



Eat Better Travel Better

SUMMER BEVERAGES CAMPAIGN 2024

Beat The Heat with CHILLZ

17th April to 31st May

www.travelfoodservices.com



SUMMER BEVERAGE MENU ITEMS



KACHI KAIRI



SPICY GUAVA



MASALA LEMONADE



PEACH PASSION



COLD COFFEE
(cafés only)



OUTLET CATEGORYWISE MENU BIFURCATION

DRY OUTLETS & LOUNGES	Orange Refresher	CAFES	Cold Coffee	QSRs	Mango Lassi
	Spicy Guava		Cold Frappe		Masala Chaas
	Masala Nimbu Pani		Orange Refresher		Orange Refresher
	Raw Mango Mint Cooler		Spicy Guava		Spicy Guava
	Peach Lemonade		Masala Nimbu Paani		Masala Nimbu Pani
SUPPORTING OFFER	1. Bill worth INR 599/- and get 50% off on water based summer coolers 2. Bill worth INR 999/- and get an on water based summer coolers	SUPPORTING OFFER	1. Bill worth INR 599/- and get 50% off on summer coolers 2. Bill worth INR 999/- and get an Orange Refresher summer cooler free		

TCL, MALS, 080, BLR Lounge, Cafeccino, Coffee n More , Flying Bites , Coffee Box , Masala Kitchen , Curry Kitchen , Idli.com , Nourish, Gully Kitchen

ABOVE MENTIONED BRANDS TO BE SELLING THE SUMMER BEVERAGES AS PER THE OUTLET CATEGORY THAT IT FALLS UNDER (DRY, CAFÉ, QSR)



CREATIVE COLLATERAL DESIGNS



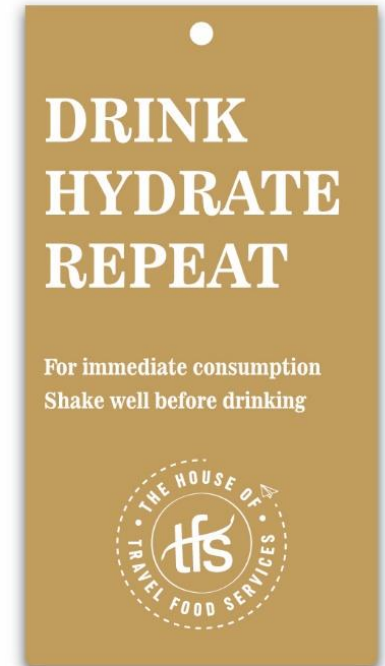
KV WITH MENU TO BE DISPLAYED AT ALL QSR OUTLETS



KV WITH CAMPAIGN COMMUNICATION

FRONT

BACK



BOTTLE NECK TAGS FOR AROUND THE BOTTLE

QSR & CAFÉ PRESENTATION & PROMOTIONS



FINAL PRESENTATION TO BE IN 300 ML GLASS BOTTLES WITH NECK TAG AROUND EACH BOTTLE AS PER FLAVOR



CASH COUNTER KV PLACEMENT

ALL DRINKS TO BE PRESENTED IN 300 ML GLASS BOTTLES WITH GOLDEN CAPS. TO BE DISPLAYED IN A PROMINENT PLACE AS PER EACH OUTLET SPACE AVAILABILITY AND AMENITY

PROMOTION COLLATERALS:

1. KEY VISUAL PLACED ON CASH COUNTER
2. TILTALKERS WITH MENU ITEMS & PRICING MENTIONED
3. SUNBOARD / DIGITAL SCREEN CREATIVE AS PER SPACE AVAILABILITY



LOUNGE PRESENTATION & PROMOTION COLLATERALS



ALL COOLERS TO BE PRESENTED IN LARGE SIZE MASON JARS & KEPT AMONG THE BEVERAGE AND BUFFET SECTION IN THE LOUNGES

PROMOTION COLLATERALS:

1. NAME TAGS AGAINST EACH JAR MENTIONING THE FLAVOR
2. SUNBOARD / DIGITAL SCREEN CREATIVE AT THE ENTRANCE OF THE LOUNGES



Thank You!

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