



Dining and drinks on

I O N A

Quick reference guide

Welcome to your quick reference guide to dining and drinks on Iona

Our new ship, Iona, offers a vast variety of food, drink and experiences through some amazing brand partners – all set to excite even the pickiest of palates with flavours from around the globe. Guests can grab a quick bite before a full day exploring ashore, relax with laid-back gastropub food or celebrate a special occasion with a restaurant that has the wow factor.

We've created this quick and simple reference guide to help you navigate the number of restaurants, bars and dining experiences in store for Iona. Whatever you're hungry for, you can find it here. That way, you can create brilliant dining and drinks content in line with legal and brand guidelines.

How to use this guide

Step 1

An introduction to dining and drinks on Iona can be found on page 3, including ready-to-use positioning copy.

Step 2

See Iona's dining and drinks heroes on page 4 for our top communication priorities.

Step 3

Find Iona's dining and drinks venues on page 5.

Step 4

Click the provided links for downloadable assets, including food imagery, short and long ready-to-use copy, venue logos, menu style guides and renders.

Step 5

Follow outlined approval processes where relevant.

Dos and don'ts

- ✓ Do use short and long copy as provided.
- ✓ Do refer to venues exactly as specified in this guide (paying particular attention to any inclusion of 'The' or 'Restaurant' in a venue name).
- ✓ Do use renders with the appropriate caption and image credit as specified on Asset Bank. For example:

Please note that this page shows computer-aided drafts of Iona's cabins and venues for illustrative purposes. Designed by Richmond International.
- ✓ Do follow outlined approval processes where relevant.
- ✗ Do not shorten 'Anderson's Bar and Library' to 'Anderson's'.
- ✗ Do not reference 'Anderson's Gin'.
- ✗ Do not refer to our unique gin blend, Marabelle, as 'Iona's gin' or 'Iona gin'; this is important as there is an 'Iona gin' in existence. Please refer to the **Salcombe Gin toolkit** for full legal requirements.



Brand approval is not required for individual channels and travel agents unless ready-to-use copy and/or imagery is amended in any way. If you have any queries or sign off requests, please contact kirsty.everett@pocruises.com

Introducing dining and drinks on Iona

Every day is different on a P&O Cruises holiday. And we know the power food can have to turn a good day into a great one. That's why our guests are free to explore a mouth-watering variety of food and drink on board Iona, whenever the mood strikes. With the inclusion of vegan, vegetarian, gluten-free and low-sugar options, all guests can relax, recharge and discover delicious flavours their way.

Use the following copy to introduce dining on board Iona:

[Approved guest-facing copy]

Heading

Flavours to explore, quality to dine for

Subheading

Discover a whole world of dining and drinks on board Iona

Short copy

From healthy to decadent, from hearty to delicate, there's a menu and a venue for every mood. With modern British classics, flavours from around the globe and menus inspired by your destinations, Iona is sure to excite even the pickiest of palates and unexpected of days. So, what do you fancy?

Long copy

From healthy to decadent, from hearty to delicate, there's a menu and a venue for every mood. Keen to dress up for a romantic meal in a chic setting? Prefer to pick up a freshly made snack while sunbathing by the pool? Or seeking a hearty meal after a full day exploring a new destination? Feel free. With so much choice on board Iona, you can find the perfect place for even the most picky of palates and unexpected of days.

Every meal brings a moment to savour when you dine on board Iona. And with options available round the clock, you can relish delicious dishes whenever you feel peckish. There are modern British classics to choose from as well as flavours inspired by the destinations on your itinerary. So, what do you fancy?

Please see our [dining and drinks communications guidelines](#) for more information.



