



TAO
GROUP

BODEGA NEGRA

EVENT RECAP | A TASTE OF BODEGA

January 23, 2019



EVENT DETAILS

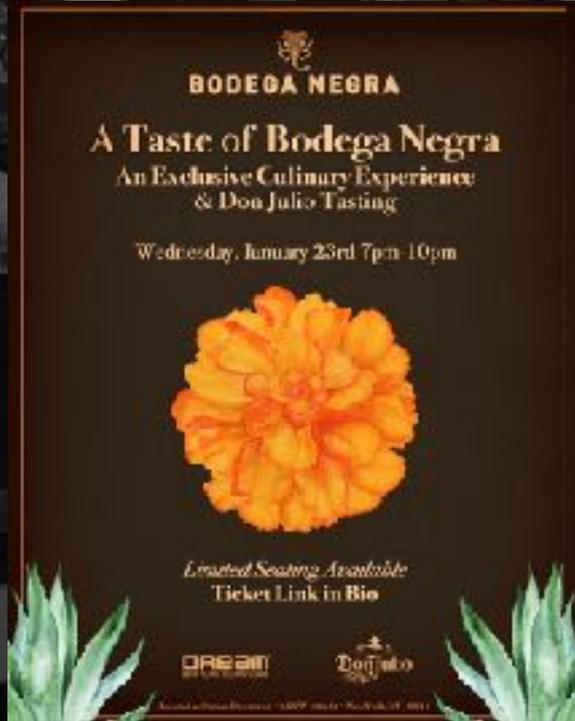
TAO GROUP DINNER SERIES PRESENTS

A Taste of Bodega Negra

Join us for an exclusive 6-course tasting menu exhibiting food that highlights the flavors of Jalisco, Mexico.

The intimate affair in our private dining room treats you to a series of dishes unavailable to the public, each paired with tequila provided by Don Julio.

TICKETING



Sales Platform
Electrostub

Price per person
\$95++

Includes
6-course meal, Don Julio tasting, craft cocktail demonstration & gift bags

Revenue Generated
20 tickets sold
\$2,410.80

MENU

Food

6-courses inspired by Jalisco, Mexico

Chef Brad introduced the dish and flavor profile of each course

Beverage Pairings

Tequila provided by Don Julio

Don Julio representative provided a cocktail crafting demonstration along with information about the brand





MARKETING PLAN



PRESS & EVENT LISTINGS

[Yelp.com](#) (UVM's: 29,866,012)

[Eventful.com](#) (UVM's: 8,886,710)

[MeatPacking-District.com](#) (UVM's: 11,500)

[NYCPlugged.com](#)

[IDKTonight](#) (UMV's 13,500)

idk tonight

WOW RABBIT.
A Taste of Bodega Negra x Red Rabbit Club

365 West 104th Street, Manhattan

idk tip: Start the night off right with an El Dablo cocktail at the bar before dinner.



Credit: NYCgo.com



RESULTS

SURVEY RESULTS

How would you rate your overall dining experience?

9.75/10

How would you rate the quality of food?

9.75/10

How would you rate the quality of service?

9.5/10

How likely are you to recommend Tao Group's Dinner Series events to a friend?

10/10



TESTIMONIALS



“I just wanted to say that it was excellent last night. My colleagues had a fantastic time and the attention to detail (name tags and gift bags) was off the charts. I would like to bring different clients colleagues to future events - so please alert me, someone mentioned Casa Amigos coming up soon.”

“Everything , everyone, every cocktail, every drink was fabulous!!! I would recommend to masses- please include me in future events”

“My wife and I loved the event.... All the dishes were great, it had authentic Mexican flavor, I am Mexican and it is the real deal...The goodie bag was nice touch. The value of the event was amazing, it was great and I’m definitely going to the next event... I love the Tao Group restaurants and the event was awesome. Thank you.”

“Event was great! Well done, no hiccups ran very smoothly. One suggestion from a few patrons... to have smaller courses if you are going to have 6. The food was amazing but felt like it was a lot.

VIP GUEST LIST



Dining Experiences VIP List

We created a VIP waiting list for anyone that could not purchase a ticket after the event sold out.

Sign-ups

38 registered for next event as of 1/29/2019

TAO
GROUP

BODEGA NEGRA

A TASTE OF BODEGA #2 | COMING SOON