



## Schweppes Brings a Sense of Wonder to the Birdcage

### *Four Days of Delight, Celebrities and Entertainment at the Schweppes Marquee*

**1 November, 2023 - Melbourne:** Today Schweppes officially unveiled its *Schweppervescent* return to Flemington's famed Birdcage Enclosure, celebrating 45-years in partnership with the Victorian Racing Club (VRC). Get ready to sip, savour, and celebrate an unforgettable Spring Carnival with Schweppes.

Schweppes is marking 240 years since it was founded, with a sensorially wondrous occasion, kicking off at Flemington for the 2023 Melbourne Cup Carnival. Guests can relax, let their hair down and enjoy entertainment across each race day.

The marquee, crafted by Melbourne-based experiential installation company, Moth Designs, embodies the ideas of wonder, curiosity and connection and is set to be a central landmark within the Birdcage Enclosure. The building is inspired by a curtain reveal, with a facade of slatted timber designed to resemble draped fabric. Guests will feel they're being led beneath a curtain and into an enchanted world beyond.

Guests are invited to step into the Schweppes edible bubble booth to taste the sensation of 'Schweppervecence' in an unexpected way. Offering Schweppes-inspired flavours, the edible bubbles will add a playful, immersive dimension to the celebration.

Adding to the sense of wonder, racegoers entering the marquee will be greeted by a host wearing a spectacular cocktail dress, fashioned from 100 delicately balanced cocktails, that has to be seen to be believed. The dress isn't just for show – attendees can also pluck a glass straight from it.

Schweppes is set to serve an exquisite range of alcohol and alcohol-free cocktails, prepared with Schweppes' premium drinks and mixers. This includes new cocktail, the *Pash'n Dash*, featuring passionfruit with a dash of Schweppes lemonade, which will also be served at bars throughout the racetrack. To add to the ultimate cocktail experience, Mixologists will top off their delicious Schweppes cocktail creations using eye-catching decorative bubbles which magically vanish when popped.

Melbourne-based floral artist **Hattie Molloy** brings to life Schweppes' sense of enchantment, with installations, sculptures and displays positioned across the marquee's interiors, lending her signature sense of playful elegance to the races.

Among the guests inside the marquee will be sporting stars, actors, and models who will be joined by Schweppes' special guest, Australian Open doubles champion **Thanasi Kokkinakis**.

"I'm excited to be heading along to this year's Melbourne Cup knowing the Schweppes Birdcage marquee will be buzzing! Preparations for Australia's summer of tennis are well underway, and I can't wait to soak up the atmosphere and excitement inside the Schweppes marquee," Kokkinakis said.

Schweppes is a proud part of the Asahi Lifestyle Beverages (ALB) family. ALB's general manager – marketing, Lauren Fildes, said this year's Melbourne Cup Carnival will be an unforgettable experience.

"The Schweppes marquee is a big moment for us," she said.

"Our 45-year partnership with the Victorian Racing Club is a source of immense pride. We can't wait to unveil exceptional experiences for our guests and a fresh new look for the brand at the Birdcage."

## **PROFESSIONAL STILLS PHOTOGRAPHY FROM SCHWEPPE'S BIRDCAGE MEDIA UNVEIL**

### **CARLY RAVENHALL**

DOWNLOAD LINK: [CLICK HERE](#)

**(Available 2.30PM Wednesday November 1<sup>ST</sup>)**

#### **Accreditation:**

**Media and sponsors must be accredited for the Birdcage marquee preview.**

**Please direct media inquiries regarding accreditation to [accreditation@vrc.net.au](mailto:accreditation@vrc.net.au)**

For more information, please contact:

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#### **About the Melbourne Cup**

**The 2023 Melbourne Cup Carnival commences on Saturday, November 4, with the Penfolds Victoria Derby Day. The festivities continue with the much-anticipated Lexus Melbourne Cup Day on Tuesday, November 7, followed by Kennedy Oaks Day on Thursday, November 9, and culminate with TAB Champions Stakes Day on Saturday, November 11.**

#### **About Schweppes**

**Schweppes is a distinguished name in the world of beverages, crafting the finest sparkling beverages since 1783. With an enduring legacy of 45 years in partnership with the Victoria Racing Club (VRC), Schweppes has become an integral part of the Melbourne Cup Carnival, creating unforgettable experiences and bringing even more "unbridled" joy to the Birdcage Enclosure.**