

A Mystery Team Sets Out to Become the Capital's Most Feared Pub Quiz Champions

London, UK – A mystery team dressed in striking purple suits have been quietly taking over London's pub quiz circuit and regulars are beginning to ask the same question, who are these 'Men in Purple'?



London, United Kingdom Aug 5, 2026 ([IssueWire.com](https://www.issuewire.com)) - Over the past few weeks, the distinctive team dressed in purple suits have been appearing unannounced at some of London's best-loved pub quizzes, taking on seasoned quiz regulars and quickly building a reputation as the team nobody wants to see walk through the door.

But now they're making their intentions public, to become London's most feared pub quiz team.

Every appearance is another step towards earning that title. One night they could be in Clapham, the next in Camden, Islington or Shoreditch, challenging some of the capital's toughest quiz nights in a quest to prove themselves against London's sharpest minds.

But this is not simply about winning pub quizzes. The campaign has been created by knowledge app, Nibble, developed by Headway Inc, one of the world's leading educational technology companies. The team is made up of some of the UK's best-known online quiz creators and knowledge influencers, whose combined audiences have helped reignite interest in trivia, quizzes and lifelong learning.

By celebrating one of Britain's favourite traditions, Nibble hopes to inspire people to rediscover the fun of learning while bringing friends together through friendly competition.

Pub quizzes remain one of Britain's most enduring social traditions, bringing thousands of people together every week to test their knowledge, enjoy an evening with friends and settle the age-old debate over who really knows the most.

'London's most feared pub quiz team' are determined to earn their reputation one quiz at a time, documenting every victory, every near miss and every unforgettable encounter as their journey unfolds across the capital.

Their mission will culminate on 18 August, when London's quiz enthusiasts will finally get the opportunity to stop them.

The team, made up of quizzing experts, Conor Green, James Day, Gavin Inskip and Sarah Hiraki, will throw down the ultimate challenge at The Albany Fitzrovia, Great Portland Street, inviting London's smartest quiz teams to compete head-to-head for bragging rights, a £1,000 cash prize and, most importantly, the chance to prevent them from completing their quest to become London's most feared pub quiz team.

"Pub quizzes have always been one of Britain's greatest social traditions because they bring people together through curiosity and conversation. We wanted to celebrate that culture in a way that's fun, unexpected and genuinely engaging by sending a team out to earn the title of London's most feared pub quiz team," said Katya Chernyshova, Brand Manager at Nibble by Headway Inc.

"They're not claiming to be London's smartest team, they're setting out to earn that reputation. If another team thinks they're better, we genuinely want them to prove it. This campaign is about celebrating knowledge, challenging yourself and showing that learning can be every bit as entertaining as a night out with friends."

Nibble demonstrates that learning doesn't need to stop when people leave school or university. Whether preparing for the local pub quiz, settling a debate with friends or simply feeding curiosity, the interactive app is designed to make discovering something new enjoyable, social and part of everyday life.

Follow Nibble on [Instagram](#) to discover where they'll appear next and register [here](#) for the opportunity to stop London's most feared pub quiz team on the 18th August, once and for all.



Media Contact

MCPR

*****@mcpr.uk

<http://www.mcpr.uk>

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