

Reviews

The Cellar Bar and Bistro hits all the right notes with the V Festival

About the Cellar Bar and Bistro The small bar and restaurant The Cellar Bar and Bistro in Chelmsford Essex is a small bar and restaurant is has made a big impact on the large town since its new owner Dave Howes took over in 2006. The basement bar dates back from the 16th Century and has an intimate feel. Dave wanted to restore the bar to its former glory and to give customers a friendly and great experience. The hardwork definitely paid off as The Wine Cellar Bar and Bistro were voted No1 Bar for the 2006 V Festival (which takes place in Chelmsford Hylands House.)

After hitting the headlines

Since this great press coverage ELA Marketing have been working with Dave to ensure that customers keep coming back. Lizzie Allen, the MD of ELA Marketing explains more; “I knew that Dave had a restricted budget for marketing although we felt that he should try and capitalise o the recent press coverage.”

ELA Marketing first looked at the areas which were popular to customer but weren’t necessarily known to the general public. The research showed that it was the home made desserts and the wide selection of that kept bringing them back to the bar.

Cooking up a storm campaign

With the relevant research completed ELA Marketing set about introducing a series of events that would not only compliment the bar but would increase sales and brand awareness. Dessert Tasting and Wine Tasting Nights were born. The Dessert Tasting involves tasting and rating up to five handmade desserts. The Dessert Tasting events mean that people get to taste the fantastic food and are likely to come back and use the restaurant at a later date. Simarily the Wine Tasting evenings ensure that customer get to taste the selection of wines used by the bar and are likely to order more expensive wines next time they visit.

The Dessert Tasting events run every last Thursday of the month and is very popular in the local area. For more details on this event please either log onto www.elamarketing.co.uk.

HERE'S TO BEAUJOLAIS DAY! Date : 21.11.07 (Essex Chronicle)

Intrepid Cellar Bar owner Dave Howes joined the annual Beaujolais race last week and was one of the first in the country to get the famous wine back to his customers. The race started in the illustrious French wine region at midday and Dave (right), who joined a number of wine merchants and other bars owners from across Essex, managed to complete the 100-mile trip in his car delivering the wine to safety at 5pm.

Customers were treated to a complimentary glass of Beaujolais alongside a full hearty English breakfast before the race in the morning, while lunchtime diners enjoyed the wine with traditional French cuisine, as staff dressed in French costume for the festivities.

Dave said: "It was great to see so many of our customers and staff members enjoying themselves and knowing that we were taking part in a global wine festival."

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