

DOGGI'S

The Arepa Ritual

A VENEZUELAN CULINARY EXPERIENCE
AT SOHO HOUSE



SOHO HOUSE
MIAMI

POWERED BY **FUUD**
A curated cultural experience by FUUD

JULY 5TH

THE CONCEPT



Not a workshop. *A cultural experience.*

A curated, hands-on experience where guests learn, taste, and connect through the Venezuelan arepa.



MEMBERS-ONLY ENVIRONMENT



ELEVATED + INTIMATE



DESIGNED FOR REAL
CONNECTION & CONTENT



*Where culture
becomes experience.*



THE PROOF



Previous Edition: *Soho Beach House Miami*



40+ SOHO HOUSE MEMBERS ATTENDED



FULLY IMMERSIVE CULINARY EXPERIENCE



HIGH ENGAGEMENT & PARTICIPATION



STRONG CULTURAL STORYTELLING
THROUGH FOOD



FUUD Agency, in collaboration with **Doggi's**, hosted a vibrant arepa workshop at Soho Beach House, bringing together **40 members** for an immersive cultural experience celebrating **Venezuelan cuisine**.



A RESOUNDING SUCCESS WITH
STRONG GUEST ENGAGEMENT
AND CULTURAL IMPACT.



THE AUDIENCE



Curated.
Not mass.



SOHO HOUSE MEMBERS



MIAMI CREATORS & TASTEMAKERS



HIGH-INCOME,
CULTURE-DRIVEN AUDIENCE



*Not followers.
Decision-makers.*



BRAND INTEGRATION



This is not
sponsorship.
This is placement.

Brands are integrated into:



THE COOKING EXPERIENCE



THE TABLE & TASTING MOMENT



ORGANIC CONTENT CREATION



STORY-DRIVEN EXPOSURE



*Your brand becomes
part of the ritual.*



BRAND INTEGRATION OPPORTUNITIES



Product Placement \$500

PRODUCT FEATURED + LOGO



Content Integration \$800

PRODUCT + CONTENT INCLUSION



Experience Partner \$1,500

FULL INTEGRATION +
BRANDING + TASTING MOMENT



Limited spots available.

WE ARE OPENING A SELECT NUMBER OF
BRAND INTEGRATIONS FOR THIS EXPERIENCE.



THE AREPA RITUAL



Let's create
something
unforgettable.

FOR BRAND INTEGRATION INQUIRIES
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FUUD
AGENCY

