

Press release

**Headline Sponsor, Elle-Events adds Culinary Hands-on Twist
To Cambridge BID's Food & Drink Week**

Elle-Events Management, the award-winning and dynamic events company, is proud to announce its role as headline sponsor of Cambridge BID's Food & Drink Week 9 -17 May 2026 and has unveiled a vibrant programme of immersive hands-on culinary experiences that will delight food and drink lovers across the region.

Renowned for delivering standout live experiences, Elle-Events will host a unique series of events that go beyond traditional tastings by inviting guests to engage, create and savour in entirely new ways whilst celebrating the craftsmanship, creativity and people behind Cambridge's vibrant hospitality scene.

A family-friendly Food & Drink Fair will launch the Week bringing together local independent producers to showcase their delicious produce with free samples and lunchtime tastings and give visitors the opportunity to discover and support a variety of food and drink brands.

Highlights of the series will then include Edible Bouquet workshops where participants can craft stunning arrangements made entirely from fresh seasonal ingredients; Craft and Cocktail classes with expert mixologists that will unleash the inner artist with a drink in one hand and brush in the other; the Spine and Dine supper has an enchanting Wind in the Willows theme and live jazz whilst an indulgent evening of cheese with pairing notes is guided by award-winning affineurs Rennet & Rind.

“As a business built on crafting unforgettable events, we're thrilled to be the headline sponsor and support Cambridge BID's Food and Drink Week,” said Elle Roberts-Nissen, founder of Elle-Events. “Food and drink experiences are about more than great flavours – they're about storytelling, creativity and bringing people together whilst showcasing the diversity and innovation of the local culinary scene.”

The return of Cambridge BID's Food & Drink Week this year will see the City celebrate local restaurants, pubs, bars, chefs and businesses and the Elle-Events programme adds a fresh experiential dimension encouraging attendees to roll up their sleeves and get involved.

Event details

Food and Drink Fair – Sunday 10 May, 10am -2.00pm at University Arms (free entry, tickets required)

Two Edible Bouquet Workshops – Monday 11 May, 10-12.30 at The Hobson and Thursday 14 May, 4.00-6.00pm at the Hilton (tickets £15)

Two Craft & Cocktail Evenings – Monday 11 May & Wednesday 13 May, 6.00-8.00pm at Novi (tickets £25)

Spine & Dine Supper – Thursday 14 May, 7.00-9.00pm, University Arms' Library (tickets £45)

Cheese Tasting with Rennet & Rind and live music, 15 May, 7.00-9.00pm at The Hobson (tickets £45)

Tickets for the interactive experiences are expected to be in high demand and can be booked via

<https://elle-eventsmgmt.com/whats-on>

Ends

For further information, images or press enquires and interviews, please contact Gay Ayton, PR & Marketing Consultant 07867 808079, ayton.sixbells@btinternet.com

About Elle-Events Management

Elle-Events Management is an award-winning event agency dedicated to crafting immersive, stylish, and emotionally resonant experiences. Founded by multi-award-winning event planner Elle Roberts-Nissen, the agency blends visionary design with heartfelt service to deliver events that feel personal, polished, and unforgettable. With a reputation for excellence in execution and creative collaboration, Elle-Events serves a diverse clientele - from corporate brands to heart-centred hosts - bringing their stories to life with flair and finesse.

Beyond curating exceptional events, Elle-Events Management is deeply committed to giving back to the community. Through ongoing pro bono initiatives and charitable partnerships. The agency uses its creative expertise to uplift others and make a meaningful, lasting impact. This commitment to social responsibility sits at the heart of the brand, ensuring that every celebration helps spread beauty, kindness, and connection far beyond the event itself.

About Cambridge BID's Food & Drink Week

The week-long celebration will see the city come alive with special dining offers, exclusive experiences and curated trails, showcasing the very best of Cambridge's food and drink offer. From independent cafés and restaurants to bars, pubs and speciality venues, businesses across the city will be taking part. Residents and visitors can enjoy:

Special dining offers and promotions

Unique food and drink-inspired experiences

Three themed city trails highlighting must-try dishes, drinks and venues

One-off events and pop-ups hosted by local businesses