

# event

Championing brand experiences

Event Magazine  
18.06.2015

## Things to do this weekend: Vintage festivals, Corona parties and Dorset Cereal giveaways

18 June 2015, by Brea Carter, *Be the First to Comment*

This weekend why not sip on tasty beverages from Hendrick's Gin and Fentimans at Eroica Britannia, celebrate summer with a Corona party by the seaside or enjoy a tasty breakfast from Dorset Cereals?



Hendrick's Gin, Fentimans and Corona are among the brands activating this weekend (image: [eroicabritannia.co.uk](http://eroicabritannia.co.uk))

### Eroica Britannia

A number of brands are activating at the vintage inspired Eroica Britannia festival this weekend, which is now in its second year.

Hendrick's Gin will serve gin-based cocktails at its Gin Garden, Fentimans will produce a range of tasty concoctions at its pop-up, meanwhile festival-goers will be able to relax and enjoy a pot of tea at Yorkshire Gold's garden-themed sanctuary. Attendees can learn how to make flower garlands at the Lush tent, sample festival food from the Smeg pop-up kitchen, and even enjoy a Swedish massage at the Volvo stand.

**When:** 19-21 June

**Where:** Bakewell



## Corona Sunset Sessions

Corona is hosting a Sunset Session to celebrate the launch of its latest Sunset Terrace at Coalition in Brighton.

Guests can expect a beach-themed bar complete with the brand's beer and a selection of Corona-based cocktails, as well as music from DJs including Pete Herbert, Phil Mison, Soft Rocks and Balearic Mike

In April Corona hosted its first Sunset Sessions at Hoxton Square Bar & Kitchen, which is also a Sunset Terrace.

**When:** 21 June from 5pm-1am

**Where:** Coalition, Brighton BN1 1NB



## Dorset Cereals Breakfast Lodge

Those who pay a visit to the Blenheim Palace Flower Show will be able to sample Dorset Cereals' Ultimate Range of products, as its mobile Breakfast Lodge is set to stop off there.

Passers-by will be able to help themselves to a bowl of cereal at the self serve bar, take some samples home with them and purchase their favourites directly from the Lodge.

**When:** 19-21 June

**Where:** Blenheim Palace, Oxfordshire OX20 1PP

## Lego Friends Pop Stars Bus

The Lego Friends Pop Stars Bus is currently making its way around the country to promote the new Lego Friends Pop Stars set, and it will visit two new locations this weekend.

The open-topped bus re-creates the world of the characters in the new set. Key features include a Hollywood-style dressing room, as well as mirrors and lights. Visitors can step inside the bus and receive face, hand or arm glitter tattoos and build with the new sets, as well as pose for paparazzi-style photos outside.

**When:** 20-21 June

**Where:** Argos at Kingsgate Retail Park, Glasgow Road, East Kilbride, South Lanarkshire, G74 4UN (20 June); Argos at Silverlink Retail Park, The Silverlink, Silverlink Retail Park, Wallsend, Tyne & Wear, NE28 9ND (21 June)

**More: Things to do this weekend: Cognac time capsules, dogs in car boots and vodka on the Thames**

Comment below to let us know what you think.

For more in-depth and print-only features, showcases and interviews with world-leading brands, don't miss the next issue of Event magazine by [subscribing here](#).

Follow [@brea\\_carter](#)