

# HEINEKEN

**Who for:** Heineken

**What for:** Birra Moretti

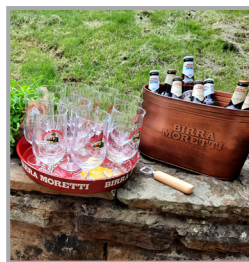
**Where:** Waitrose

**What we did:**

**Birra Moretti wanted to create an amazing Italian experience with a private chef for onelucky winner.**

So Cloud Nine arranged, alongside Birra Moretti's favourite Italian celebrity chef Gennaro Contaldo, to create a delicious four course menu for the winner and five of their lucky friends!

As well as arranging the services of Gennaro, Cloud Nine also provided all the ingredients, new crockery and cutlery as well as a waiter to serve guests. To make sure the setting was perfect, as part of the prize, a gazebo, new outdoor furniture plus lighting and decorations were provided too. To create the perfect Italian atmosphere to accompany the food and beer an Italian soloist played during the meal, creating a true slice of Italy for this lucky winner.



**Cloud Nine Incentives Limited**  
The Station, 7 High Street, Olney, Bucks, MK46 4EB.

- T** 0845 121 4765
- E** [info@uponcloudnine.co.uk](mailto:info@uponcloudnine.co.uk)
- W** [www.uponcloudnine.co.uk](http://www.uponcloudnine.co.uk)