Iona's dining and drinks heroes

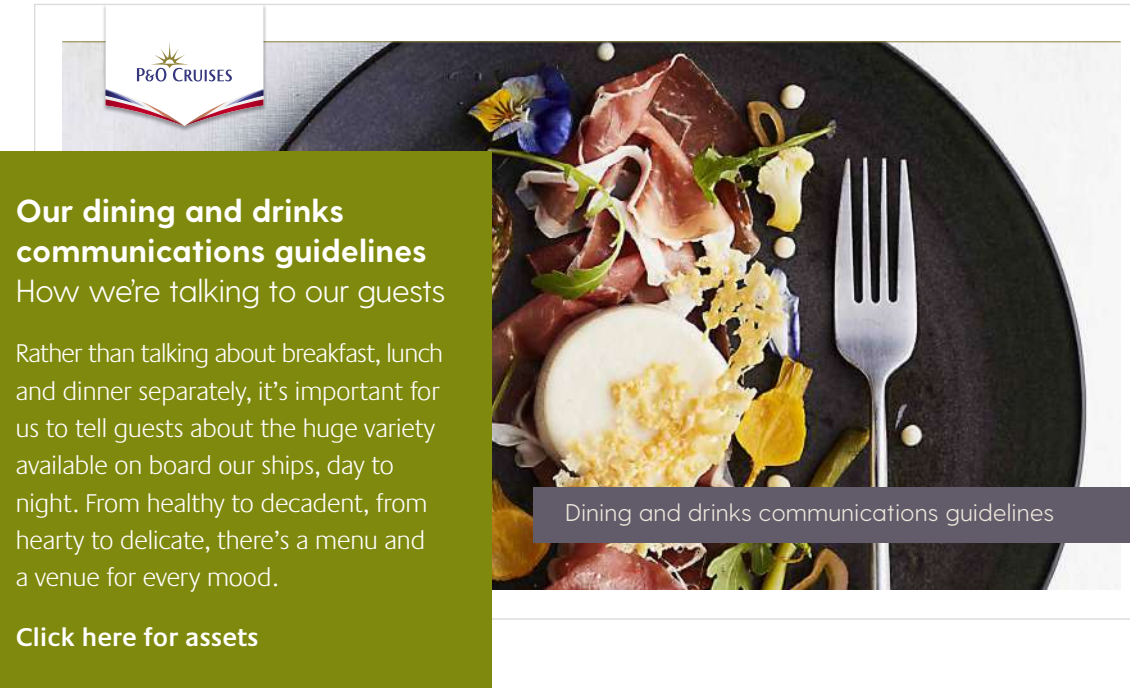
We've selected five key stories to highlight our current heroes of dining and drinks on board Iona. These heroes are our top priorities for how and what we should be communicating with our guests.

The Prime Minister

Arguably the best burger at sea...

Introducing The Keel and Cow's signature burger, The Prime Minister. We believe our freshly elected boss of all burgers is the best burger at sea! Don't believe us? Take a look for yourself...

[Click here for assets](#)



Our dining and drinks communications guidelines
How we're talking to our guests

Rather than talking about breakfast, lunch and dinner separately, it's important for us to tell guests about the huge variety available on board our ships, day to night. From healthy to decadent, from hearty to delicate, there's a menu and a venue for every mood.

