



THIS IS YOUR OPPORTUNITY TO BE PART OF A GUINNESS WORLD RECORD ATTEMPT

DATE: 7TH DECEMBER 2019

LOCATION: UMM AL EMAARAT PARK – CENTRAL ABU DHABI

PUBLIC TICKETS: AED10 INCLUDING TWO DESSERTS

EVENT DESCRIPTION: UP TO 50 PROMINENT HOTELS IN THE UAE WILL EACH PRODUCE A MINIMUM OF FIVE DIFFERENT DESSERTS. THIS WILL FORM PART OF **THE MOST VARIETIES OF DESSERT ON DISPLAY - 2,500 UNIQUELY DIFFERENT DESSERTS!** IN TOTAL, OVER 12,500 DESSERTS WILL BE AVAILABLE FOR PUBLIC CONSUMPTION. TABLES WILL BE ARRANGED IN LINES TO ALLOW EASY PUBLIC VIEWING.

WHAT YOU NEED TO PROVIDE...

A FEW LITTLE PIECES OF A GUINNESS WORLD RECORD
– A MINIMUM OF FIFTY DESERTS

+ A LITTLE PROMOTION IN YOUR HOTEL – ROLL UP BANNER AND TICKET DISTRIBUTION FOR HOTEL GUESTS

WHAT YOU WILL GET IN RETURN...

- ✓ PERSONALISED GWR CERTIFICATE
- ✓ LOGO ON ALL MARKETING COLLATERAL

GWR EVENT PROMOTION CONSISTS OF LIVE STREAMING OF BUILD UP TO GENERATE EXCITEMENT / INSTAGRAM – #GWRAD #GUINNESS WORLD RECORD (SPONSORED POSTS AND BOOSTED POSTS TARGETED BY LOCATION AND INTEREST) / FACEBOOK / SNAPCHAT / INFLUENCER MARKETING / PROMOTIONAL STRAPLINE "EAT YOUR VERY OWN PIECE OF A GUINNESS WORLD RECORD" / UMM AL EMAARAT PARK PR CAMPAIGN / PRESS RELEASE / RADIO ADVERTISEMENT



CONTACT US ON 050 6266049 INFO@WORLDOFFOOD.COM

PARTNERS



POWERED BY

PURPLEkitchen
EVENTS

SUPPORTED BY



GWR 2018



COMBINED PRESS EXPOSURE EXCEEDING THE
VALUE OF AED 1M

OVER 70 CHEFS WERE AWARDED A GUINNESS WORLD RECORD BY COOKING THE WORLD'S LARGEST CHICKEN MARGOUGA. THE DISH, WHICH WEIGHED 4,770KG, WAS COOKED AT AL BAHAR BEACH ON THE ABU DHABI CORNICHE AND GAINED THE GUINNESS WORLD RECORD FOR THE LARGEST MEAT STEW. CSR INITIATIVE – EMIRATES RED CRESCENT DISTRIBUTED 20,000 PORTIONS OF MARGOUGA TO LABOUR CAMPS THROUGHOUT UAE

2018 PARTNERS: ETIHAD AIRWAYS – BARAKAT DAARZOOD [JENAAAN] – NEVRA – NESTLE – NOOR – RADISSON BLUE DEIRA – CREEK – LOWE – ADFCA – EMIRATES CULINARY GUILD – IFCO – RED CRESCENT – AL BAHAR