

event

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Eroica Britannia secures Hendrick's, Lush and Volvo

16 June 2015, by Brea Carter, Be the First to Comment

Three-day cycling, music and arts festival Eroica Britannia will feature activations from Hendrick's, Lush, Volvo, Smeg and Fentimans, among others.



Hendrick's Gin will activate at Eroica Britannia for a second year (image: eroicabritannia.co.uk)

The event, which is this year themed around the 'Best of British' concept, will take place from 19-21 June in Bakewell.

Hendrick's Gin

The Hendrick's Mobile Academy of Alchemical Meanderings (Ma'am) and decadent Gin Garden will return for a second year, where attendees can enjoy a series of specially crafted gin-based beverages.

Situated behind the Gin Garden, The Emporium of the Unusual will host talks and performances throughout the three days, meanwhile the Hendrick's Gin indoor/outdoor cinema will show three cycling related films each evening.

Duncan McRae, global ambassador at Hendrick's Gin, said: "We're delighted to be dropping anchor once again at Eroica Britannia, and have been working hard on all sorts of unnecessary and beautiful oddities to bring to the festival.

"From cycling-inspired cocktails served to your table to a whole range of cycling themed distractions in the Emporium of the Unusual, we're most certainly mixing up an exciting cocktail of content, theatre and conversation pieces at Eroica Britannia this year."



(Image: eroicabritannia.co.uk)

Lush

Lush will provide product-making workshops at its branded tent, where spa therapists will provide a range of treatments. 'Fresh flower hair artists' will also be on hand to create fresh flower up-dos for festival-goers as well as deliver workshops on how to create floral hair garlands.

Volvo

The Cycling by Volvo stand will be manned by soigneurs – assistants who feed, clothe and escort professional cyclists – as well as coaches offering Swedish leg massages and expert training advice.

Attendees will be able to pose beside champion cyclist Eddy Merckx's Volvo V140 support car, as well as have their bike repaired by a Shimano mechanic. The new Volvo XC90 will also be available for viewing on site.

Smeg

Domestic appliance manufacturer Smeg will host a pop-up kitchen during the festival, where people can stop off to enjoy a range of festival foods, as well as capture photos of themselves in the Smeg vintage caravan photobooth.



(Image: eroicabritannia.co.uk)

Fentimans

The Fentimans Botanical Garden pop-up will serve up the brand's Ginger Beer, Victorian Lemonade, M&S Orange Jigger and Cherry Tree Cola varieties.

A cocktail list featuring the likes of rosemary-infused pear juice, fresh lime juice infused with orange flower water and star anise, mint sprigs and candied ginger will be created especially for the event.

Yorkshire Gold

Yorkshire Gold has developed a garden-themed sanctuary for the festival, which features plants, picket fences and places to sit back, relax and enjoy a cup of freshly brewed tea.

Buxton Water

Buxton Water has developed a Pump and Pedal station for the event, where riders and festival-goers can pump up their tyres and chat with experts to ensure their bikes are race ready. The brand will also provide riders with bottles of water on all three routes.

Nick Cotton, organiser at Eroica Britannia, said: "The ride is just one part of the festival. We have expanded ideas that we have been working on for many months to work alongside incredible sponsors and vendors to ensure that even if you have never ridden a bicycle in your life, our festival will be an inspirational, fun-packed weekend full of top quality festival activities and entertainment carefully curated to be a 'Great British Adventure' for all the family."

Eroica Britannia is a celebration of both the vintage lifestyle and cycling – those who take part in the race on the final day are required to tackle one of three courses on road bikes that were made prior to 1987.

Eroica Britannia 2015 promises new features including a family ride, a gigantic vintage family sports day hosted on The Sporting Lawns, The Great British Beach and a vintage fairground including a helter skelter and steam gallopers.

The event in numbers:

- Materials required to build the festival will be transported in 20 articulated lorries.
- The festival will use two miles of festoon lighting.
- More than 2,000 straw bales will be used.
- The Great British Beach will include 300 deck chairs.
- There will be 30 antique haberdashery cabinets scattered throughout the festival.
- Around 2,000 plants will be placed around the space.
- Approximately 30 tonnes of sand will be used.
- The ride has attracted 3,500 cyclists from over 50 countries.
- Riders can choose from a 30, 55 or 100 mile course.
- The festival site has grown by a third since last year.
- Over 200 vendors will showcase their products at the festival.

More: [Oasis' Bessie The Bus to stop-off at Eroica Britannia](#)