

# DFS Masters of Wines and Spirits Exhibition thrills shoppers in Singapore

By **Rebecca Byrne in Singapore** on November, 17 2015 | Retailers



The fifth annual Masters of Wines and Spirits exhibition has returned to Singapore for the month of November. The largest, most exclusive retail collection of its kind is being held for the first time at T Galleria by DFS, in the heart of the prestigious Orchard Road.

*Asia Duty Free* visited the store to meet with the Hennessy and Johnnie Walker ambassadors and view the highly curated collection of 47 brands and more than 60 products. Displayed throughout the four floors of the store, like works of art, are extremely rare wines and spirits from a variety of renowned cellars and distilleries around the world, some on display for the very first time. Complimentary tastings were available on each level, starting with a custom made champagne bar at the store's entrance offering Don Pérignon 2005.



Cyrille Gautier-Auriol, Ambassadeur de la Maison for Hennessy, was hosting an intimate tasting for DFS LOYAL T members at the DFS LOYAL T lounge. He guided guests through the different blends of Cognac, the origin, the technical aspect and what goes into making a quality bottle of Hennessy. He made reference to the 250 year anniversary of the company and the astonishing fact that “we still have the seventh generation of the same master blender, something that is totally unique in the wine and spirit world today”. Gautier-Auriol introduced the Hennessy Paradis Impérial, a blend originally created for the Russian Imperial Court of Tsar Alexander I and recreated by the Master Blender Yan Fillioux in 2010. After a maturation of between 30 to 130 years, only one out of 1000 eau-de-vie of a given vintage becomes part of the Paradis Impérial blend.



At the Hennessy bar was a complimentary guided tasting of iconic cognacs at the Hennessy bar, including Hennessy X.O., Hennessy Privé, Hennessy James Hennessy and Hennessy V.S.O.P.

On hand to introduce the highlights of the Johnnie Walker collection and the importance of the Asian market was Diageo Global Brand Ambassador, Will Thompson. “Asia is an important part of our business and one that is growing overall,” he comments. “To succeed, it is crucial to be culturally relevant and understand where the brand sits within each market, for example when we looked at ways of promoting our rarest and most luxurious blends, Johnnie Walker Blue Label, to the Chinese market, we created the limited edition Johnnie Walker Blue Fu Lu Shou Collection. The bottles were engraved with Chinese deities believed to bestow fortune, prosperity and longevity.”

Another tailored creation is the Epic Dates Commemorative 1910 Edition which marks the company's first arrival in China and is exclusive to Johnnie Walker Houses and DFS. "We wanted to look back to our heritage to create something new that was inspired by whisky profile appreciated by Shanghai's high society in the 1910s," said Thompson. "We are fortunate to have the largest amount of distilleries and more flavored profiles than our competitors which means we can be more creative."

At the Johnnie Walker bar, guests had the chance to taste the Johnnie Walker Private Collection 2016 Edition, available ahead of its release date. The complimentary tasting also included Johnnie Walker King George V, Johnnie Walker Blue Label and Johnnie Walker Blue Label Cask Edition, a travel retail exclusive.



Over the next couple of weeks the store will host ambassadors from Martell and The Macallan and continue tastings of Dom Pérignon and bespoke cocktails. The festivities carry on for travelers leaving Singapore as they can enjoy the Masters of Wines and Spirits experience, product tastings and meet brand ambassadors at the DFS Wines and Spirits Duplex at Changi Airport Terminal 3 during November.

