

**Introducing Dolly** | Hampshire's mobile  
2CV food truck, concept bar and eco station

DOLLY DOES *Delicious!*



Amazing food



Concept bars



Eco pop-up shop and demo station



**Media Kit** | Summer 2019

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The  
Built-in-Britain  
2CV

## About Dolly | she has the WOW-factor

### There is no car in the world like Dolly!

In 2018 – the 70th anniversary year of the 2CV – Dolly was reborn as the world's smallest, most versatile food truck and concept bar with ground-breaking kitchen and bar fixtures, bespoke upholstery and a shimmering new look.

Totally transformed at the hands of an all-British team, featuring 50 specialist brands, she earned the title of 'The Built-in-Britain 2CV'.

### Dolly Does Delicious... in every way

Dolly is now a trailblazer for memorable event experiences, featuring delicious food and drinks crafted from only the freshest ingredients from British artisan producers.

We think she looks delicious, too! She was put together with versatility in mind and her clever design allows her to entertain in any situation from the middle of a field to the stage of a concert hall.

Anyone who hires Dolly will be able to custom-build their own unique experience from a Downton Abbey themed high tea, to an artisan gin tasting party pretty much anywhere they want.

### She does it all with a conscience

As the ultimate refurbishment project herself, Dolly is instilled with an eco-friendly conscience, which guides everything she does. Read on to learn more about her green ethos and her role as eco educator, product demonstrator and mobile pop-up refill shop.



**Name:** Dolly

**Nicknames:** 'The Car with a Conscience' and 'The Built-in-Britain 2CV'

**Born:** 1986 as a Dolly model 2CV

**Lives:** Overton, Hampshire

**Party trick:** My wings and doors slide off, so I can slink inside through double doors

## **Dolly Does** | amazing food

### **Dolly loves a bit of drama**

When Dolly is invited to an event, she always adds a touch of drama! Her food experiences come with the talents of her own private chef and the fun of seeing your food cooked in front of you.

### **She has her own private chef**

Andrew Mellon has cooked his way around the world for the super-rich and famous – and now he's available to cook for you as Dolly's private chef.

With 30 years' experience, Andrew knows what makes a successful dining experience and how to create the most crowd-pleasing food. He's responsible for all the pleasant surprises and personal touches that make Dolly so special.

### **Totally bespoke**

Hire Dolly for an event and you have total freedom of choice over the menu and the theme. In collaboration with Andrew you can create a truly memorable experience for your guests.

### **Always fresh, responsibly sourced ingredients**

Dolly is always exploring the British landscape to discover producers of the most exquisite ingredients for her menus. She loves crafting dishes from beautifully fresh fare with the lowest carbon footprint. You'll see no plastic here!



## Dolly Does | concept bars

### Unique bar experiences

Dolly's clever design means she can create interactive experiences from her tailgate bar.

All bar experiences include a dedicated bar tender and offer a choice of artisan drinks and mixers, allowing guests to personalise their drinks and discover new taste sensations.

Exquisite glassware and a choice of 15 garnishes add the perfect finishing touches.

### Dolly favours the UK's unique small-batch producers

Dolly's bars guarantee you a selection of 'something different' lovingly crafted on home soil.

She's proud to partner with a range of small-batch, artisan brands from the tip of Cornwall to the Scottish Isles.



## 3 British concept bars

>> **Dolly 37 Small-Batch Gin Bar** – a curated collection of 37 artisan gins, with a unique tasting bar.

>> **Best of British Bar** – a classic bar with selections from small-batch spirit producers.

>> **English Sparkling Bar** – the perfect bubbles for when it's time to celebrate.



## **Dolly Does** | everything responsibly

Dolly is on a mission to embark on a journey across the UK to deliver fantastic cuisine while seeking to educate the public on the prominent topics of food waste and going plastic free.

Her food waste campaign includes a Swap Shop where she invites locals to swap the food they were going to throw out for sumptuously cooked meals, using that very same food!

### **Dolly is The Car with a Conscience**

Dolly does everything in style, but she also does it ethically.

