

HOW ICELY DONE'S BLEND BECAME BOXPARK'S NO.1 BEST SELLER

At Icelly Done, we take pride in providing premium cocktail solutions that enhance the drinking experience. Our mission is to deliver remarkable blends that bring out the best flavours in every sip.

When we teamed up with BOXPARK, an innovative and dynamic venue known for its unique blend of food, drink and entertainment, the results were nothing short of extraordinary. Together we elevated their drinks menus and revolutionised the way they serve their customers with consistent and great-quality cocktails.

THE CHALLENGES: SPEED, CONSISTENCY, REVENUE, AND QUALITY

For BOXPARK, speed was key during bustling events and busy nights at their multiple bars. Guests wanted their drinks fast, leaving no room for delays – and this was made more of a challenge because of BOXPARK's popular table service operation.

And although they wanted to deliver swift service they didn't want this at the expense of sacrificing the cocktail consistency that their guests craved. With three different locations in London, BOXPARK needed each drink to be identical across all sites, upholding their reputation for excellence.

On top of that, BOXPARK discovered that their guests preferred cocktails over beer and wine, valuing the bang for their buck. To keep up with this demand, BOXPARK required a solution for crafting consistently great-tasting cocktails of superb quality.

THE TASTY SOLUTION

Our blends proved to be a great solution to BOXPARK's challenges. Not only did they address speed and consistency, but they also played a vital role in achieving revenue targets. Infact they were so successful, that six of BOXPARK's best-selling cocktails contain Icelly Done blends.

Topping that charts is BOXPARK's number one cocktail – the famous Porn Star Martini, featuring our Passion Fruit & Vanilla Blend. This cocktail captured the hearts of BOXPARK guests, generating a staggering **3000 sales per week** during the summer season.

HEAR IT FROM BOXPARK:

'We've been working with Icelly Done for several years now, a partnership that's allowed us to expand our cocktail range throughout the BOXPARK estate where volume and speed of service are key alongside delivering a high quality, consistent product. The flavour blends are the perfect solution to being able to offer a wide variety of choice, quickly and easily to all our guests, no-matter their tastes. On top of that, the Icelly Done team are professional, personable, and always on hand to help.'

Chris Howe, Ops Manager @ BOXPARK



BOXPARK

