

A golden gifting opportunity from Baron Otard

By **Mary Jane Pittilla** on December, 21 2018 | Spirits & Tobacco



The Baron Otard XO Gold Cognac limited-edition gift box will be on-shelf from January 2019 at key travel retail locations across Asia in partnership with 17 leading retailers

Bacardi Global Travel Retail is offering a stylish approach to the Chinese New Year of the Pig with the launch of a Baron Otard XO Gold Cognac limited-edition gift box.

The elegant drop-shaped bottle is topped with a dimple-patterned gold stopper and housed in a luxurious golden tin.

Stamped with a plain mosaic-style pattern and minimalistic black embossed branding, the gift box includes a booklet sharing the royal story of Baron Otard.

The one-liter and 70cl versions will be on-shelf from January 1, 2019. They will be available at key travel retail locations across Asia in partnership with 17 leading retailers.

They are: Anway (Lok Ma Chau and Lo Wu border store locations), Delhi Duty Free (Delhi), DFS (Singapore), Dubai Duty Free (Dubai), Dufry (Bangalore), Eraman (Kuala Lumpur), Flemingo (Chennai and Kolkata), Hyderabad Duty Free (Hyderabad), King Power (Bangkok), Lagardère (Hong Kong), Lotte (Seoul), Maldives Airport (Maldives), Mumbai Duty Free (Mumbai), Shenzhen Duty Free (Shenzhen), Shilla (Seoul), Sunrise (Shanghai and Beijing), Zhuhai Duty Free (Zhuhai).

Vinay Golikeri, Senior Commercial Director, Bacardi Global Travel Retail, emphasized the need for innovation to fully exploit this regional gifting opportunity: “Chinese New Year is one of the biggest retail opportunities globally, with the largest human migration on the planet in a short period. It is Asia’s top seasonal gifting opportunity, making it more critical than ever that we present the customer with exceptional quality gifting solutions.

“Backed by its outstanding quality and remarkable heritage since 1795, Baron Otard has exceptional resonance among Asian consumers at the second stage of luxury, looking for brands and products that are rooted in luxury, quality and discernment.

“This new Baron Otard XO Gold gift presentation highlights Bacardi’s commitment to innovation and to creating travel retail exclusives that drive channel differentiation. We are delighted to partner with such a powerful array of retail partners who share our commitment to deliver compelling shopper experiences.”

Baron Otard XO Gold is aged in the historic cellars of Château de Cognac, birthplace of a French king and the home of Baron Otard since the founding of the brand in 1795.

With notes of black truffle and sandalwood, the Cognac offers hints of leather, damson, honey and the lightest touch of violets. Years of maturation yield balanced eaux-de-vie and give a prolonged, smooth finish.