When it comes to food, Dolly sources locally from independent producers. This keeps her food miles down and freshness, taste and quality up.

To keep things fresh in the kitchen she uses her own storage tins and beeswax wraps. And she often cooks with special silicone zip-lock bags, which can be reused over 1,000 times.

Dolly serves all her food with reusable metal, glass or china. When out and about she also offers edible bowls and spoons, and biodegradable dishes and cutlery that is then composted back at HQ.

Dolly keeps herself clean throughout the day using only eco-friendly products, which are also available in her pop-up refill shop.

### **Dolly does it for the community**

As well as caring for the planet, Dolly cares about the community and aims to support 50 charity or community events a year to help raise funds.



Dolly's own beeswax wraps and local artisan breads.

### **Dolly's pop-up eco refill shop**

Dolly's pop-up eco refill shop will allow Dolly to spread her plastic-free message and offer like-minded locals a mobile solution for filling up on their household essentials.

There are currently six refill products available from washing-up liquid to glass cleaner, plus a starter kit for going plastic-free on cleaning supplies as well as a range of other handy eco products.

Dolly plans to bring the shop to her local village of Overton in Hampshire at least once a month and welcomes interest from other towns and villages in the UK.

### **Eco product demonstrations**

Dolly also loves to talk to the public about green products and welcomes approaches from any company hoping to innovate in this space. She is an innovator herself, having announced her edible bowls at London Food Tech Week in May 2019.

### **Water refill station**

Dolly's newest addition is sure to surprise and delight! Recently fitted with a very special tap, accessed from her iconic front grill, Dolly now supplies chilled mineral water for free to guests who have their own reusable bottles. Bottles will also be available from Dolly's shop.



Dolly's storage tin, reusable silicone Stasher bags and water refill station.



## Dolly Does | press and media

Dolly enjoys the spotlight and will always consider doing something fun.

If you have any enquiries for Press or Media, please contact:

Andrew Mellon, Creative Director

0777 804 1445

pressoffice@the-style-academy.com

### Dolly welcomes your proposal

Please don't hesitate to propose any idea – Dolly lives to be different and can't wait for her next adventure.

### Hi-res logos and photos available

Dolly has a large collection of images, which you are free to use with permission. Examples can be found throughout this document and in the pages that follow.

Please contact us for hi-res files and your reason for usage.

There are many more photos available, so please ask.

### Dolly does social media – #DollyDoes

Find Dolly on Twitter, Facebook and Instagram @DollyDoesItAll

And Dolly's bar talk on Twitter and Instagram @Dolly37Bar

### Dolly's most memorable moments so far...

#### >> May 15, 2018

Dolly's reveal. She flies in to her launch party by helicopter.

#### >> May 17, 2018

Dolly débuts at London Motor Show, ExCel and steals the show.

#### >> May 23, 2019

Appears at London Food Tech Week, Hawker House. Introduces her edible bowls in the Innovators Showcase.

#### >> May 25–27, 2019

Takes part in the British Street Food Awards, Gunwharf Quays, Portsmouth.

#### >> July 14, 2019

Serves VIP hospitality to 100 at L'Etape Tour de France, Penn House, Amersham.



# Dolly Does | photography

Some of Dolly's eco products



Dolly's signature soufflés in cheese, raspberry or chocolate



Many more photos available just ask!



Many more  
photos available  
just ask!

Photos of every food  
and drink partner

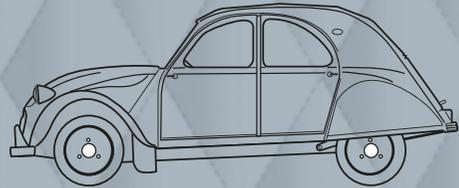


Dolly's bits and pieces  
from every angle



# Dolly Does | artwork

## Logo with transparency



DOLLY DOES *Delicious!*

## Concept artwork



## FYI...

... the background image of this document is a recreation of Dolly's seat upholstery.

## Dolly Does...

