

CLIENT: ADOBE

# ADOBE SUMMIT 2014

VISITORS: 3,800 DELEGATES



## REQUIREMENTS:

Leith's at ExCeL were asked to cater for The Adobe Digital Marketing Summit for the second year in a row. Following the success of the event last year, a record breaking 3,800 delegates attended Adobe Summit 2014.

Leith's catered throughout the entire conference which included; a VIP lounge area for 80 people, bespoke circulated canapés, a live sushi event for 120 CEOs with specialty chefs coming in to prepare the sashimi and sushi and a glamping festival themed after party. Executive Chef Darren Deadman and his team needed to design a menu that would excite thousands. The culinary team were given a lot of leeway for creativity by the client. This really stretched the team in terms of menu, food selection and presentation.

## VIP LUNCH FOR 80:

Working in the production kitchen located on site at ExCeL London, Executive Chef and his team created bespoke menus and held tastings with the clients prior to the event. One aspect of the event that really pushed the chef and his team was the VIP lounge area for 80 people. For this special meal the delegates were seated and able to choose their meal from a pre-selected menu. The Chefs at Leith's worked hard to deliver a high end restaurant feel to this meal.

## AFTER PARTY FOR 2,550:

ExCeL London's North Halls was the perfect setting to host 2,550 attendees for the after party. Inside the North Halls the organisers had transformed it into a beautiful glamping themed festival. The event featured a hill made of real grass for people to sit on and enjoy the food and entertainment, a full sized dodgem kit for attendees to play on, entertainers interacting with the crowd and special musical guest, Rudimental.

The event boasted 4 different food stations ranging from Dubai to Mexico to Woodstock and back to Glastonbury. Each station featured food specific to the area. These food stations gave the chefs a chance to show off some of their favourite recipes from these areas of the world.

## MENUS:

### Glamping Themed Menu

#### Glastonbury

Mini steak and ale pies  
Fish and chips with mushy peas  
Roasted root vegetable pie with creamy mashed potato  
Freshly baked scones with cream and jam  
Burnt Oxford cream

#### Woodstock Bethel New York

Beef burger slider with Monterey Jack cheese and relish  
Jersey crab cakes with lemon and herb mayonnaise  
Corn on the cob  
New York Cheesecake  
Chocolate mud pie

#### Viva Latino Mexico City

Chilli beef with cilantro, sweet peppers and red kidney beans on rice  
Fajita spiced salmon with sweet corn relish  
Nacho tower with salsa, guacamole, sour cream and chilli cheese  
Caramel flan  
Churros

#### Dubai Desert Rock

Chicken shawarma with lemon and herb cous cous  
Citrus red snapper with parsley and pomegranate salad  
Pitta bread with taramasalata, mint yoghurt and hummus  
Baklava  
Maamoul

