



Perth[®]

Cocktail Week

23rd May - 1st June 2025



Perth Cocktail Week

Perth Cocktail Week is designed to showcase the best cocktails, restaurants and bars the city has to offer! Providing footfall and marketing support to the hospitality industry during a cost of living crisis.

This will be a 10-day long event running throughout the city from the **23rd May – 1st June 2025.**

Delivered by the marketing & events agency, M.AD. **We are thrilled to announce year 2 of Perth Cocktail Week!**

Venue registration is now open and it is FREE for your business to take part in ([Click here to sign up](#))



How it works

Purchase Wristbands →

Customers purchase wristbands via the official website perthcocktailweek.co.uk, which is then collected at the designated pick up point (Perth Museum).

Browse Deals →

Customers can view all of the deals on the website or in our guide book, distributed with the wristbands at collection.

Enjoy Discounts →

Get ready for the towns biggest cocktail festival as well as unlocking multiple discounts in Perth's best salons, stores and discover the best bars, restaurants and beyond.

How will your business benefit?

- Your business benefit from **increased sales and footfall** during the week! Your business will also be advertised to thousands of potential new customers via our online channels.
- Highlight your cocktail offering to ticket holders whilst also promoting additional menu items and unique offers. The perfect opportunity for your business to be in front of qualified cocktail week customers.
- Your business will be showcased across our event marketing activities, social media platforms and featured on our website.
- Be a part of annual growing event showcasing the best of Perth's bars, restaurants & local businesses.
- Your staff will receive FREE wristbands to the event.



How to sign up

Signing up is easy and can be done via our form ([click here](#)).

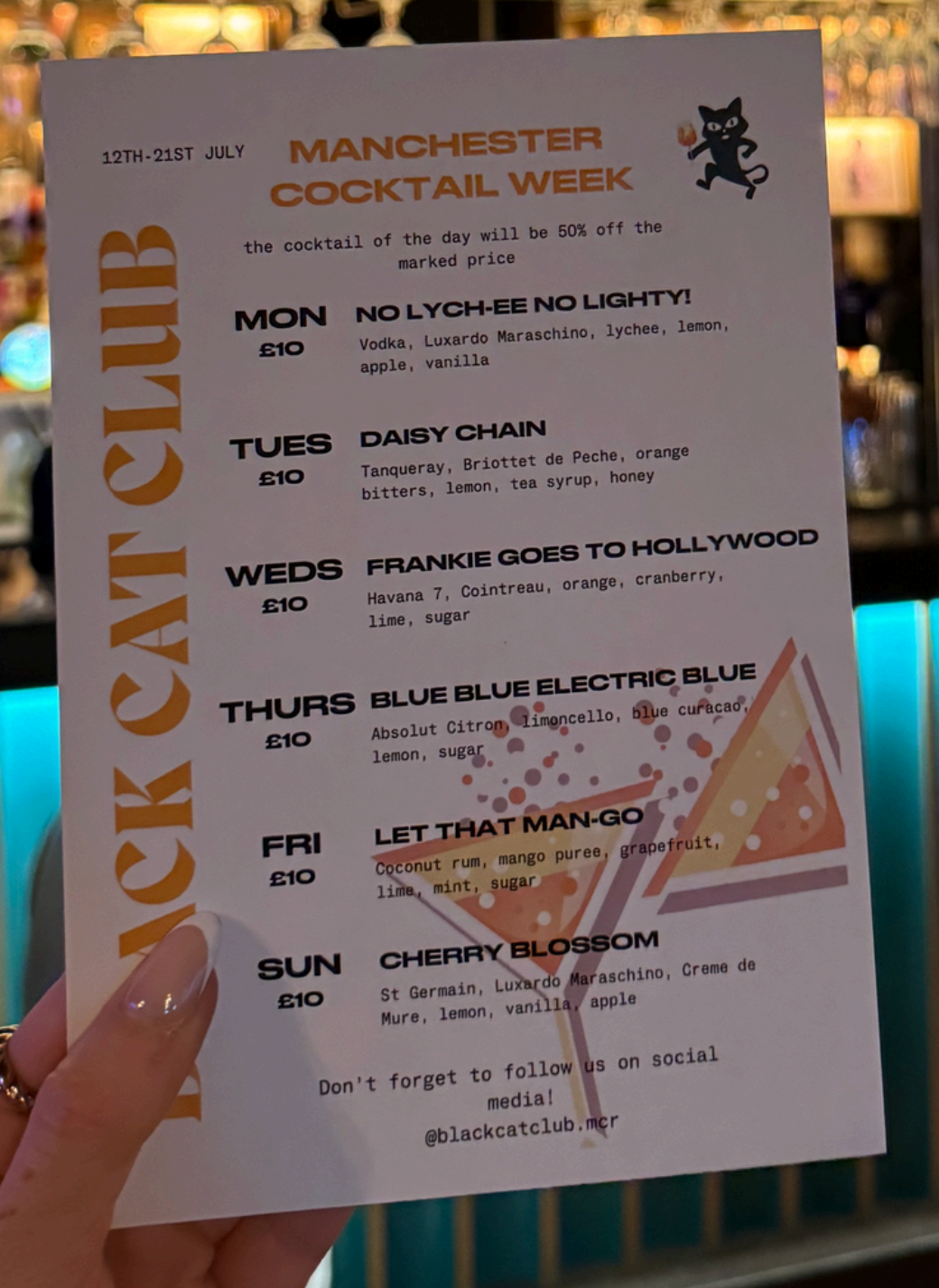
You must commit to offering at least 1 x **£5** signature cocktail in your venue for the duration of cocktail week (if you are a licensed premises). However, the more offers you have may help you encourage more customers to visit you.

