

Sainsbury's

zest

Creative | Design | Production

Tiki Tiki

Summer event

The Resurgence of Tiki Drinks

These bright, sweet, tart, boozy, and eye-catching creations are back in favor among in-the-know mixologists.

Like your drinks with a side of escapism? Modern-day tiki bars are tackling the trend with more nuance but just as much fun.

With the love for craft cocktails reigniting in recent years (and a serious boom for rum), tiki bars are seeing a strong resurgence.

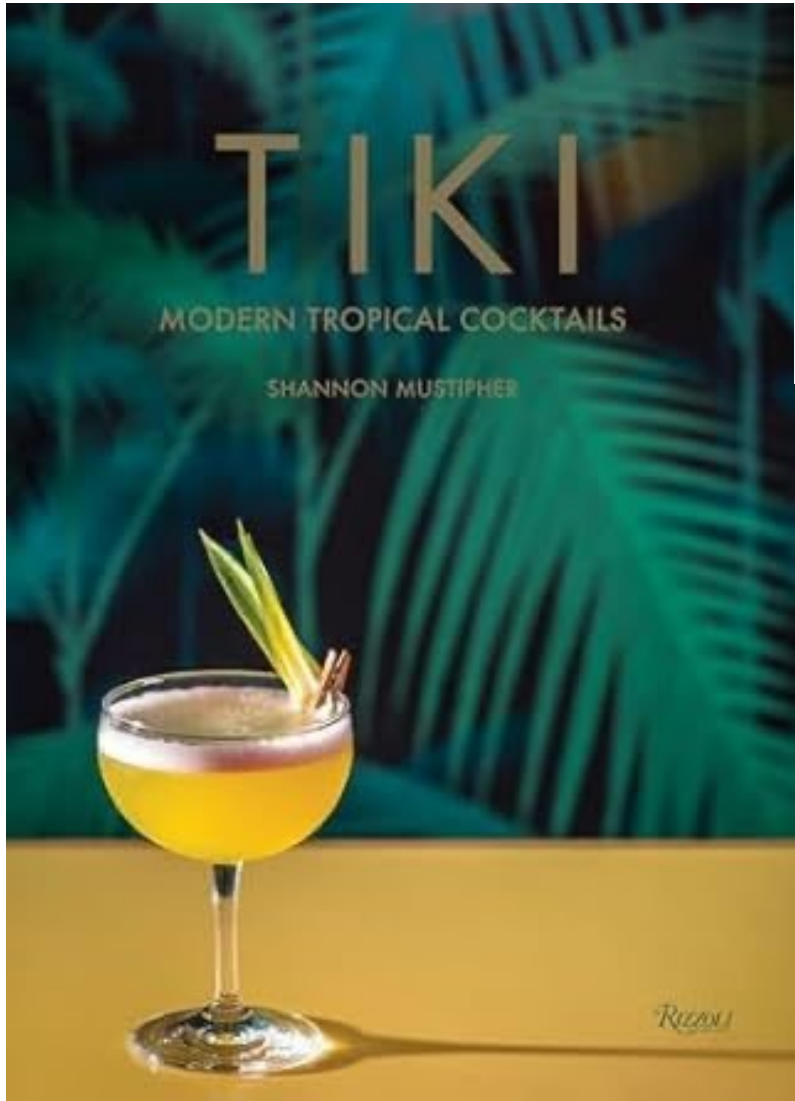
Mixologists are reviving many of the old classics and creating exciting new takes on the tiki tradition, with a nod to the showy aesthetic that surrounds the style.

The style is kitschy, sure. But when done right, it's also sweetly delicious, strongly refreshing, and uniquely fun – regardless of how far away you are from the nearest beach.

