



scent study The Hinds Head

CHALLENGE

The Hinds Head in Bray dates back to Tudor England and has been a landmark village public house for over 400 years. In more recent times it has become an award winning venue (Michelin Pub of the year 2010) owned and run by world leading Chef, Heston Blumenthal. The Hinds Head wished to maintain an old world ambience in a modern world setting to create an establishment that takes its customers back to its origins of an old English coaching Inn.

SOLUTION

ScentAir were requested by the Hinds Head to find a scent that would enhance the customers experience on arrival and deliver scent reflective of the history of the building. The Scent recommended was an aroma similar to that of smokey billiard room filled with comfy Leather sofas to compliment the presence of dark woods and low ceilings within this historical building.

REACTION

Linking all of the key senses is hugely important when triggering a multi-sensory experience and therefore ScentAir were able to recommend a fragrance that is in keeping with the very essence and makeup of this award winning venue.



"ScentAir truly brings the feel of this building to life. The ambience in the Hinds Head is now complete with the addition of ScentAir's 'Swagger' fragrance."

General Manager

scentair™

www.scentairuk.com | 01628 601650