

Whitley Neill teams up with Dufry to launch its berry-flavored travel-exclusive

By **Jas Ryat** on November, 1 2019 | Spirits & Tobacco



A snapshot of the Whitley Neill Raspberry Gin launch at Edinburgh Airport

Halewood Wines & Spirits recently returned Scottish raspberries home to Scotland, deliciously presented as a full-strength flavored gin.

With the launch of its travel-exclusive one-litre Whitley Neill Raspberry Gin in combo with Dufry at Edinburgh Airport, the award-winning brand can now boast listings at all the international airports served by Dufry in the United Kingdom.

Whitley Neill Raspberry Gin (43% ABV) offers the vibrant and fruity flavor of Scottish raspberries balanced with fragrant notes of juniper to create the perfect base for a refreshing cocktail or an exceptional gin and tonic.

Simon Roffe, Managing Director, Global Travel Retail, Halewood Wine & Spirits says:

“As Britain settled down in the aftermath of war, the Whitley family cultivated their garden with a wonderful selection of plants, which have served as the inspiration for many of Johnny Neill's handcrafted dry gins. Adventurous cocktail lovers and traveling consumers have really taken these superb full-strength flavored gins to their hearts – and their palates. We are confident that the latest

listing of Whitley Neill Raspberry one-litre with Dufry, activated with tastings across the UK stores to demonstrate its true quality, will be as successful as its predecessors.”

Allan Goodall, Dufry Product Manager, Edinburgh Airport, includes: “The innovative Whitley Neill activation has been a real success so far. Consumers have really engaged with the brand and the sampling has worked well, all of which has driven sales of Whitley Neill up by 200%.”

Dufry UK already lists other variants of the UK’s #1 premium gin brand, with the Rhubarb & Ginger and Lemongrass & Ginger products proving extremely popular with travelers.