Exploration of Tiki style

Tiki Tiki summer activation

Tiki Summer



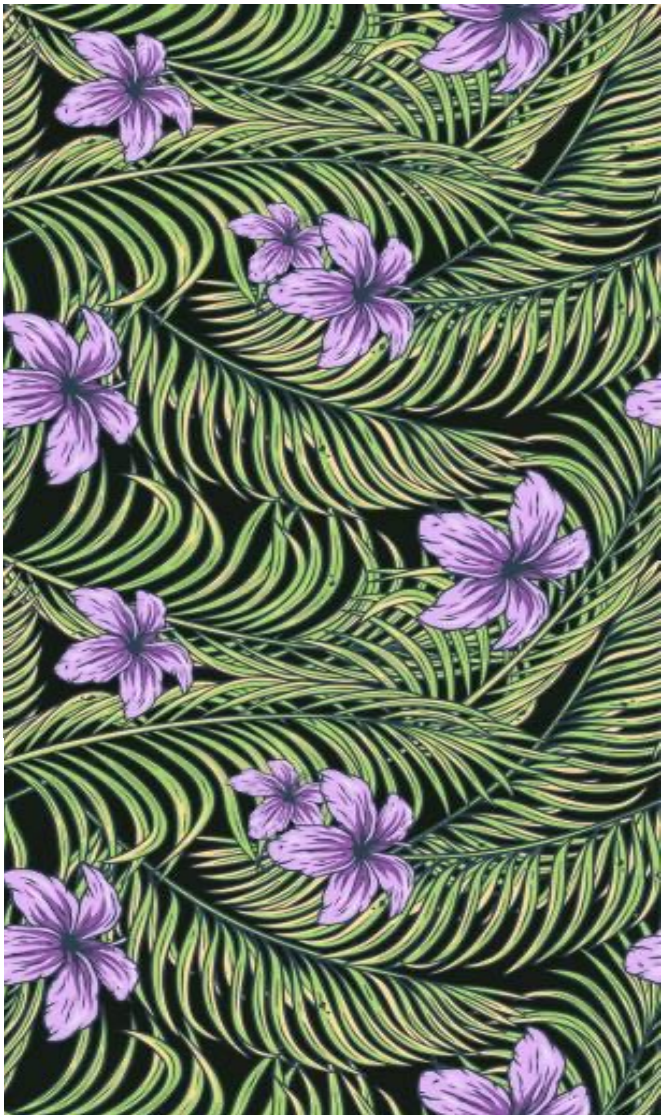
Tiki Summer



Tiki Summer



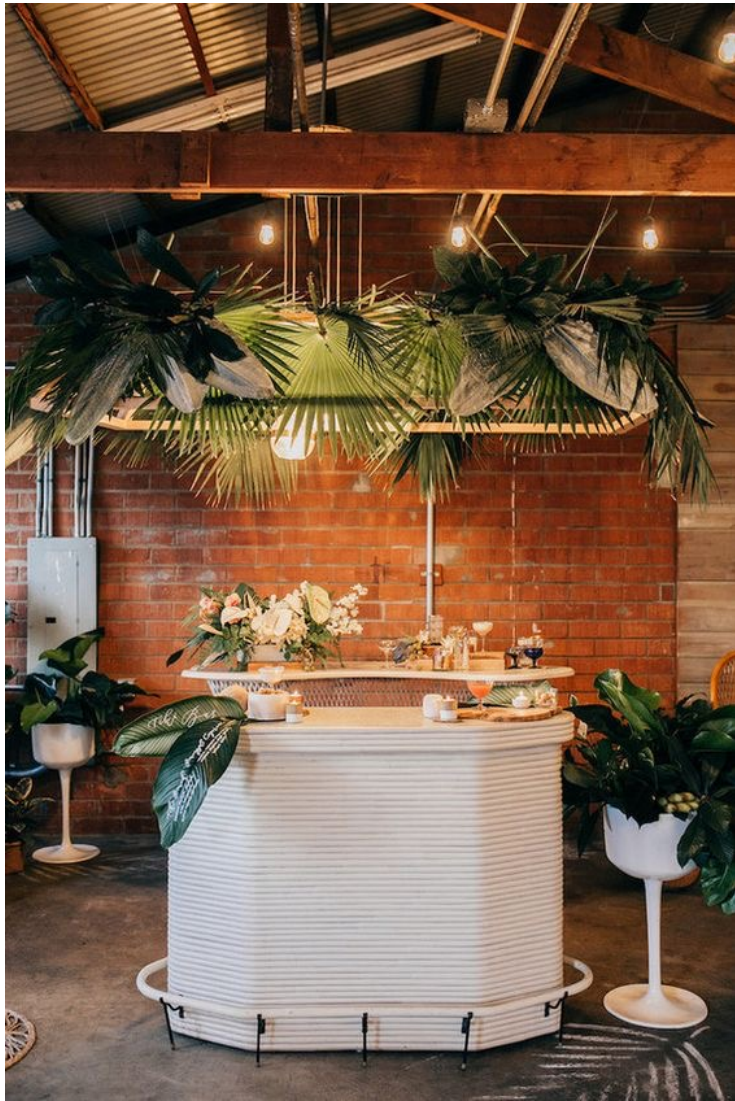
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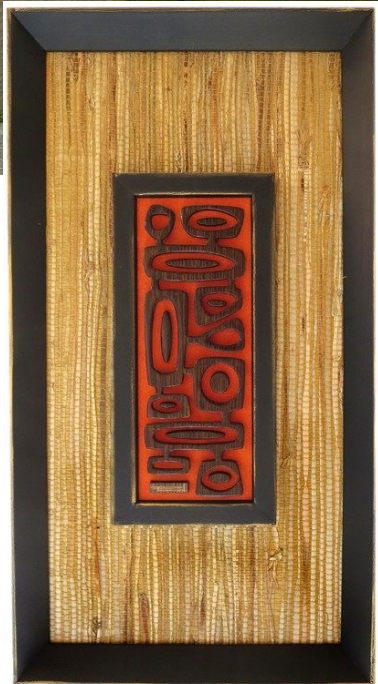
Tiki Summer



