

Arm & Hammer Launch The 'Taste Life' Campaign

Friday 18 October, 2013

UK taste buds are changing with Brits shunning their usual Ketchup and Brown sauce for stronger more exotic flavours[i]. If you're part of this flavoursome uprising, are hungry for unconventional taste experiences and have a firm sense of adventure, then the team at Arm & Hammer have got just the thing for you.

Introducing the 'Challenge Ordinary, Taste Life' campaign. From closer to home opportunities to get your taste buds tingling with unconventional soda mixology activity at UK food festivals, to trips abroad to experience the tastes of the world, this campaign has everything an adventurous foodie could wish to sink their teeth into.

The ultimate 'Taste Life Quiz'....

Take on the world with your taste buds. Four quizzes, four hours, four destinations, four winners of culinary delights around the world. From the chance to trek across the desert by camel, where you'll dine on a traditional Arabian barbecue as the sun goes down over the sand covered landscapes, to a gastronomic lunch experience on the side of a lava cliff, overlooking the bubbling lagoon in Iceland the prizes are full of flavour and delight. Each week for a month, a live quiz, hosted by our resident quirky quiz master Edward, will be activated for a 4 hour window of opportunity.

The winner will be whoever is top of the live leader board at the close of the quiz, either by answering the most questions right, or the most right in the fastest time if a whole bunch of clever clogs take part. But there is a catch, these quizzes aren't your average Tuesday night pub quiz questions, no, you need to be clever, quick and creative putting your unconventional knowledge to the test. Have a trial run with the 'Taster quiz' where you can practice putting your unconventional wisdom to the test all through the week. Not only will you see what is in store for the 'Taste Life Quiz' but you will also be entering yourself into a prize draw to win even more great culinary experiences a little closer to home.

If you don't fancy your chances with the quiz...

The team at Arm & Hammer will be on hand at UK food festivals including BBC Good Food Show London (15th-17th November) and BBC Good Food Show Winter (27th November-1st December, Birmingham NEC) with the all-new Taste Life Soda-ology Bar. Anyone visiting the show can stop by the American style Soda Bar to take the weight off their feet and sample the unusual, yet delicious flavoured sodas on offer. Whilst learning about the unconventional wisdom behind Arm & Hammer's use of Baking Soda, enjoy a bit of drink mixing theatre from master mixologists.

Choose from the delicious menu which includes taste sensations such as Grandma's House - Rose & Granny Smith Apple or Nice as pie - Mint & Lemon, or let them shake up a personal choice of far-fetched flavoured sodas to take away in a personalised bottle (You can even choose the name of your very own soda concoction). The perfect recipe for a good day out.

The first Taste the World Quiz will take place on the 19th October from 6-10pm with the chance to win a trip to indulge in a feast on the side of a lava cliff in Iceland. To take part, register for a reminder email or practice your skills in the taster quiz visit www.armandhammertastelifequiz.com

****Ends****

For more information about either the campaign or the Arm & Hammer products, the PR team will be happy to pop by with a tasty treat (edible or beverage) while we discuss. Or alternatively you can discuss in the standard way either over the phone on 0207 490 9480 or by email at caroline@mediatherapy.co.uk

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