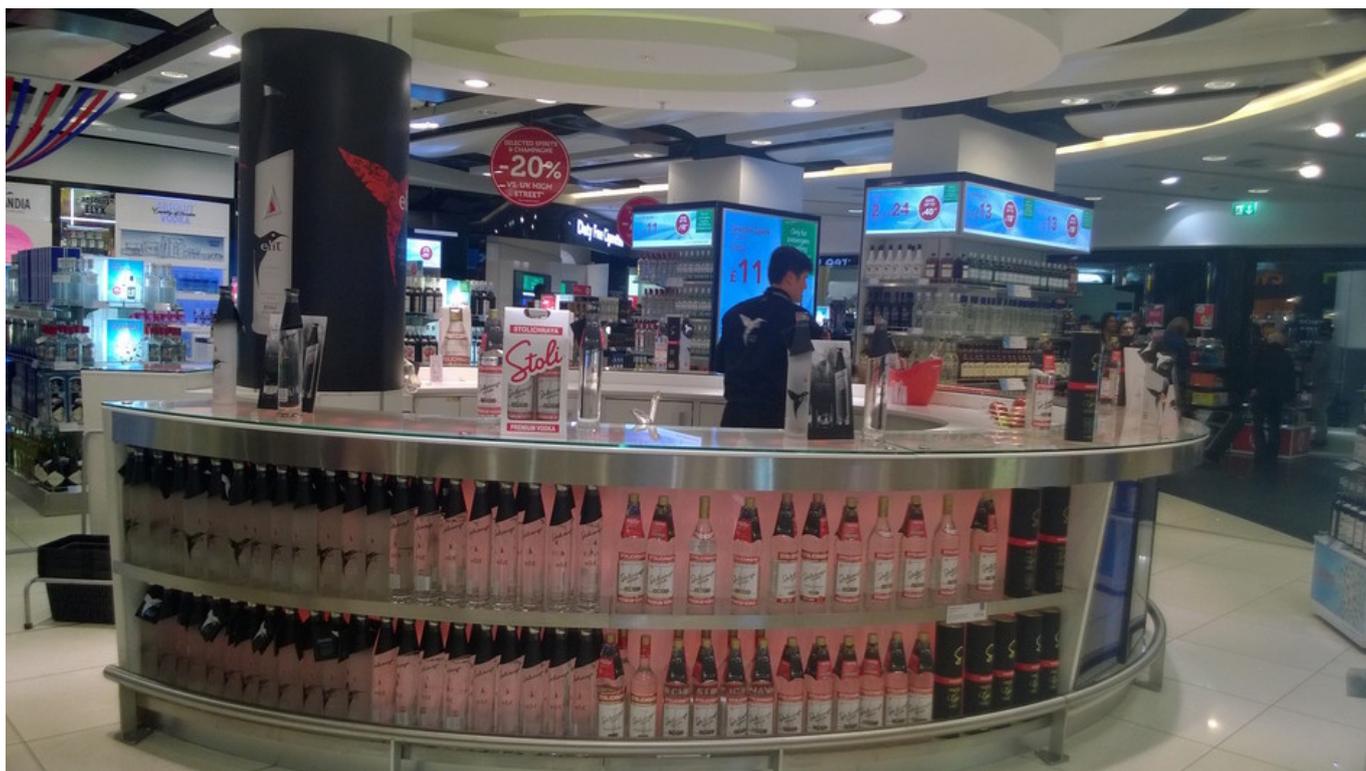


## elit® USHUAÏA activation sees immediate sales increases through World Duty Free

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



Activations for the limited edition elit® USHUAÏA edition taking place since May in partnership with World Duty Free at key airports in the UK and Ibiza have proven the value of targeted promotions with sales up 80% from the same period last year.

**elit®** Vodka from the House of Stoli®, the world's first ultra-luxury vodka launched the second in a series of three limited editions in partnership with the USHUAÏA Ibiza Beach Hotel just ahead of party season in Ibiza, the unofficial party capital of the world. An exclusive travel retail distribution agreement with Dufry-owned World Duty Free included a busy schedule of brand activations throughout the summer.

Dedicated elit® Vodka / USHUAÏA branded areas - destination bars and tastings units hosted by brand ambassadors - in Heathrow T2, Heathrow T5, Stansted, and Gatwick South enabled passengers to experience and engage with the ultra-luxury vodka from May 25 to June 28. Passengers were invited to try elit® Vodka neat or in a special cocktail called 'The Refresher.' The UK promotion moved to Manchester airport on June 29 and will run until July 30. The same promotion began at Ibiza airport on May 1 and is running through September 30, featuring 70cl and 175cl bottles of elit® Ushuaia.

Meanwhile, in Scotland, a permanent brand ambassador at Edinburgh Airport continues to interact with passengers introducing them to the Stoli® and elit® offers, while at Glasgow Airport passengers enjoyed Stoli® Lemonade cocktails from May 25-June 28 to bring their attention to the various SKUs on offer including the elit® USHUAÏA 2016 Limited Edition.

“We believe brand activation is key in order to reward our current consumers and convince new ones to try both Stoli® and elit® by The House of Stoli®,” commented Stoli Group Global Duty Free & Travel Retail Director Jean-Philippe Aucher. “In May and the first five days of June alone, we sold more bottles of elit® USHUAÏA at Ibiza airport than in the whole of 2015, including a pleasing number of 175cl sizes. With most of the busy summer period still ahead, this is really encouraging for us.”

Meanwhile, in the first two weeks of the promotion at the London trio of airports, elit® Vodka sales have seen an increase of almost 80% year-to-date as compared to 2015.

Adds Aucher: “The **elit®** USHUAÏA 2016 Limited Edition is not exclusive to travel retail but the channel is playing a vital role in the brand’s marketing strategy. World Duty Free have – as always – proven to be the perfect partners in assisting us to ensure that passengers travelling through all key UK and Ibiza airports cannot miss the opportunity to experience and engage with the ultra-luxury vodka, **elit®**.”

The USHUAÏA edition comes in a frosted version of the elit® bottle, which is modeled after the vodka’s unique freeze-filtration process and unrivalled precision. The USHUAÏA logo – the hummingbird – is printed in matte black ink positioned to interact with the elit® branding and wrapping round the USHUAÏA Ibiza Beach Hotel text.

The USHUAÏA edition is on sale at UK airports for £43.99 (70cl) and In Ibiza for Euros 40.90 (70cl) and Euros 99.95 (1.75l).