailto:zara.baliwalla@theirishhouse.in)

Subject: Re: ST. PATRICK'S WEEK I BRIEF

Hi Krishna,

Surely, let's do that tomorrow. Akshit can you please help set this up

Best Regards

Samarjit

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From: Krishna Murthy

[<krishna.murthy@theirishhouse.in>](mailto:krishna.murthy@theirishhouse.in)

Sent: Tuesday, March 5, 2024 6:46:38 PM

To: Kimberly Fernandez

[<kimberly.fernandez@travelfoodservices.com>](mailto:kimberly.fernandez@travelfoodservices.com);

Samarjit Pani

[<samarjit.pani@travelfoodservices.com>](mailto:samarjit.pani@travelfoodservices.com); Akshit

Sogani <akshit.sogani@travelfoodservices.com>
Cc: Sanju Arora <sanju.arora@theirishhouse.in>;
Zara Baliwalla
<zara.baliwalla@theirishhouse.in>
Subject: RE: ST. PATRICK'S WEEK I BRIEF

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Hi Samarjit,

Hope you are doing well 😊

Just want to understand, where are the roadblocks here?

Happy to help as the brand team and find a solution. Can
we get on a call?

Best,
Krishna

From: Zara Baliwalla
<zara.baliwalla@theirishhouse.in>
Sent: Tuesday, March 5, 2024 6:21 PM
To: Sachin Kadam
<sachin.kadam@theirishhouse.in>; Ronald
Mirando <ronald.miranda@theirishhouse.in>;
Satish Kanojia
<satish.kanojia@theirishhouse.in>; Anilkumar
Pillai <anilkumar.pillai@theirishhouse.in>;
Mohsin Khan <mohsin.khan@theirishhouse.in>;
Santosh Yadav
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Manager Irish Pune
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Kimberly Fernandez

<kimberly.fernandez@travelfoodservices.com>;
samarjit.pani@travelfoodservices.com; Sartaj
Uddin <sartaj.uddin@ishaangroup.co.in>;
Pratik Vashishtha
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<b.manikandan@theirishhouse.in>; Debayan
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Anwasha Bhattacharya
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Marketing Theirishhouse
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<chef.irishthane@theirishhouse.in>; Chef Irish
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Andheri <chef.irishandheri@theirishhouse.in>;
Chef Kurla <chef.irishkurla@theirishhouse.in>;
Chef Irish BKC <chef.irishbkc@theirishhouse.in>;
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Chef IH Ecoworld
<chef.ihecoworld@globalkitchens.in>; Chef Irish
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Chef LP <chef.irishlp@theirishhouse.in>; Chef
Pune <chef.irishpune@theirishhouse.in>; Chef
Noida <chef.irishnoida@theirishhouse.in>; Chef
Wakad <chef.irishwakad@theirishhouse.in>;
Irish Chef Team <irishchef@theirishhouse.in>;
Nikita Sawant <nikita.sawant@theirishhouse.in>;
Sachin Adkar <training.irish@theirishhouse.in>;
Mumbai Controls Irish
<mumbai.controls@theirishhouse.in>; Vinod
Sawant <vinod.sawant@theirishhouse.in>; Irish

Controls Team <controls@theirishhouse.in>;

Aniket Borkar

<graphic.mumbai@theirishhouse.in>

Cc: Sanju Arora <sanju.arora@theirishhouse.in>;

Ashish Chavan

<ashish.chavan@theirishhouse.in>; Rahul Surve

<rahul.surve@theirishhouse.in>; Krishna Murthy

<krishna.murthy@theirishhouse.in>

Subject: ST. PATRICK'S WEEK I BRIEF

Dear All,

PFB a detailed brief for all the activities planned for **St. Patrick's Week from 17th to 24th March 2023**.

Please make a note and brief your staff about the same.

Promotions to be run through the period from 17th to 24th March

1. **Green Beer:** We will serve special Green Beer -330ml at a select price. You would receive the recipes from @Sachin Adkar.
2. **Beer Buckets:** Special beer buckets will be created for the entire duration.
3. **Irish Food Menu:** Traditional Irish Food Menu will be served through the duration.
4. **Man Vs. Burger Challenge:** Guests need to finish our 1.5 KG burger within 30 minutes to win this challenge. Participants need to fill up a NOC before taking part in this challenge. Please, ensure you have it signed before they commence the challenge. Winners of this challenge will win 1 certificate, 1 free beer (on the spot, no voucher required), and the Burger will be on the house. If the guest is unable to finish the burger within 30 minutes, he/she needs to pay for the burger. The price of the burger is **INR 795 & 995++** (Veg & NonVeg respectively). Please make sure the

NOC for this needs to be signed by the participant before taking the challenge.
(ATTACHED)

5. **Spin The Wheel**

SPIN THE WHEEL INTERACTIVE GAME AT ALL OUTLETS (Below are the list of prompts)

1. Golden Plunge (Pick up a gold coin from the pool (place all coins in a cauldron & let guest pick) and perform the dare)

Tell a joke, get a beer.

Tell us your best pick - up line.

List 7 green things in under 10s.

Do a lil dance.

Answer a question about St. Patrick's Day.

Borrow something green from a stranger.

Show us a picture in a green outfit.

Repeat a tongue twister 3 times- fast!

Name 5 shades of green.

Name a movie/ book or sing a song with the word green in it.

2. Green Grin (Pick at least 3 props, click a photo, upload it and tag us on Instagram -

<https://www.instagram.com/theirishhouseindia/#> . **Show this to our manager to get a green pint on the house)**

3. Buy 4 green beers and get one on us!

4. Spin again!

5. Beat the Bartender (Arm wrestle our bartender, the winner gets a beer on the house)

6. Pick a clover, you need the good luck.

7. Do you dare to try our mystery shot?

8. 10% Off on your overall bill

9. Green Thumb Wrestle between 2 people (The loser buys them both drinks)

10. Come back tomorrow 😊

St. Patricks Day Party on 17th March 2023

St. Patricks day falling on 17th March 2023. We will be doing exclusive offers and guest engagement

activities on this day across all the outlets of TIH.

1. **Drinking Games from 8PM-10**

PM: Drinking games to be conducted by AOP hosts across all the outlets of TIH. The game list will be sent shortly & vouchers for the same will be sent across for winners.

2. Green Hats for guests to take home- 10 green hats will be sent to give away.

3. Tote Bags- 25 Tote bags for guests (You'll may select guests who have worn green & distribute the tote bags accordingly).

4. 100 pcs small Return gift bags- with Fridge magnets, 1 beer voucher & thank you note to be given to guests as they leave the outlet.

Staff Uniforms :

We will be sending across green & white tall hats, T-shirts, arm sleeves & badges for all the staff to wear through the duration from the 17th to the 24th.

The decor will be sent across to the outlet which will have to be put up by the outlet, these will include Shamrock cut-outs to be hung on rings (Rahul sir will brief all), 3 hats for , sun board, photobooth props).

There is no photobooth this year, guest can hold the props & pose within the outlet, near the spin the wheel game or at their tables.

Additionally, we will be sending table mats mentioning all offers, Food menu, Bucket offers, F&B vouchers for drinking games.

We will schedule a call soon, & discuss the entire brief so that all managers are on the same page.

Regards,

Zara Z. Baliwalla



32 Corporate Avenue, A- Wing, 3rd floor. Opp Paper

Box,

Andheri East. Mumbai 400093.

M: 9819423643