Tiki Summer



Tiki Summer



Moodboards

Tiki Tiki summer activation

Moodboards

Argos

Potential cross promotional product placement in FOS showcase

Argos products



Argos products



Argos products



Contents



Moodboards

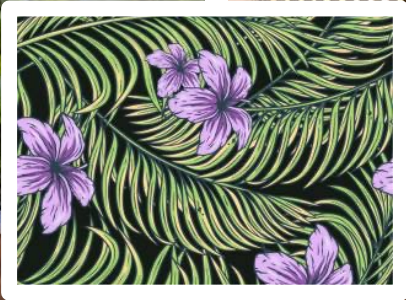
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FOS showcase + instore point-of-sale

Tiki Summer | moodboard

Overall mood + aesthetic

- Natural wood colours | textures
- Bamboo
- Woven materials
- Natural elements: palms, ferns, etc.
- Exotic greenery
- Mid-century modern aesthetic with a Polynesian-inspired flair
- Sophisticated, subtle though with a strong nod towards classic Tiki style



Tiki Summer | FOS showcase inspiration



Tiki Summer | FOS showcase

Asymmetric showcase



- Mid-century modern inspired structure
- Wood patio trellis structure for display area (separate unit)
- Overall look + feel of a contemporary cabana with Tiki influences
- Tiki totem dump bins

