



7UP - LA RECETA CON 100% SABORES NATURALES TOUR

Objective: To create a multifunctional vehicle for educational, demonstration and sampling of recipes which include 7UP.

Solution: The event area is surrounded by triangular event corner signage elements and cones to outline the footprint. Utilizing both sides of the vehicle three distinct areas of interaction were created. Demonstration cooking by El Famoso Chef Carlos Fernandez of the recipes which include 7UP. The mobile demonstration counter includes an induction cooktop, oven, grill and overhead mirror for the spectators to view the demonstrations. The additional areas include a sampling area and a photo-op for guests to get their picture with Chef Carlos.