

Bacardi lights up Diwali festival period with travel retail exclusive from DEWAR'S

By **Steve Pawlett** on November, 2 2018 | Spirits & Tobacco



DEWAR'S 18YO Blended Scotch Whisky launch targets Diwali

Bacardi Global Travel Retail is lighting up the Diwali festival period at 12 airport locations in the Asia Pacific and the Middle East with the launch of DEWAR'S 18YO Blended Scotch Whisky in a Diwali-themed presentation box. This major promotional campaign runs until the end of November.

The elegant gift box contains a set of four metallic coasters that echo the style of the outer presentation box and are neatly stored within the lid. The circular coasters are created in an intriguing wire loop design and can be instantly transformed into tea-light candle holders to reflect the daily lighting of the Diwali diya, the small oil lamp traditionally lit to mark the festival period.

"The Diwali holiday is a major gifting period, and we will be engaging the region's shoppers with this exciting, original and relevant new product launch, tailored to the gifting cues of the season. This is a collaboration between our design teams in travel retail and the local domestic markets to maximize relevance and appeal to the consumer using local market insight," said Gaurav Joshi, Director Asia Pacific, Bacardi Global Travel Retail. "Progressive and open-minded whisky consumers from emerging markets, especially in India, are strongly motivated by the craft involved in significant age statements like DEWAR'S 18 YO and its exclusivity in Travel Retail."

Double-aged in oak casks for extra smoothness, the DEWAR'S 18YO Blended Scotch Whisky is a creamy, full and well-rounded blend. Honeyed in taste with a hint of Marzipan and silky finish,

presented in a striking, limited edition travel retail exclusive 1 litre presentation box. The recommended price is US\$99 (local market prices may vary).

The 12 airport locations are: Bahrain (ARI), Bangalore (Dufry), Bangkok (King Power), Changi (DFS), Chennai (Flemingo), Delhi (Delhi Duty Free), Dubai (Dubai Duty Free), Kolkata (Flemingo), Kuala Lumpur (Eraman), Mumbai (Flemingo), Muscat (ARI) and Qatar (Qatar Duty Free).