

2022

BRITISH GIN FESTIVAL

EVENT PROGRAMME



British Gin Festival



Event Introduction



Venue Layout



Venue Introduction



Event Costs

Background

Gin is a rising yet niche spirit drink in China. Since it pairs nicely with many ingredients to make a variety of delicious cocktails, there is burgeoning interest for gin among the country's millennial and Gen-Z consumers.

The Ideal Occasion to Promote your Brand

Competition in the gin sector is getting fierce: bars and retail shelves are already stocked with a wide range of both international and Chinese brands. In order to boost awareness of UK gin brands among Chinese consumers, CBBC cordially invites UK gin and mixer brands to participate in this showcasing and sales event at a central shopping location in Beijing over the course of two weekends. This would be an ideal occasion to promote your brands and to promote UK gin's portfolio.





Dates:

- 19th Aug. – 21st Aug.
- 26th Aug. – 28th Aug.



Venue:

Outdoors at the Beijing
Sino-Ocean We-Life
Future Plaza



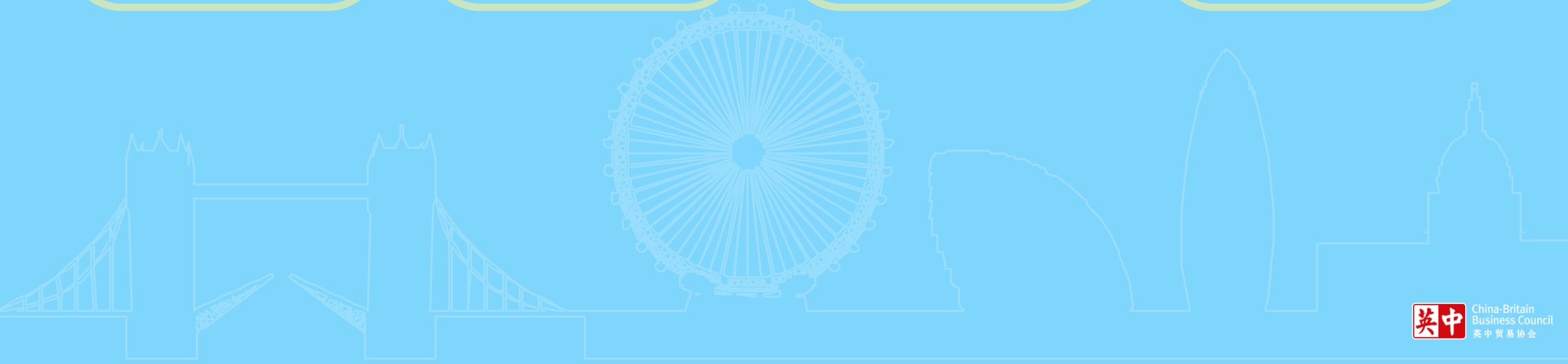
Address:

Building 209,
Ciyun Temple,
North Lane, Chaoyang
District, Beijing



Key sectors:

- UK gin
- Mixer
- Other drink brands



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Event Fee

Outdoor Booths — Planned Layout

- Six booths (3x3m) on the left + decorative themed doors + six booths (3x3m) on the right



- Two consecutive weekends: six days in total
- Mainly with UK gin, mixers, other drink brands



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Sino-Ocean We-Life Future Plaza

Building height: 23.9m

Three floors above ground and three floors underground

Sino-Ocean We-Life Future Plaza is located in Beijing's central business district (Beijing CBD), adjacent to East Fourth Ring Road, and includes two office buildings and a community-based shopping mall: We-Life.

Conceptualised to incorporate fashion, business, and entertainment, We-Life opened on 18th June 2014 and offers a multi-functional business experience and a living and leisure space that integrates catering, shopping, leisure, and entertainment to nearby residents and people working in the area.



