

# Beluga vodka rolls out Caviar Jar campaign in duty free



Beluga vodka's playful new Caviar Jar concept is designed to attract the attention of a younger audience

Beluga vodka has revealed details of the brand activations for its playful Caviar Jar concept at selected airports in the US, Middle East, Asia and Europe.

From the beginning of 2019, Beluga vodka invited visitors to step inside the brand space and taste Beluga's signature products, relax in the Caviar lounge zone, take a selfie in the Caviar Jar tin, and receive a complimentary branded gwp.

The eye-catching campaign was initially presented at London Heathrow and London Gatwick airports in winter 2018.

The new Caviar Jar concept is inspired by iconic caviar tins, adding playful touches. The experience is designed to explore the refined taste of Beluga and to attract the attention of a younger audience.

The new concept aims to enable the brand to gain a foothold in the world of gastronomy.

The branded spaces featuring Caviar Jar concept have been activated in Prague, London, Milan, Frankfurt, Las Vegas, Atlanta, Saint Petersburg, Moscow, Tel Aviv and Hong Kong.

The campaign led to great sales increase in all locations, the company said. The most prominent airports in terms of sales performance were Milan, with a threefold increase in sales versus the same period in 2018; Las Vegas, with sales almost four times higher; Frankfurt, with an upswing of 76%; and Saint Petersburg, with sales boost of 46% versus the same period 2018.

Beluga is planning to run the campaign throughout the year in major world airports in a bid to make the Caviar Jar concept worldwide recognizable.

Beluga vodka is number one in the super- and ultra-premium segments in Russia. Natural ingredients, pure artesian water and the period of rest, ranging from 30 to 90 days, depending on the formula, achieve a distinctive, velvety taste. It is recommended to be consumed in its pure form in combination with caviar.