

Bacardi pioneers a virtual world of cocktail experiences at Virgin Clubhouses

By **Jas Ryat** on September, 13 2017 | Spirits & Tobacco





In a pioneering virtual reality experience, Bacardi Global Travel Retail and Virgin Atlantic are set to give Virgin Clubhouse customers a unique way to enjoy their cocktails while they wait for their flight this autumn.

Running until the end of 2017, Virgin Clubhouse customers will be able to visit some of the best bars in the world to experience one of the signature drinks on their menu, created by award-winning bartenders with spirits from the Bacardi portfolio, without leaving the Clubhouse.

For example, passengers can order a cocktail from a New York bar while sitting at London Heathrow, and then be transported to the bar by the magic of virtual reality.

After watching the cocktail made in front of the customer in the actual bar and removing the headset, the drink is waiting for them to enjoy.

Virgin Clubhouse Food and Beverage Manager Mark Murphy traveled the world filming the best bars in high-definition 360-degree video for this campaign.

"This is a unique bar experience and we're looking forward to delighting our Clubhouse customers with a combination of technology, excellent cocktails from across the Bacardi portfolio and world-class mixology skills.

"Bacardi shares our ambition and commitment to bring genuinely original experiences to our

Clubhouse customers. The bars we have partnered with are recognized as the very best in the world and, with the extensive range of cocktail choices from award-winning bartenders on the menu, presented with an extraordinary immersive digital experience, we have made this a very special and unique opportunity that transports our customers around the world before they fly."

Aude Bourdier-Rocourt, Regional Director Europe, Bacardi Travel Retail added: "Working with Virgin Atlantic over five years has been a journey of shared discovery and adventure as we both push ourselves each year to elevate drinking experiences for discerning travelers. The people we reach in the Virgin Clubhouse are the same customers who enjoy drinking Bacardi spirits in their cocktails in leading bars around the world. We want them to enjoy a similarly excellent standard in the Clubhouse, served with an original and unforgettable twist on 21st century travel."

The cocktails offered in the Virgin Clubhouse are as follows:

Concrete Sazerac from Dandelyan, London: Stone washed Dewar's 12yo, fermented bitters, absinthe, chocolate stones;

Earl Grey Gin & Tonic from White Lyan, London: Earl Grey-infused Bombay Sapphire gin, pink grapefruit, tonic;

Rum & Cola From BlackTail, New York City: Bacardi Carta Blanca Rum, Coca-Cola, cane syrup, Champagne;

EO Manhattan From Employees Only, New York City: Angel's Envy Rye, Martini Rosso, bitters;

Dead Reckoning From Smuggler's Cove, San Francisco: Bacardi Ocho, tawny port, vanilla Cognac, lemon and pineapple juice, bitters;

Fennel From Farm To Glass From The Walker Inn, Los Angeles: Grey Goose vodka, sherry, Cointreau, Aquavit, fennel and lemon juice, sugar syrup;

Suit & Tie From Columbia Room, Washington DC: Dewar's 12 YO, strawberry, aged vinagre de Jerez, mole bitters;

Nikkei Chilcano From Ruka, Boston: Aji chilli-infused Grey Goose La Poire vodka, lemon and lime juice and ginger ale;

Classic Daiquiri From Necker Island, British Virgin Islands: Bacardi Carta Blanca Rum, fresh lime juice, caster sugar.

