

Bacardi Global Travel Retail introduced travelers to LEBLON® ultra-premium cachaça in RioGaleao and Sao Paulo

By **Wendy Morley** on September, 21 2016 | Spirits & Tobacco



This year throughout August, during the time of the Olympics, Bacardi Global Travel Retail held a significant campaign for LEBLON® ultra-premium cachaça at both Rio Galeao Tom Jobim Airport and Sao Paulo airports. Cachaça is the most popular liquor in Brazil, and the most popular drink made with cachaça is the Caipirinha. This activation was created to raise awareness of LEBLON and its signature Caipirinha cocktail serve as part of a cross-market campaign called #liveloveleblon.

The campaign ran in five different locations in arrivals and departures stores operated by Dufry,

offering passengers the chance to taste a LEBLON Caipirinha, expertly hand-crafted by brand ambassadors at specially made beach carts and in the dedicated in-store bar areas. High-profile digital screening across the airports and special personal appearances from LEBLON star mixologists completed the impact.



Geoff Biggs, Regional Director Americas, Bacardi Global Travel Retail comments: “Cachaça is the third most consumed spirit in the world and, as a leading premium cachaça brand in both Europe and, more significantly, in North America where we have over 40% value market share, we wanted to capitalize on engaging the huge numbers of overseas visitors to Rio and Sao Paulo this summer with the iconic local Caipirinha cocktail, ensuring they associate it with LEBLON above all other brands.

“Since our global travel retail division took on the distribution for LEBLON earlier this year in the region, this is our first major scale campaign and we are delighted with its success in creating sales uplift and a positive halo effect for the cachaça category.”

Eduardo Heusi, Global Category Management Director Dufry adds: “LEBLON Capirinha is one of the first brand campaigns we have run in our new stores at Rio Galeao and it’s been hugely successful. Our shoppers have loved being able to see first-hand the art of cachaça making and to understand just how easy it is to recreate at home. Buying a bottle of LEBLON is a perfect reminder of their trip to Brazil during the 2016 Olympic Games and we’re pleased to have seen significant sales uplift.”