

Grey Goose wheels in holiday pop-up at JFK

By **Hibah Noor** on December, 18 2018 | Spirits & Tobacco



An interactive illuminated Ferris wheel features mini chalets that contain Grey Goose holiday cocktail recipes

This holiday season, Grey Goose is transforming New York JFK Airport's Terminal 4 into an immersive cocktail and shopping experience with drinks from New York's top bartenders.

Bacardi Global Travel, in partnership with DFS Group, has installed a Grey Goose vodka pop-up in T4, which will be open from December 3 to January 1.

Travelers can peruse a selection of holiday offerings from Grey Goose while sipping on innovative cocktails made for them in the terminal by several of New York's most talented bartenders, including: Jillian Vose of Dead Rabbit, Evan Hawkins of Broken Shaker, Liana Oster of Dante and Channing Centeno of Otis.

Festive items include the Grey Goose Holiday Tin featuring letter magnets that allow gift-givers to craft tailored messages to their recipients.

Alongside JFK, it is retailing exclusively in global travel retail shops at a US\$45.

The central feature of the T4 space is the visual, interactive illuminated Ferris wheel, prominently sited on the terminal concourse. The wheel features mini "chalets" that contain Grey Goose holiday

cocktail recipes.

Travelers are invited to discover the recipes by pulling a lever that opens the door to the chalet of their choice, allowing them to take a snap of the recipes to recreate at home. Those who purchase the Holiday Tin will be handed a key that opens a hidden compartment in the chalet, revealing a gift.

Speaking about the importance of the holiday season to the brand, Mike Birch, Managing Director & Vice President - Global Travel Retail and Commercial Development, Bacardi, said: "Grey Goose is for celebration and celebrations deserve the best. With 5 million people traveling through JFK this December with holiday celebration as a primary reason for travel, we have created a really special airport experience that's full of surprise and fun.

"The creativity in this engagement helps people get to know what makes Grey Goose the most recommended premium-plus vodka by bartenders, and will inspire them in their own cocktail-making. A bottle of Grey Goose is sold every 13 seconds in global travel retail and we believe that global travel retail is an important brand-building channel. Key to that is giving consumers fantastic brand experiences on their travels that they'll remember long after they've left the airport, influencing future purchase decisions as well as increasing airport sales."