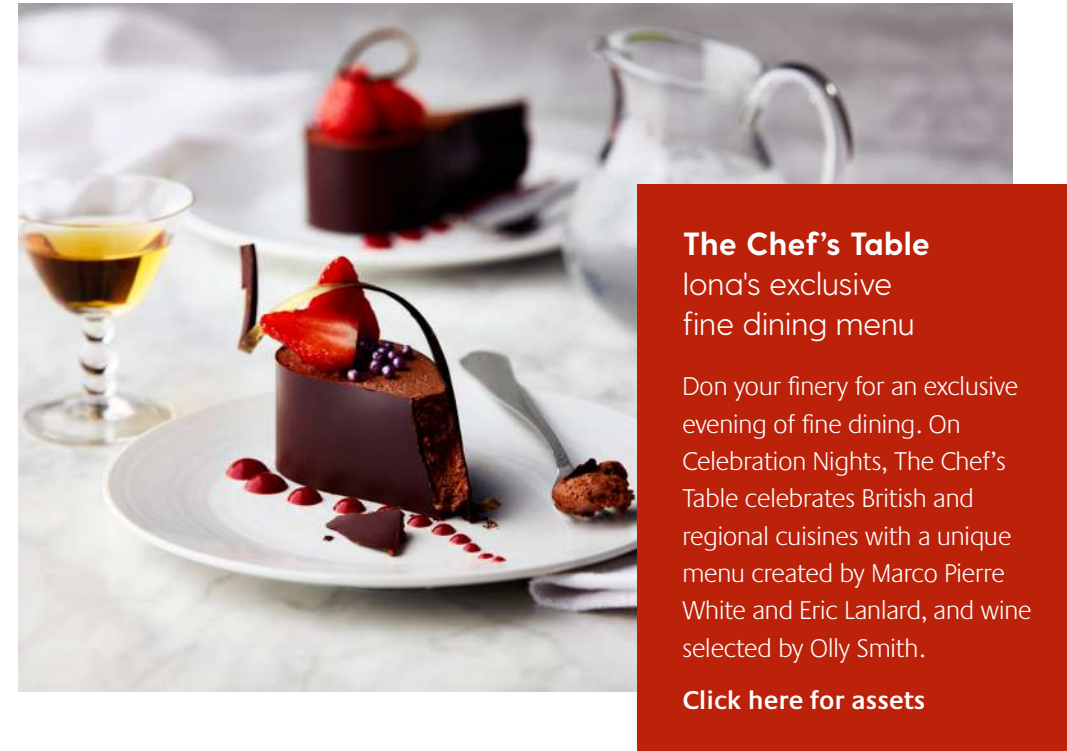
[Click here for assets](#)

Dining and drinks communications guidelines

Meet Marabelle

The newest addition to our new ship, Iona. In partnership with Salcombe Distilling Co., we've created an exclusive gin inspired by the sea, the Scottish island of Iona and the great British coastline.

[Click here for assets](#)



The Chef's Table
Iona's exclusive fine dining menu

Don your finery for an exclusive evening of fine dining. On Celebration Nights, The Chef's Table celebrates British and regional cuisines with a unique menu created by Marco Pierre White and Eric Lanlard, and wine selected by Olly Smith.

[Click here for assets](#)

Local Food Heroes

Authentic food crafted by local experts

One of the best ways to explore a destination is to try the native dishes that tell stories of the history, culture and lives of the locals. That's why we're collaborating with local leading chefs to bring these incredible food experiences to Iona's holidays.

[Click here for assets](#)



Iona's dining and drinks venues

Restaurants and bars are now distinguishable by four categories: fresh and informal, contemporary flavours, chic and special and served with entertainment. This page includes ready-to-use short copy. If you require more than short proposition copy, you can click the links provided for all downloadable assets.

Fresh and informal

From all day dining and Costa coffee to poolside snack bars, these casual spots are the perfect places to stop by, relax with a chilled cocktail or tuck into a tasty bite.

Vistas Café Bar

Deck 6
Enjoy Eric Lanlard's exquisite pâtisserie and sweet treats with Costa coffee, teapigs™ tea and epic ocean views.
[Click for all assets](#)

The Quays

Hook, Line & Vinegar; Fusion; Boardwalk Diner

Deck 8

Find Asian treats, British seaside specials and American diner classics at our sociable dining piazza.
[Click for all assets](#)

Sunset Bar

Deck 8

Relax in the sunshine at the aft end of the Prom Deck or enjoy atmospheric sundowners as day turns to night.
[Click for all assets](#)

The Olive Grove

Deck 8

The tastiest Mediterranean flavours shine in authentic dishes, sharing platters and selected regional wines.
[Click for all assets](#)

The Beach House

Deck 16

Tuck into hearty grills and seafood inspired by Latin America and the Caribbean at this fun family favourite.
[Click for all assets](#)

Horizon Restaurant

Deck 16

Dine all day at this casual restaurant boasting an array of dishes to suit every mood and appetite.
[Click for all assets](#)

