

# Wahaca

## Fresh Mexican Food

### About Wahaca

- Established in London in 2007, Wahaca brings vibrant and delicious Mexican food to customers across the UK, combining healthy eating with hearty eating.
- Starting small, the restaurant now operate in over 20 locations across the UK including Bristol, London, Manchester and Liverpool.
- Since launching they have been named one of the UK's coolest brands in 2010 and also became the first restaurant group in the UK to be certified as carbon neutral in 2016.

### Wahaca play music to...

Boost the atmosphere

Motivate their employees

Create the right mood

Reflect their brand

### How does music create the right atmosphere?

"If the restaurant is very, very lively like for example on a Thursday, Friday evening when people are buzzing then we would turn up the tempo and the music ... we [also] have the down tempo ones that would be on during the day so it feels very chilled out... without the music being adjusted to the tempo of the atmosphere of the restaurant then I don't think customers would enjoy themselves the same."

### How important is music to Wahaca?

"Music is just an essential part of our restaurants and bars because when people come in to eat our very vibrant food, we need to find music to match those flavours and also the atmosphere within the restaurant."

### What kind of music do Wahaca play?

"The interior is so colourful we have to have something that's going to reflect and enhance your experience and always to keep it fresh and keep it interesting so people can discover new music when they come into a restaurant."

[pplprs.co.uk](http://pplprs.co.uk)

Watch the full Wahaca Success Story on the PPL PRS website.



The Music Licence

