

Grey Goose turns Toronto Pearson Airport into a winter wonderland

By **Jas Ryat** on December, 21 2017 | Spirits & Tobacco





This holiday season travelers at Toronto Pearson Airport are experiencing a Grey Goose celebration they are able to share

Bacardi Global Travel Retail has created a campaign for Grey Goose at Toronto Pearson Airport T3 that has been running from December 1st 2017 to January 6th, 2018. Grey Goose offers travelers to step into a giant snow globe for a surreal opportunity they are able to share.

The Grey Goose snow globe installation is the centerpiece of the French Alps-themed space, creating a mountain chalet-styled ambience for shoppers to unwind in the activation and to sample a seasonal cocktail from Grey Goose. The themed area is furnished with a range of branded fittings and theatrical props, including cosy chalet-style seating, deck chairs, 'log' tables, mountain signage and flickering lanterns that bring the atmosphere to life.

Travelers are encouraged to use the range of 'snow-ready' props and pose on their own or with friends in the giant snow globe experience. Using, Sharingbox, an automated digital photobooth, photos are printed instantly as a seasonal greetings card or shared electronically as an animated GIF.

Guests in this 'Alpine Chalet' are also invited to step into the Grey Goose Le Fizz Sampling Bar, where they are offered a freshly prepared Grey Goose Le Fizz; a classic sparkling blend of Grey Goose, ST GERMAIN elderflower liqueur and lime juice, topped with soda water, stirred with an elegant branded cocktail stirrer and served in a flute.

Expert bar staff share their Grey Goose knowledge and cocktail recipes, and seasonal purchasing is targeted through a display of House of Grey Goose products, including Grey Goose Original available in the new 2017 seasonal Alpine gift pack, Grey Goose VX, Grey Goose Interpreted by Ducasse, Grey Goose flavors - L'Orange, Melon, Le Citron, Cherry Noir and La Poire.





Grey Goose is offering travelers a piece of serenity by experiencing a festive atmosphere and enjoying a Grey Goose Le Fizz, at an otherwise hectic time of year

Geoff Biggs, Regional Director, Americas, Bacardi Global Travel Retail, comments: “No matter where they’re heading on their flights, this colorful Grey Goose activation engagingly interrupts the passenger journey and offers them an exciting and memorable stopover, sharing the style, warmth and fun of the French Alps with the world’s best premium vodka.

“Shoppers are instantly intrigued by the startling scale and beauty of the giant metallic orb - which many liken to a spaceship or a giant tree bauble - and are enthralled by the idea of stepping into the magical world inside the globe!

“At a busy and stressful time of year this is all about positively enhancing the passenger journey by sharing holiday moments with them, creating their chance to enjoy a unique Grey Goose experience and then pay it forward by sharing the fun with friends and family across the world.”

Tina Williams, Business Development, Partnerships & Advertising, Toronto Pearson, adds: “As Canada’s global gateway Toronto Pearson is committed to creating innovative, engaging and memorable experiences for our passengers. We are delighted to welcome this relevant and entertaining partnership with Grey Goose vodka, which is also a wonderful way to share the spirit of the season.”

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