Taste 360

Deck 16

Enjoy a tasty array of freshly cooked burgers, hot dogs, oven-baked pizza and authentic regional street food.
[Click for all assets](#)

Ripples

Deck 8

Find scoopfuls of holiday happiness with Snowflake Luxury Gelato, served in cones, cakes, sundaes and more.
[Click for all assets](#)

Deck bars

Panorama Bar, Sky Bar, Laguna Bar, Beachcombers, Crystal Bar, Sunset Bar, Infinity Bar

Decks 8, 16, 17 and 18

You're never far from a refreshing drink served with a smile at one of our seven deck bars on decks 8, 16, 17 and 18.
[Click here for assets](#)

Sundaes

Deck 16

For happy holiday treats, Sundaes is perfect for a wide range of gelato family favourites to choose from, including Snowflake's luxury gelato.
[Click for all assets](#)



Contemporary flavours

From light bites to decadent dinners, there's a menu for every mood and appetite. You'll find traditional British favourites and exotic world flavours available throughout the day.

Emerald Bar

Deck 6

Glamour, good times and glorious cocktails combine in this buzzing hotspot at the heart of the ship.
[Click for all assets](#)

The Glass House

Deck 7 (Norway)

The perfect spot for light bites, lunchtime tipples and relaxed evening meals, with wines selected by Olly Smith.
[Click for all assets](#)

The Glass House

Deck 7 (Spain, Portugal and Canaries)

Share tasty tapas created by acclaimed Spanish chef José Pizarro, paired with wines selected by Olly Smith.
[Click for all assets](#)

Sindhu

Deck 8

Let a delicately spiced fusion of contemporary Indian cuisines take you on a flavour-filled adventure.
[Click for all assets](#)

The Keel and Cow

Deck 8

Head to this buzzing gastropub for dry-aged steaks, British classics and our signature burger – arguably the best at sea!
[Click for all assets](#)

Chic and special

Whether you're celebrating a certain occasion or simply keen to indulge in an extra-special foodie experience, these restaurants and bars have the wow factor.

Anderson's Bar and Library

Deck 6

Relax and watch our unique gin, Marabelle, being created in our first gin distillery.
[Click for all assets](#)

The Chef's Table

Deck 16

An exclusive new evening of fine dining on Celebration Nights, with a unique menu created by our Food Heroes.
[Click for all assets](#)

Epicurean

Deck 17

Fine dining personified, with exquisite dishes inspired by British ingredients and flawless service in elegant surrounds.
[Click for all assets](#)

Norwegian tasting menu at Epicurean

Deck 17

Regional fjordic flavours spring to life in a six-course tasting menu created by award-winning chef Kjartan Skjelde.
[Click for all assets](#)

Eric Lanlard's Afternoon Tea at Epicurean

Deck 17

The ultimate indulgence: master pâtissier Eric Lanlard elevates the humble afternoon tea into a decadent treat.
[Click for all assets](#)

Crow's Nest

Deck 17

Epic views, live music and stylish surrounds make this lofty lounge bar a favourite spot, day and night.
[Click for all assets](#)

Served with entertainment

Visit one of these unique venues and you might be treated to the sounds of a lively cabaret band or a solo singer during a sumptuous three-course dinner or while enjoying your favourite drink.

The Limelight Club

Deck 6

Beneath the intimate low lighting of The Limelight Club, get ready for a showstopper of an evening. Feast your senses on a three-course culinary experience and entertainment provided by some of Britain's best-loved performers.
[Click for all assets](#)

The 710 Club

Deck 6

Curated and crafted by P&O Cruises brand ambassador, Gary Barlow, The 710 Club is a celebration of great music and good times. You can immerse yourself in the seductive sounds of an array of musical genres while sipping on a signature cocktail.
[Click for all assets](#)

Brodie's

Deck 7


This sociable pub boasts British and global beers, ciders and real ale, plus wine and classic bar snacks.
[Click for all assets](#)



This symbol denotes a 'family favourite' venue



THE PRIME MINISTER -
THE KEEL AND COW



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