Tiki Summer | In aisle POS



Bay headers



EFins



Tiki Summer | In aisle POS



Bay visualisation



EFin visualisation

Tiki Summer | Chiller plinth



Snowplough



PSP

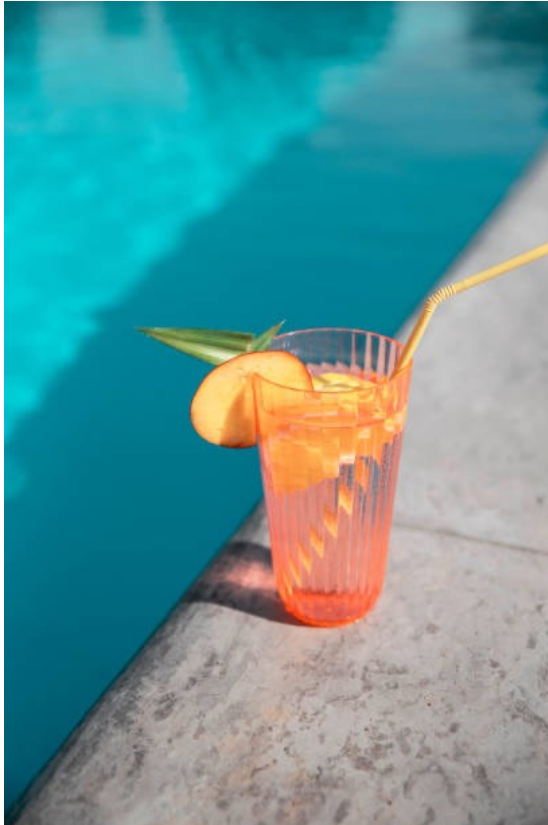


Cocktail photography

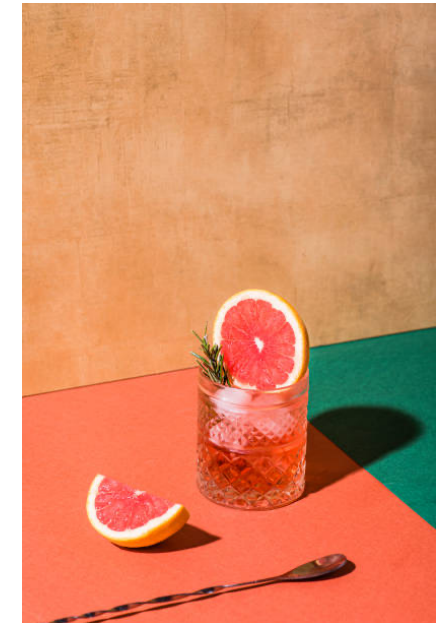
Tiki Summer

Tiki Summer

Cocktail photography A

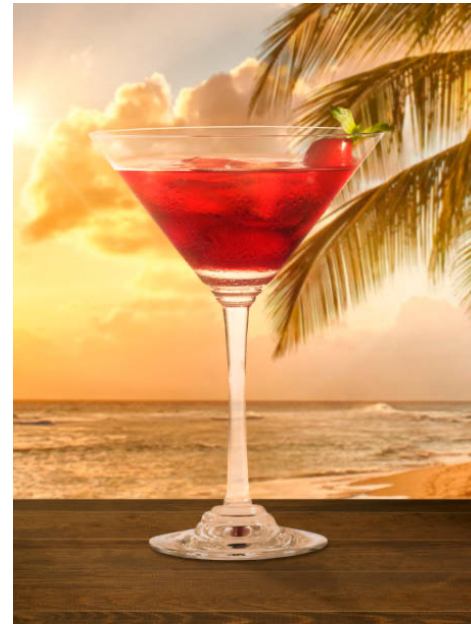
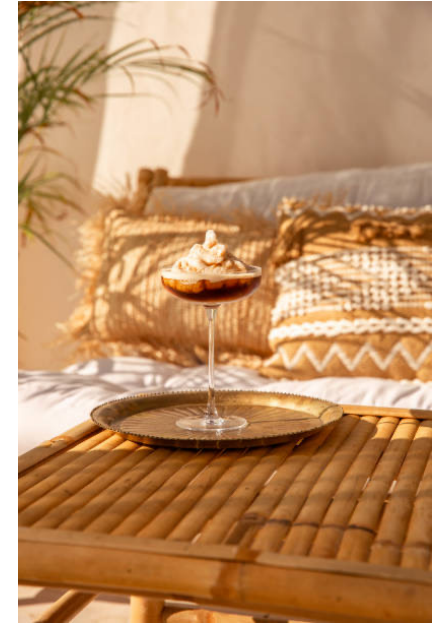
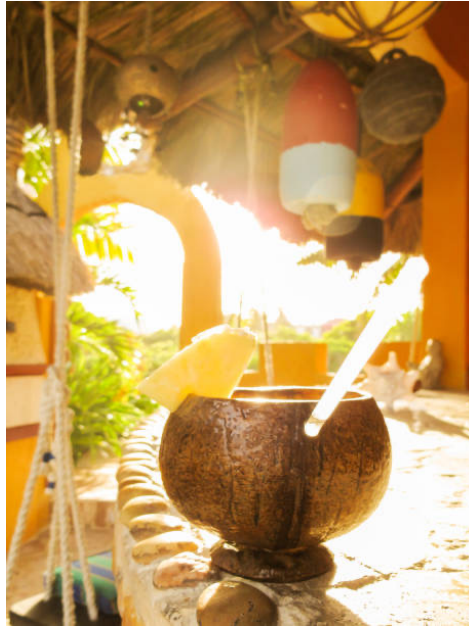


Vibe: Colourful + graphic



Tiki Summer

Cocktail photography B



Vibe: Warm + seductive

Tiki Summer Shelf filler cubes A



POS cubes are a striking and versatile way to communicate your message. Due to the many different surfaces, a lot of branding and experience is possible.

Singapore Sling

Ingredients
50ml blanco tequila
100ml fresh orange juice
1 tbsp triple sec
20ml grenadine

Garnish
orange slice
maraschino cherry

Method
Pour the tequila, orange juice and triple sec into an ice-filled highball glass, and mix gently. Slowly pour over the grenadine and wait until it sinks to the bottom of the glass. Garnish with an orange slice and cocktail cherry.



be drinkaware.co.uk

Mai Tai

Ingredients
30ml white rum
30ml dark rum
1 tbsp Cointreau
1/2 tbsp almond syrup
30ml lime juice
1/2 tbsp sugar syrup

Garnish
mint leaves
lime wheel
pineapple wedge

Method
Put all of the ingredients in a cocktail shaker with ice and shake well. Strain into a tumbler filled with ice and garnish with the lime, mint and pineapple.



Tiki Summer Shelf filler cubes B



POS cubes are a striking and versatile way to communicate your message. Due to the many different surfaces, a lot of branding and experience is possible.

Sunny Side

Ingredients
25ml chill-infused rum
50ml mango purée
1 tbsp lemon juice
100ml ginger beer
a splash grenadine

Garnish
1 red chilli, finely sliced

Method
Combine the rum, mango purée, lemon juice and ginger beer. Pour over ice in a tall glass. Add a splash of grenadine and garnish with a chilli slice to serve.

Sea Breeze

Ingredients
35ml Ketel One vodka
25ml manzanilla sherry
15ml pedro ximénez sherry
15ml clarified grapefruit juice
crémant de limoux rose, to top up

Method
Pour all ingredients, except the crémant, in a highball glass. Fill the glass with ice cubes and stir briefly. Top up the glass with crémant and lift the ice gently with a spoon to mix the drink.

Garnish
grapefruit zest

Thanks

Speak soon

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Appendix

Alternate explorations

Tiki Summer

Tiki Summer | Chiller plinth

Colour exploration A



Bay headers

Tiki Summer | Chiller plinth

Colour exploration B



Bay headers