

# The Curtain Lifts on Cointreau Le Cocktail Show at Brisbane Airport

By **Laura Shirk** on December, 9 2019 | Spirits & Tobacco



Inspired by the French Golden Age of Arts and located in Brisbane Airport's International Terminal, the Cointreau *Le Cocktail Show* entices travelers to share in its unique piano cocktail bar

Rémy Cointreau Global Travel Retail (GTR) has taken over Brisbane Airport with the originality and zest of Cointreau through its most recent *Le Cocktail Show* activation. Inviting travelers to “be part of the mix” throughout its 170<sup>th</sup> anniversary year, the show serves up signature Cointreau cocktails and entices travelers to share in the marvel of its unique piano cocktail bar.

Located in Brisbane's International Terminal, *Le Cocktail Show* is inspired by the panache, creativity and optimism of the French Golden Age of Arts – the era that defined Cointreau as a global reference for cocktails. The installation aims to “make the ordinary extraordinary” and stimulate clients with a trio of Cointreau cocktails: White Lady, Mai Tai and Cointreau Fizz. The brand's innovative piano

cocktail bar concept takes center stage, on which a pianist mixes drinks by playing a melodic score that strikes corresponding piano keys linked to specific ingredients.

Unveiled for the first time in Asia Pacific, the animation features bottles of Cointreau and other spirits and mixers hovering over the distinctive orange cocktail piano. The mix of Cointreau's iconic orange hues, striking *Le Cocktail Show* photography & retro vinyl flooring inject Brisbane Airport with the true essence of La Belle Époque.

Jean-Denis Voin, CEO Liqueurs & Spirits at Rémy Cointreau, explains: "At Cointreau, we're proud to be a leader in modern cocktail culture and through *Le Cocktail Show* we're sharing the art of the mix across the globe in a captivating way - much like the French Golden Age of Arts spread across the world a century ago. Our goal is clear: to establish ourselves as an essential part of the cocktail scene, thanks to our proven legitimacy in this area. Not only the sensorial qualities of our orange liqueur are recognized, but also its great versatility and undeniable ability to enhance flavors make it an essential cocktail base. We're proud to bring this exceptional client retail experience to life for this first time in Asia Pacific with Lotte Duty Free."

Adam Hamzah, Managing Director at Rémy Cointreau Global Travel Retail Asia Pacific, says: "*Le Cocktail Show* has wowed travel retail clients this year by infusing the emotion, artistic energy and exuberance of Cointreau into an unforgettable cocktail experience - and we are excited to lift the curtain on our Brisbane International experience in partnership with Lotte Duty Free. We believe that life is better when you mix and that ethos is evident in this fantastic partnership that sees us bringing new and exciting 'retailtainment' opportunities and the art of mixology to travelers together. As Lotte's exclusive liqueur partner throughout the campaign, it really highlights that Cointreau is, more than ever, at the heart of great cocktails."

Stephen Timms, CEO Oceania at Lotte Duty Free, adds: "At Lotte Duty Free, creativity and innovation fuel the experiences that we aim to deliver to traveling consumers in partnership with iconic brands such as Cointreau. We are proud to host the first *Le Cocktail Show* piano cocktail bar in Asia Pacific, as it is different, bold and imbued with a sense of celebration."

Following displays in Singapore, Copenhagen and Vancouver this year to date, the Cointreau *Le Cocktail Show* activation will run at Brisbane airport until February 4, 2020 with more shows scheduled in other parts of Oceania region later in the year through to next year.