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## Eroica Britannia festival sees activations from Maserati, Hendricks Gin and Fever Tree

17 June 2016, by Michelle Perrett, *Be the First to Comment*

Eroica Britannia, the family-friendly festival in Bakewell, Derbyshire, will boast a raft of brand activations this weekend.



Maserati sponsors The Ride

The three-day festival, between 17 to 19 June, offers food and drink, a vintage family fairground as well as a range of entertainment and is produced by Full Circle.

Italian car brand Maserati will partner for The Ride on Sunday (19 June), which involves tackling a choice of 30, 55 or 100 mile gruelling routes across the Peak District on a pre-1987 road bike.

British ex-pro cyclist and Maserati cycling ambassador David Millar will be visiting the festival on Saturday evening to answer questions in an hour long Q&A session hosted by cycling journalist Richard Moore. He will then join over 4,000 riders on Sunday morning to take part in the ride.

Maserati fans will also be able to admire stunning Maserati models old and new and enjoy a true taste of Italian lifestyle.

Other brand activations include bespoke experience from Hendricks Gin and a cocktail sea container from Fever Tree. Buxton Water, Harry Brompton's London Ice Tea, Smeg, Higgledy Pies and Dorset Cereals will also have a presence.

Peter Denton, region manager of Maserati North Europe, said: "It is fantastic to partner with Eroica Britannia – a festival which shares many of the values that Maserati prides itself on.

"Heritage, tradition, style, quality and performance are at the heart of what makes Eroica Britannia such a great event and we hope that Maserati can significantly add to the experience over the course of the festival."

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