We would also encourage you to offer an additional discount, such as food deals or additional drink offers for all of our wristband holders. (For example, premium spirit offers, secret cocktail menus or food discounts)

If you do not sell alcohol, you simply must put an exclusive offer on for wristband holders.

Note: All offers must be valid for the entire week for ticket holders





Cocktails & Drinks

All participating venues must choose one cocktail, known as your signature, to showcase at £5.

Put your venue on the cocktail map with Cocktail Week! Our event not only drives footfall and additional revenue for your venue, but is also the perfect opportunity to showcase your cocktail week offer to new customers!

Event feedback indicates that the more items available for wristband holders, and the exclusivity of your cocktail menu will result in higher footfall and encourage new customers to visit. This also helps with a higher spend per head per cocktail week customer (as they get to try your Cocktail Week drinks menu, rather than just the signature)

Showcase your cocktail offering!



Costs:



We are delighted to offer your venue **FREE** registration for year two!

We are thrilled to continue our partnership with Perth Council, who is supporting the event.

Additionally, we do have further sponsorship opportunities available, as well as advertising within our guide and website. To find out more about this, please contact our team by emailing hello@cocktail-week.com

Our Experience

Please review Key Stats from our inaugural event,
Perth Cocktail Week 2024.

COCKTAIL WEEK BY M.AD AGENCY



£261,920 Direct Economic Impact Generated



35 local businesses took part!



1950 wristband wearers visited Perth city during the 10 days. This was 30% more attendees than anticipated.



Social media engagement of **251k** was generated



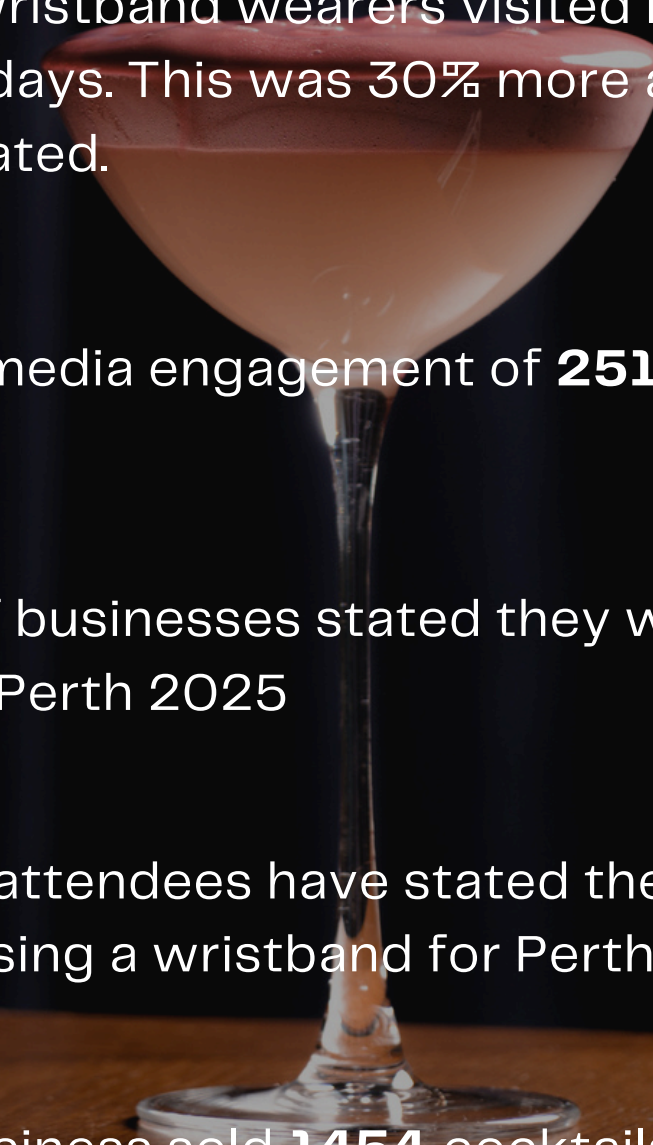
92% of businesses stated they will be taking part in Perth 2025



91% of attendees have stated they will be purchasing a wristband for Perth Cocktail Week 2025



One business sold **1454** cocktails for the duration of the event!



Perth Cocktail Week

Have any questions?

Get in touch with the Cocktail Week team by emailing us at
perth@cocktail-week.com



perthcocktailweek.co.uk



@perthcocktailweek

