

# Case study 26 - online event

## Using: Zoom

### Red Bus Bistro

Having in mind that unprecedented times require creative solutions, Red Bus Bistro have come up with the idea to offer 90-minute virtual whisky tastings that enables whisky lovers to learn more about the "*uisge beatha*" whilst still practicing social distancing.

For the virtual whisky experience, the food and whisky are delivered directly to customer's door in Edinburgh or Glasgow on the evening ahead of the virtual tasting session and a Red Bus Bistro whisky expert will host an exciting 90-minute Zoom tasting experience.

Customers will enjoy some tasty Scottish dishes, paired with famous malt whiskies, and will gain an insight into all things whisky, and overall enjoy a social occasion albeit virtually.

Initially, Red Bus Bistro have decided to start their virtual tours using the basic version of Zoom at no cost which was easily set-up in just one day.

Red Bus Bistro launched their virtual products to the public as a trial at the beginning of June and although it hasn't generated a lot of interest from the public just yet, with a stronger marketing campaign to gain more visibility and generate public interest, it could work well whilst travel restrictions are still in place and until their red buses are able to go back on the roads.

At the moment, Red Bus Bistro team are not sure as to whether they will continue to offer the virtual tours in the long run once the "new normal" is established. The decision may depend on how long the travel restrictions will be in place for and whether there will be more interest from the public in the next couple of months.

Website: <https://www.redbusbistro.co.uk/virtual-whisky-experience/>