Positioning
Delicate social place



Floor area
88000m²



Business Area
13000m²

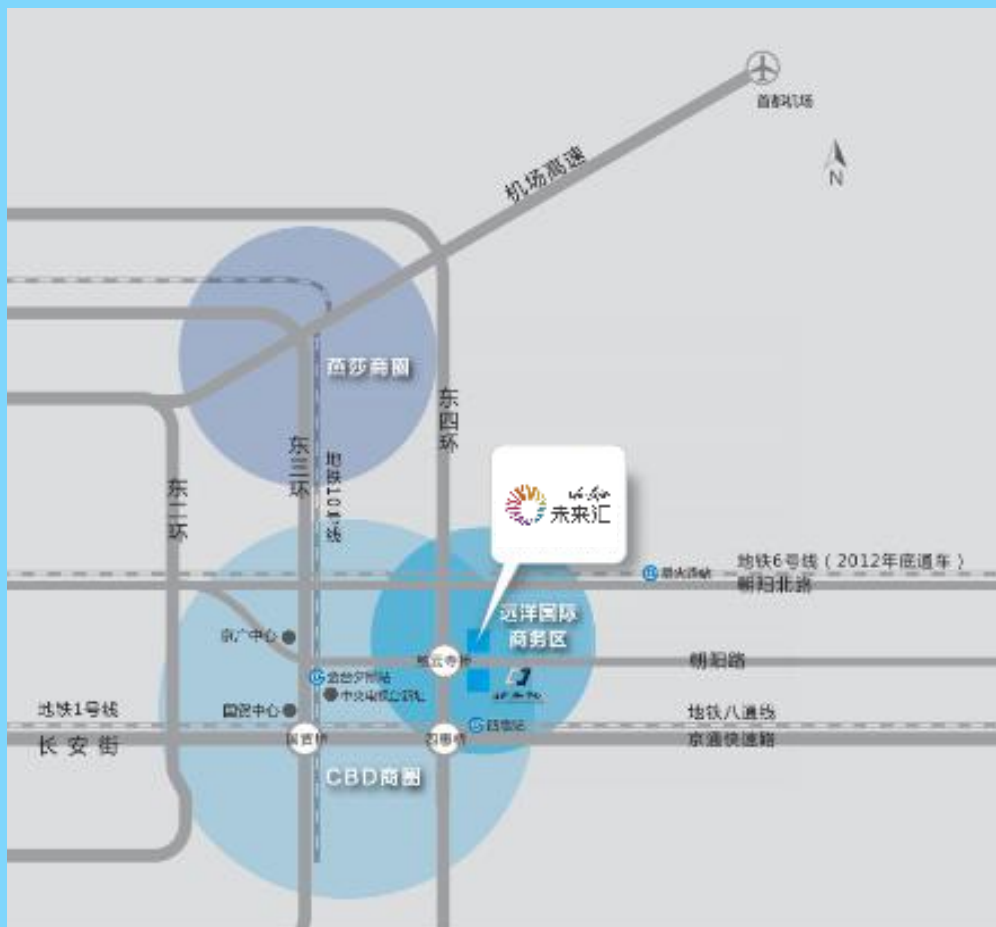


Business Floor
B1-F3



Opening Year
2014

Location



Sino-Ocean We-Life Future Plaza is located in the Beijing CBD at the intersection of East Fourth Ring road and Chaoyang road and to the east of Ciyun Temple Bridge. It is connected to subway lines 1 and 10, there are more than 40 bus lines running along the plaza, and it is only a 30-minute drive from Beijing Capital Airport.

Since We-Life is surrounded by East Third Ring Road, East Fourth Ring Road, East Fifth Ring Road, Chaoyang Road, Chang'an Street East Extension Field, and Guangqu Road, going to and from We-Life is convenient.

Surroundings



- 写字楼Office Buildings
- 高档社区Upscale Communities
- 学校Schools
- 高端酒店High-end Hotels
- 商业Other businesses



● 写字楼:

- | | | |
|---|---|---|
| 1. 国贸中心
China World Trade Center | 6. 住邦2000
Zhubang 2000 | 11. 嘉泰国际
Jia Tai International Mansion |
| 2. 央视大楼
CCTV New Address | 7. 莱锦创意产业园
Legend Town Beijing | 12. 大望写字楼
Dawang Building |
| 3. 万达广场
Wanda Plaza | 8. 大成国际
Dacheng International Center | 13. 瑞赛商务楼
Ruisai Business Building |
| 4. 华贸中心
China Central Place | 9. 金长安
Golden Tower | 14. 都市国际商厦
Doushi International |
| 5. 远洋国际中心
Ocean International Center | 10. 金港国际
Golden Port International | 15. 鸿信写字楼
Hongxin Office |

● 高档社区:

- | | | |
|---------------------------------------|----------------------------------|------------------------------|
| 1. 凯德锦绣
Beaufort | 6. 露美华园
Lumei Huayuan | 11. 金都杭城
Jindou Hangcheng |
| 2. 远洋天地
Ocean Paradise | 7. 通惠家园
Tonghui Jiayuan | 12. 沿海赛洛城
Silo City |
| 3. 金地名京
Gendale Apartments | 8. 兴隆家园
Xinglong Jiayuan | 13. 炫特嘉园
Xuante Jiayuan |
| 4. 都会国际
International Metro Center | 9. 后现代城
American Rock | 14. 东区国际
East Downtown |
| 5. 丽景馨居
Lijing Xinju | 10. 九龙山家园
Jiulongshan Jiayuan | |

● 学校:

- 首都经济贸易大学
Capital University of Economics and Business
- 北京信息科技大学
Beijing Information Science & Technology University

● 高端酒店:

- 北京丽景湾国际酒店
Lijingwan hotel
- 北京JW万豪酒店
Marriott hotel
- 北京丽思卡尔顿酒店
Ritz-Carlton Hotel
- 北京温特莱酒店
Winterless Hotel

● 商业:

- 华堂商场
Ito Yokado
- 阳光新城
Yangguang Xincheng
- 西单商场(十里堡店)
Xidan Department Store (Shilipu Branch)

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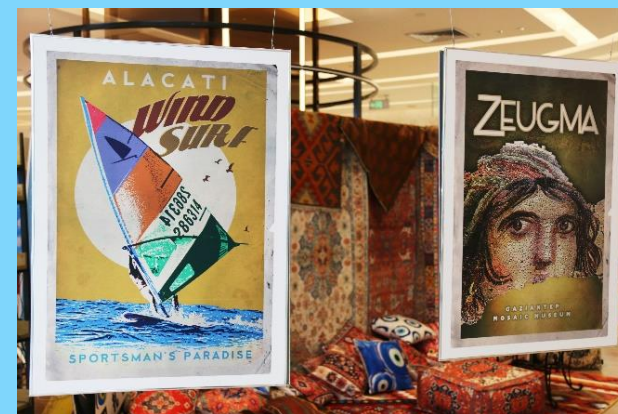
British Gin Festival

- ❖ Booth fee (two consecutive weekends)
 - CBBC members: **RMB 7,500/£900**
 - Non-members: **RMB 9,500/£1,150**
- ❖ Will include:
 - One 3x3m booth tent;
 - Desks + chairs + lights + power.





For reference: CBBC events — the Paddington Bear British Market X CBBC and the 2019 Great British Brands Festival at Xintiandi (Ruihong Tiandi)



For reference: The Turkish Market, a previous event that took place at We-Life Future Plaza

CONTACT US



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