

The Botanist gin infuses Sydney Airport with foraged botanicals

By **Mary Jane Pittilla** on May, 13 2019 | Spirits & Tobacco



The #BeTheBotanist pop-up bar at Sydney Airport highlights the hand-foraged botanicals of super-premium gin The Botanist

Rémy Cointreau Global Travel Retail and Gebr Heinemann Australia have hosted a foraging-inspired activation at Sydney Airport for The Botanist Gin.

The pop-up bar highlighted the 22 hand-foraged botanicals from the Scottish Isle of Islay, the signature ingredients of super-premium gin The Botanist.

Adding a local twist, travelers could customize their tonic serve with one of five garnishes foraged from around Sydney.

The installation marked the first time Rémy Cointreau's travel retail team have activated one of its brands in this front-of-store location at Sydney Airport.

The #BeTheBotanist campaign, which ran throughout April, aimed to inspire clients to unleash their inner forager, challenging travelers to rediscover their local environment.

The five local Sydney botanicals – thyme, rosemary, elderflower, fennel flower and oregano – were displayed in acrylic cases set above wooden nosing blocks, each dipped in the corresponding botanical's essential oil.

With brand ambassadors on hand to guide them, travelers could select one of the botanicals to be served up in their own self-foraged The Botanist gin and tonic. The gwp was a stylish set of The Botanist tumblers.

The activation blended light wood, clear glass, fresh greenery and the red accents from The Botanist bottle itself, reflecting both the gin's natural origins and the its smooth finish.

Erlenmeyer flasks and clamp stands subtly evoked a laboratory environment, alluding to the science behind the spirit's slow distillation and complexity.

Adam Hamzah, Managing Director at Rémy Cointreau Global Travel Retail Asia Pacific, said: "Foraging was once a way of life for everyone. And today, it is at the heart of creation of The Botanist.

"In our partnership with Heinemann Australia, we tapped into this deep-rooted instinct with #BeTheBotanist at Sydney Airport. For many travelers, this was a unique encounter with The Botanist, and we set out to deliver an authentic, immersive and unforgettable brand experience enjoyed with an exceptional product."

Richard Goodman, Managing Director, Heinemann Australia, added: "We are constantly looking for novel ways to excite our customers, and enhance their shopping experience along the way. Not only by offering premium products, but also memories of their positive customer journey at the beginning (and a part) of their trip. We were thrilled to partner with Remy Cointreau Global Travel Retail on an exceptional inaugural tasting concept."