

## Grey Goose, HMSHost and Nuance mix with movie makers in Toronto

By **Ryan White** on September, 18 2013 | Retailers



As the movie world descends upon Toronto for its annual film festival, Bacardi Global Travel Retail is celebrating the arrival of Hollywood's finest at Toronto Pearson Airport.

In partnership with HMSHost, Bacardi is welcoming travelers at Toronto Pearson with a complimentary GREY GOOSE Le Fizz cocktail—a refreshing mix of Grey Goose vodka,

St-Germain elderflower liqueur, freshly squeezed lime juice and soda water—served in an elegant flute. And to help get consumers in the mood to see a festival movie, each Grey Goose Le Fizz is accompanied by popcorn.

### **Grey Goose pop-up bar**

Also in the Arrivals area, an even more spectacular sight awaits travelers as the bar/restaurant

operated by HMSHost has been transformed into a Grey Goose bar and restaurant.

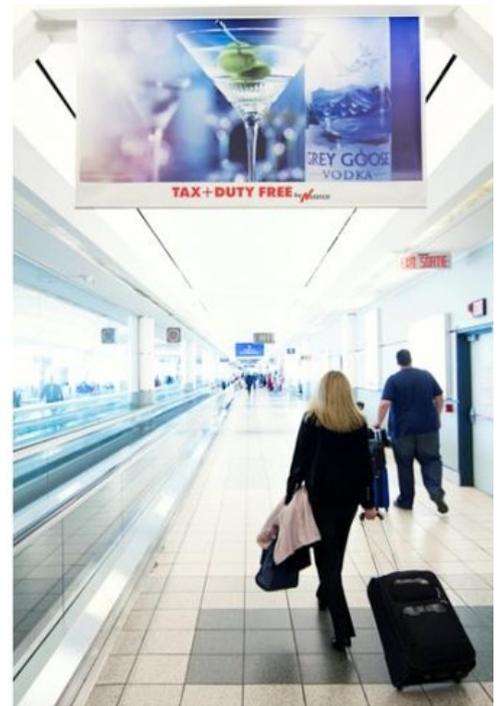
As well as having the opportunity to enjoy a Grey Goose Le Fizz, travelers can sample the same cocktails being enjoyed by movie stars at exclusive festival parties. Three cocktails—the Glacier Goose, the Canadian Crush and the Torontini—have been specially created for this year’s festival and are all now available to purchase from the Grey Goose Arrivals bar.



Also in the bar is a big screen where travelers can catch up on Festival news, which is being shown alongside films on how to make the Grey Goose cocktails.

Joining forces with the Bacardi Canada team, in the on-trade Bacardi Global Travel Retail is giving travelers the opportunity to enjoy a complimentary Grey Goose cocktail in one of several bars, restaurants and clubs which are festival hot spots throughout the city. The cocktail gift voucher comes with a Grey Goose festival guide featuring a map of the best places in Toronto to enjoy a cocktail during the Festival and on the reverse are the recipes to this year’s cocktails.

Bacardi has also raised the profile of Grey Goose in Departures by driving footfall into the Nuance Departures stores as consumers at the Grey Goose Arrivals bar receive a card which they can present in-store on their way home to receive an exclusive Grey Goose promotion.



Leigh Irvine, Regional Director for the Americas, Bacardi Global Travel Retail, said: “We achieved great results in Toronto last year and set a high bar for us to top in 2013 but thanks to an excellent collaborative effort we’ve created a seamless Grey Goose experience for festival-goers.

“From the moment they arrive in the city we want them to enjoy the very best taste experiences thanks to Grey Goose beginning with the extraordinary cocktails we are serving at the Grey Goose bar at Toronto Pearson. Early results indicate that consumers are continuing their Grey Goose taste experience in the city, with the airport vouchers increasing footfall in key Grey Goose bars,” he continues.

“It’s an achievement that wouldn’t have been possible without the continued success of our collaboration with Toronto Pearson, HMSHost, Nuance and our domestic Bacardi team,” Irvine adds.

The activity is being supported with prominent Grey Goose product displays in the Airport’s Nuance stores, hostesses distributing promotional cards and maps, and advertising throughout the Terminal.

Commenting on the Grey Goose activity, Mike Ross, Director of Commercial Development at Toronto Pearson, said: “We are committed to offering our passengers exceptional food and drink so the pop-up Grey Goose bar is a great new attraction for Toronto Pearson. For 10 days every year, the film festival takes over the city of Toronto so it’s fantastic that we can now offer our guests an exciting taste of the festival from the moment they arrive in the airport.”