INCENTIVE PROGRAMMES

Food & Drink





Looking for the perfect destination for a food and drink-themed incentive programme or group visit? Cambridge is the answer!



Cambridge is justifiably proud of its reputation for good food and drink, the city is packed with a vast range of independent restaurants, artisan bakeries, local breweries and even a vineyard not too far away.

Bring your team together for a gastronomic adventure from traditional English pub fare to global fusion cuisine and exceptional dining experiences in beautiful, private dining rooms where dishes are perfectly paired with fine wines. Uncover hidden gems and celebrate the diversity of the city's food and drink scene in a visit that will leave a lasting memory on your group.

Check out our sample itinerary for a food and drink-themed visit to Cambridge!

Arrive at your accommodation and check-in. Choose to see Cambridge from the inside with a stay in a College or maybe your group would prefer a city centre hotel. From 4-star properties to boutique style and apart-hotels there's something for every taste and budget.

Find your feet on a food tour

Get your bearings and go off the beaten track with the awardwinning and celebrated Cambridge Food Tour. Local resident, Gerla de Boer knows the city's best spots. Meet the proud people behind these independent businesses sample their delicious food and drink and discover a Cambridge you probably didn't know existed! Experiences can be designed for the interests of your group ensuring a unique and special activity for all.

Private dining in a historic Cambridge college

Delve deeper into Cambridge's academic history and traditions by experiencing a private dinner in a Cambridge College! Enjoy pre-dinner drinks in a range of stunning settings with plenty of photo opportunities, followed by a sumptuous meal and fine wines, guaranteed to suit every diner's requirements.

With access to areas not generally open to the public, this is a unique and memorable way to entertain key clients, reward staff or simply celebrate in style. Bespoke menus are created by inhouse teams and offered with fine wines from the College cellars. Guests are waited on by experienced butlers in ancient, majestic halls, some lit only by candlelight, or in historic dining rooms with warming open fires.

Looking to elevate the experience? Consider a chauffeured punt to transport guests directly to the venue over a glass of champagne. Many of the Colleges also offer the opportunity of a tour before dinner or perhaps an expert after-dinner speaker could be the perfect end to your first day.



Day 2

Get hands-on

Enjoy a hearty breakfast at the accommodation before heading to one of the city's food-related activities. Engage the team and bring out the competitive spirit with a few hours at a Chocolate Making Workshop or combine a cookery lesson at the Cambridge Cookery School with lunch where teams can learn a new skill such as bread or pasta making before sitting down together and enjoying the fruits of their labours.



Grape and grain to glass

Take a trip just outside the city for a tour and tasting at one of the many speciality beverage experiences on offer. Just 8 miles from the city centre lies Chilford Hall Vineyard, one of England's oldest established vineyards. Groups can enjoy a private tour with an expert to find out more about their award-winning wines before a sommelier-led tasting in the vineyard's winery. Just a little bit further will take you to Saffron Grange Vineyard, a small artisan producer just over the border in Essex. A range of experiences is on offer for groups, from tours to tastings paired with locally produced food.

If wine isn't your tipple of choice, maybe a trip to Dojima Sake Brewery will hit the spot. The first of its kind in the UK, this stunning brewery is set in the Cambridge countryside. Groups can enjoy a brewery tour, and tastings and if they're still hungry, lunch can be served on-site too!

Back in the centre of Cambridge, there are options to visit one of the city microbreweries, where head brewers will guide groups through the beer-making process and where you can enjoy a glass or two! Or why not arrange a private wine tasting for the group, Cambridgeshire Wine School is run by a local expert and a range of experiences are on offer for incentive groups.

Cambridge also has its very own gin distillery and laboratory. Groups can enjoy tastings and even try their hand at crafting their own gin using a range of botanicals grown locally near the city.

Michelin Stars

Cambridge has two Michelin-star restaurants and both offer private dining spaces for groups. Six other city centre eateries, also get a mention in the acclaimed Michelin Guide all offering different styles of cuisine, why not book ahead to discover a new culinary journey for the final evening in the city? After breakfast, it's time to leave the stunning surroundings of what we like to think is one of England's best small cities! If you can't bear to tear the group away why not take a detour to another location on the way back?

Within a 30-45-minute drive from Cambridge, there are a whole host of interesting towns and villages, head to Newmarket to try the famous Newmarket sausages, only produced by two of the town's butchers! or pop by one of the area's grand stately homes such as Wimpole Hall, Anglesey Abbey and Audley End to discover how food and drink were served in centuries past.

We'd love to help you with your plans for a food and drink trip soon.



Get in touch for help and information about this itinerary or ideas for other incentives or group visits in Cambridge!



Getting to Cambridge

A central location, less than an hour from London...

Cambridge is situated in the East of England, 50 miles north of London and well placed for easy access by road, rail and air. Visitors travelling from central London and from the Eurostar terminus at St Pancras can be in Cambridge in approximately 60 minutes on one of the fast train services operating to and from London King's Cross.

London Stansted airport is situated 30 miles south of Cambridge and offers several routes to and from Europe and other UK destinations. For travel from the airport into the city, visitors can choose direct train or bus services, or Cambridge can be reached quickly and easily by taxi.

London Gatwick, London Heathrow and London Luton are all within 60-120 minutes drive of Cambridge and accessible by public transport via connecting bus and train services in London.

For those who prefer to drive from mainland Europe or further afield, the port of Harwich is less than two hours from Cambridge.

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