

Case Study

THE HOUSE OF SUNTORY

The Nature and Spirit of Japan

Half Full hosted and curated influential attendees for Crafting Hospitality: a series of 8x events to educate bartenders about House of Suntory's newest liquors and the Japanese traditions that drive their brand.

Booklet Strategy & Design

A custom educational booklet explored the Japanese principles of Omotenashi (hospitality) and Monozukuri (craftsmanship), as well as educated on the history of House of Suntory.

Programming

Each event included an intimate tasting featuring conversation around Japanese hospitality, complemented by authentic Japanese food and special whisky Toki, Haku vodka, and Roku gin cocktails.



TRADE
EVENTS