

Creating Instagrammable Moments with Mobile Mixology

Today's Social Media is a powerful communication tool that seeks unique and compelling content. Now with Mixology Carts by Forbes Industries with Chris Adams, hoteliers can create Instagrammable moments their guests are sure to share. The word will get out, and others will want to see for themselves.

Their friends will seek out the 360-degree experience they've seen on social media, creating viral opportunities for hoteliers to increase guest satisfaction and keep them coming back for the compelling and unique experience of drinkable art.

The influence of the culinary world and its drive for a uniquely engaging and personal "wow" factor is spilling over into how beverage service is presented. Take the average "foodie" and the kinds of posts they share. Every chef wants these individuals dining in their establishment, snapping photos of how they plate their culinary creations and sharing these for others to see on social media.



*“Mixology for me,
is no longer simply
about cocktails,
it is creating a 360-
degree experience”*

Chris Adams

Due to the influence of the culinary world, beverage service with the finer art of Mixology is taking on this same level of presentation that wows guests and gets them sharing their experiences on Social Media. The art and craft of Mixology is creating a cocktail revival. Bartenders are no longer merely purveyors of potent refreshments; they're upping their game with new skills and a more intimate knowledge of their craft. Like the culinary world, these curators of cocktails are exploring unique ingredients and techniques that compel a sense of awe in those who partake.

Mixologists are not just staying behind the bar. They're taking their craft tableside; now patrons can experience the whole of mixology from beginning to end. They're creating a 360-degree experience that immerses guests in a "wow" experience, the kind they want to post about. Hoteliers who recognize the potential of Mixology are implementing the processes and tools to mobilize this phenomenon for increased social media penetration, anywhere guests gather.



Mixology Carts by Forbes with Chris Adams provide Mixologists with all the tools they need to create a 360-degree experience that immerses guests in a "wow" experience, the kind they want to post about. Designed by mixologists for mixologists, these carts can be stocked

and placed where guests are creating the opportunity for hotel guests to post "Instagrammable" moments about their experience.



Mobile Mixology provides restaurant and hotel venues with a unique social media opportunity that can provide today's guests with the tangible experiences they crave. As the endorphins kick in, you can be sure they will pull out their phones and post about the experience. These innovative carts provide a complete mixology solution designed to provide an elevated guest experience, right where your guests are. The end result –increased guest satisfaction and social media penetration.

Like all of our mobile hospitality, food and beverage equipment, these carts are built to last, giving you worry-free ROI and a lower cost of ownership. No hassles, no worries, just innovation that works.

Forbes Industries –Providing World-Class Mobile Guest Experiences.



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