

## 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