

# BRITISH AIRWAYS


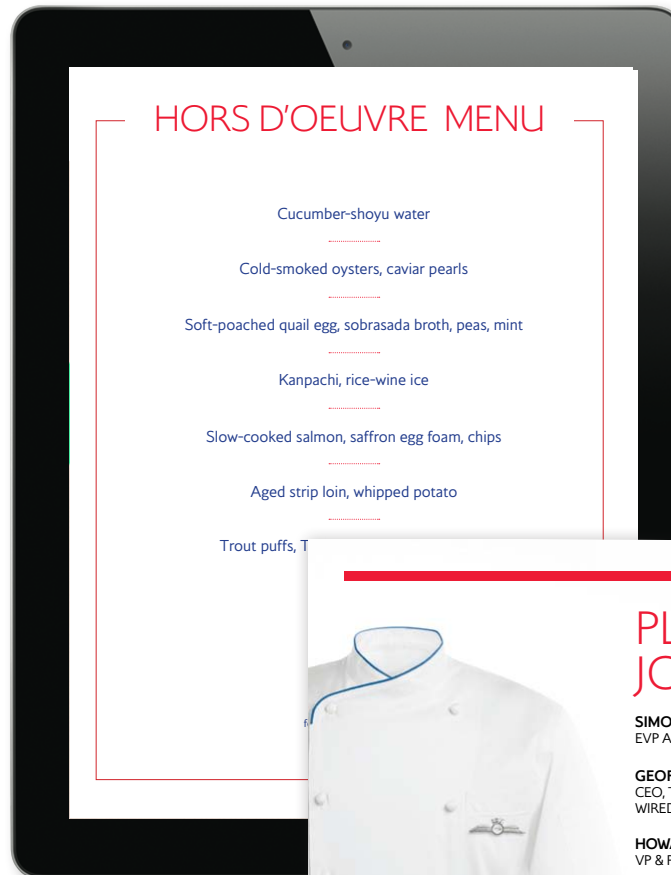
## Tasting Table

WIRED

WIRED formed a collaborative partnership between British Airways and Tasting Table.

### MEDIA MIX

**LIVE:** WIRED aligned British Airways with our resident foodie and molecular gastronomist Insider, the Gastronomaut, to host a soirée for British Airways frequent fliers. Brought to life at Tasting Table's intimate SoHo dining space, the event featured Height Cuisine-inspired food and drinks in a high-end, tech-infused environment.




## PLEASE JOIN

**SIMON TALLING-SMITH**  
EVP Americas, British Airways

**GEOFF BARTAKOVICS**  
CEO, Tasting Table &  
WIRED Gastronomaut

**HOWARD MITTMAN**  
VP & Publisher

For an intimate evening of passed hors d'oeuvres and specialty cocktails to celebrate British Airways' Height Cuisine 

**WEDNESDAY, JUNE 13TH**  
6:30PM-9:00PM

**TASTING TABLE TEST KITCHEN**  
495 Broome Street, 2nd Floor  
New York, NY 10013

Please RSVP by Friday, May 25th to [BritishAirways@wired.com](mailto:BritishAirways@wired.com)

