

## Bacardi and Virgin Atlantic toast a summer of travel-inspired cocktails

By **Jas Ryat** on September, 20 2016 | Spirits & Tobacco



Bacardi Global Travel Retail and Virgin Atlantic united to in a five-week summer pop-up program, Five Up, which served a range of travel-inspired cocktails at its London Heathrow Clubhouse.

The cocktails featured a range of spirits from Bacardi, including Grey Goose vodka, Bombay Sapphire gin, Bacardi Carta Blanca rum and Dewar's Blended Scotch whisky.

Award-winning bartender Mr Lyan (Ryan Chetyawardana) collaborated with the Dandelyan bar in London to create a collection of four cocktails that were served by Virgin Atlantic, inspired by travel and botany.

Mr Lyan also took up a week's residency at the airline's Clubhouse to showcase his skills and the flavors of the Dandelyan cocktails to travelers. Cutting-edge bars from New York, Hong Kong, San Francisco and Los Angeles also took a one-week residency at the airline's London Heathrow Clubhouse between August 1 and September 4, serving a range of cocktails.

The innovative, five-week campaign saw each bar deliver its cocktail menu, featuring brands from the Bacardi portfolio, served by its own bartenders. The mezzanine area of Virgin Atlantic's Clubhouse was transformed week by week to showcase each bar's home city and culture.



Aude Bourdier-Rocourt, Regional Director Europe and MEA, Bacardi Travel Retail, said: “We enjoy a fantastic relationship with Virgin Atlantic who are always keen to explore new ways of creating exciting and unexpected discovery experiences for our shared consumers. The Five Up season is particularly special, as it seamlessly links travel retail with some of our leading bar partners in key cities and highlights the relevance of enjoying our brands wherever you are in the world.

“Airlines are an important sector for Bacardi Global Travel Retail thanks to the opportunity they bring for more in-depth engagement with our consumers throughout their journey. We plan to deliver more of this kind of activity across the globe.”

Jill Brady, Executive Vice President Customer at Virgin Atlantic, said: “We are always looking for ways to surprise our customers and being able to collaborate with Dandelyan and Bacardi on this project has been very exciting. This summer customers traveling through our flagship Clubhouse at London Heathrow could start their journey with a drink designed by one of the world’s leading mixologists, and sample flavors inspired by world travel.”

She added: “Our customers are adventurous and like to try new things, so we handpicked venues that showcase the very best of our key destinations.”

Virgin Atlantic’s Five Up season featured Quinary (Hong Kong), Hinoki & The Bird (LA), Dandelyan (London), Employees Only (NYC) and Bourbon & Branch (San Francisco).