

Thursday 14 May 2020

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1100: Please meet your group and TUCO Representative at Manchester Metropolitan University

- Exploration of alcohol-free offerings from the University's Student Union and talk on how they have experienced a change in alcohol consumption and their reaction to this.

1200: Depart MMU for a tour of Manchester's most successful alcohol-free bar concepts, to include:

- **Visit 2: The Refuge (Experimenting with Space)**
- **Visit 3: Harvey Nichols (The 'Mocktail' Experience)**
- **Visit 4: Scene Indian Street Kitchen (International Beverage Options)**
 - o lunch will also be taken here
- **Visit 5: Wood and Company (Exclusivity)**

Back to TUCO HQ

- **Heineken Demonstration (Alcohol-Free Beer – Your Options)**
- **Guided Networking Seminar at TUCO HQ**

During this afternoon session, delegates will get the opportunity to network with the other delegates on the tour, with a guided networking meeting surrounding the alcohol-free theme. The TUCO Representative will guide the conversation through hot-topics, ensuring that everything is covered, allowing you to showcase your own institution's offerings, consider the success stories of other institutions, work through problems each institution faces in terms of alcohol sales and bar footfall, and brainstorm new and innovative ideas that you will be able to take back to your own university. Delegates will be contacted individually in advance of the tour, in order to gather their opinions, strengths, weaknesses, opportunities and threats with regards to their bar venues at the institution to ensure this session is accurately tailored to each individual attending.

1600: End of the Study Tour. Please make your own way home.

3 months after the Study Tour: Delegates will be contacted by the TUCO academy to hear an updated case study about their breakfast offerings to see if they have made any changes since the tour.

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Additional Information

Travel:

Please note that whilst taxis will be provided from Manchester Metropolitan University to Manchester City Centre, delegates will be required to walk between each bar/café/restaurant. The total estimated walking time for the day will be around 30 minutes. This will be broken up between each visit.

What's Included:

Everything detailed on the itinerary is included in the cost of the study tour. This includes drink samples at each visit, talks from a University and Heineken, lunch at a restaurant and all materials provided. Anything not listed on the itinerary such as any overnight accommodation that may be required is not included in the cost of the study tour.

Manchester Accommodation:

Should you require accommodation in Manchester, we strongly recommend staying at Motel One – Royal Exchange. This hotel is located in the city centre and is a 1-minute walk from the TUCO HQ Offices. TUCO Academy can arrange your booking for you at a subsidised rate of £50.00 + VAT per room.

Dress Code:

Business/Casual. Please wear comfortable shoes for walking and please check the weather forecast before travelling.

Alcohol Consumption:

Please note that this is a strictly professional event and whilst the tasting of alcohol will be provided for learning and development, large consumptions of alcohol are by no means encouraged or accepted by TUCO & the TUCO Academy. Each attending delegate will be asked to sign a disclaimer and risk assessment before attending the study tour and is reminded that they will be acting as a representative of their institution

Social Media:

If you use social media, please feel free to use the hashtag #TUCOAcademy when posting any photos or comments about the tour. We love to see how you're getting on!

TUCO Representative:

TBC

Itinerary Changes:

Manchester City Centre is a hub for on trend all day breakfast and brunch restaurants and cafés. In the unfortunate case that any of the above establishments cannot take the group at the last minute, an alternative suitable visit will be provided for the group. As the itinerary is subject to change, the group should use the itinerary as a guideline only. The TUCO Representative reserves the right to make any amendments to the itinerary should they deem this necessary.