

DFS Group brings second edition of “The Cocktail Festival” back to Changi Airport

By **Elena Owyong** on September, 5 2019 | Retailers



DFS' popular cocktail festival returns to Changi Airport for its second run

DFS Group is bringing its popular cocktail festival back to Singapore's Changi Airport due to a recent resurgence of cocktail culture. The festival has started on September 1 and will last for eight weeks, across all four airport terminals.

According to a press release, the festival aims to give travelers “an opportunity to taste and recreate cocktails at home using a range of enticing spirit brands from around the world.”

As part of the Cocktail Festival, travelers will get to make and enjoy their own custom cocktails through tastings, brand engagements and hands-on activities. They can also purchase first launch products within Asia and specially curated Changi Exclusives at the event.

All the products featured at the festival are also available at iShopChangi.com. From September 6 to October 31, travelers who spend S\$100 (US\$72.20) and above on iShopChangi.com will receive a free gift with purchase of a travel sized cocktail kit.

“We are thrilled to unveil The Cocktail Festival for a second time – providing an exciting and engaging retail experience for our discerning travelers,” said Prashant Mahboobani, DFS Group's General Manager, Singapore.

“Over the last few years, Singapore has really made its mark as the cocktail capital of the world, and we look forward to showing our travelers innovative ways to elevate their cocktail cabinet and experience at home with signature cocktail recipes and a range of exhilarating new products on offer, many of which can only be found here at DFS.”

Commenting on the festival, Teo Chew Hoon, Group Senior Vice President of Airside Concessions,

Changi Airport Group said: “With an outstanding line up of brands awaiting and the action starting even before reaching transit, this will be an all-round novel experience for the millions of passengers who fly through Changi Airport.”

The Cocktail Festival activities

At the cocktail customization event, travelers can create their own cocktails using featured brands. Those who spend S\$150 (US\$108.30) and above will receive a free bar kit that includes an iridescent shaker, jigger and spoon.

From September 6 to 19, travelers at Terminals 1, 2 and 3 can taste all the festival products. Cocktail enthusiasts can visit Terminal 1 and Terminal 3 Departures between 6 – 10 pm, or Terminal 2 Departures between 5 – 9 pm for a free cocktail and recyclable straw. On September 13 and 27, October 11 and 25, bartenders will go head to head for a “Bartender Battle Off” at Terminal 3 Departure Bars from 6 – 9pm.