

Bacardi marks Chinese New Year with spirit

By **Mary Jane Pittilla** on February, 5 2019 | Spirits & Tobacco



Bacardi Global Travel Retail's January takeover of the tasting bar at Singapore Changi Airport for Chinese New Year

Bacardi Global Travel Retail is helping travelers celebrate Chinese New Year with in-store campaigns at many airport and border store locations across Asia Pacific and with Dubai Duty Free.

Vinay Golikeri, Senior Commercial Director, Bacardi Global Travel Retail, emphasized the importance of innovation during this gifting period, saying: "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.

"These limited-edition gift presentations highlight 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 for Chinese New Year."

Brands featured are Dewar's 18yo, Aberfeldy 12yo Gold Bar Tin gift presentation, Baron Otard, and Benedictine Dom limited-edition Chinese New Year gift tin.

Retailing at US\$99, the Dewar's 18yo limited-edition Chinese New Year one-liter gift tin is available at 15 airport and land border stores, including Auckland (ARI and Lagardère), Bangkok (King Power), Beijing (Sunrise), Dubai (Dubai Duty Free), Hong Kong Airport (Lagardère), Hong Kong border (Anway), Kuala Lumpur (Eraman), Seoul (Lotte and Shilla), Shanghai (Sunrise), Sri Lanka (Dufry and Flemingo), Taipei (Everrich), and Zhuhai (Zhuhai duty free).

The demand for Dewar's in Asia Pacific travel retail is growing fast, with strong double-digit sales growth year-on-year. Among Chinese shoppers, demand is doubling year-on-year (Bacardi figures to end November 2018).

The Baron Otard XO Gold Cognac limited-edition Chinese New Year one-liter gift tin retails at US\$208 and is available at 20 airport and land border stores: Anway (Lok Ma Chau and Lo Wu), 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).

The Benedictine Dom limited-edition Chinese New Year gift tin is priced at S\$50 (US\$37) and available from DFS stores at Singapore Changi and Kuala Lumpur airports.