

Taste of Lexus

Summer-Fall 2007

Behind The Scenes just completed a national marketing and promotion tour for Lexus North America. The luxury car company in association with their marketing partner, AMCI, visited every major consumer market areas across the United States. The tour began in July 2007 and ran through the end of November 2007. In each of the 14 cities Lexus invited an exclusive group of more than 5000 guests to experience the "Taste of Lexus: Luxury Living Edition." Lexus displayed a world of luxury innovation, unrivaled collection of gourmet menu options, and displayed their entire line of automobiles and prototype models for the guests to drive and explore. The venue offered guests various closed test tracks to drive the various automobiles including the world's first luxury V8 hybrid.

In each city, BTS operated two restaurants within the temporary urban city that was displayed. The first an American Bistro serving Certified Angus Beef Sliders with Bleu Cheese and Caramelized Onion as well as Tenderloin of lamb Flatbread with Tzatziki and Roasted Red Peppers. The Italian Cucina served selections as Free Range Chicken Roulade over a wild mushroom and Basil Risotto. In addition, BTS operated the Lexus Café serving guests fresh muffins, scones, coffee cake, cookies, and fresh brewed Royal Cup Coffees and Teas.