

FOOD AND BEVERAGE

## Harvey Nichols introduces blind tasting with one-night event

March 25, 2019



*Chef Joshua Overington creates special dishes for blind tasting. Image credit: Harvey Nichols*

By STAFF REPORTS

British department store chain Harvey Nichols is leaning into experiential offerings with a special event tapping into the blind tasting trend.

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As consumers become more interested in experiences and sensory-focused initiatives, Harvey Nichols is hosting a special culinary night for ticket holders. In partnership with French restaurant Le Cochon Aveugle, the department store is creating a special menu for diners who will not know what they are eating.

### Blind dining

On March 25, the chef patron of Le Cochon Aveugle will host the immersive dining experience at Harvey Nichols' Leeds location in its Brasserie and Bar room.

Attendees must purchase tickets in advance for the event, which starts at 7 p.m. GMT, as there is limited seating.

The chef, Josh Overington, has created a special menu for the night, which focuses on French technique.

General admission to the dinner, which includes six courses and a welcome drink, is priced at 50 pounds, or \$67 at current exchange. For an additional 25 pounds, or \$32, the courses will come with a wine pairing, which includes four wines.



*Harvey Nichols Leeds Brasserie. Image credit: Harvey Nichols*

The British department store is often tapping into in-store experiences, and previously took its United Kingdom-based consumers on a transatlantic adventure to the United States.

Harvey Nichols' Manchester location hosted an in-store activation with an American theme, just as consumers stateside prepped for the Fourth of July. In the U.K. and elsewhere in Europe, it is common to throw American-themed parties that poke subtle fun at U.S. revelers' perceived love of red solo cups, all things donning stars-and-stripes and hamburgers ([see story](#)).

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