



## scent study LEGOLAND WINDSOR

### CHALLENGE

LEGOLAND, Windsor have many superb food outlets throughout the park. The challenge was to use scent as an aromatic billboard drawing attention to these food specific areas. It was important to remember the park's target audience; families with children age 3 to 12 - who would typically be interested in sweeter scents.

### SOLUTION

The Harbourside Coffee Co Express uses Chocolate Chip Cookie scent to soften the bitter coffee aroma. The scent also "sweetens" the introduction of cookies, muffins and other baked goods offered in Harbourside. The Cinnamon outlet at the park's entrance also uses ScentWave machines to produce wonderful cinnamon aromas. The scent is used to attract passers by and those leaving the park by adding an impulse aroma to the Cinnamon outlet.

### REACTION

*"ScentAir have been fantastic; from site survey to installation, ScentAir manage the supply and deployment of scent cartridges throughout the park on a monthly basis. Sales remained strong throughout the season and even grew in year on year comparisons."* - James Nicholson, Food and Beverage Director



LEGOLAND  
WINDSOR

*One of the UK's leading tourist attractions. LEGOLAND remains the premier visitor attraction within the UK.*

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