

# Diageo opens Johnnie Walker boutique with Shenzhen Duty Free



The grand opening of the Johnnie Walker boutique took place in Shenzhen Duty Free's Haikou Mission Hills complex, Hainan with a ribbon-cutting ceremony

Diageo Global Travel, in partnership with Shenzhen Duty Free, has launched a new Johnnie Walker boutique in Haikou, Hainan, China.

Shoppers can browse the extensive Johnnie Walker portfolio from the world's number one Scotch whisky brand (source: IWSR 2020). This includes the boutique's hero product, Johnnie Walker Blue Label.

Alongside the Johnnie Walker range, the prestigious Rare & Exceptional collection will also be available to purchase in-store. This includes The Singleton of Glen Ord 42yo, Port Ellen 40yo - 9 Rogue Casks and Johnnie Walker Master's Ruby Reserve 40 Year Old.

The Johnnie Walker boutique also includes a range of top-class experiences that cater to the Hainan consumer. This includes private tasting areas with cutting-edge technologies, allowing consumers to sample products. Shoppers can also access a dedicated gifting corner with options for personalizing and engraving bottles or customize gift bags.

Commenting on the store opening, Sandra Tassilly, Head of Commercial - APAC and MENA at Diageo Global Travel, said: "We're excited to celebrate the launch of our first Johnnie Walker boutique in partnership with Shenzhen Duty Free. This store will enable us to continue driving growth of the

spirits category in China and provide high-end, luxury options for shoppers on the island of Hainan.”

The grand opening took place in Haikou Mission Hills, Hainan on October 30 with a ribbon-cutting ceremony and celebratory lion dance.

Jeff Lin, Digital Commerce and New Retail Director, Diageo China, attended the event to unveil the new store and welcome customers to Johnnie Walker and Baileys tastings.

Speaking about the launch, Lin said: “I’m delighted that in partnership with Shenzhen Duty Free, Diageo has launched its first Johnnie Walker boutique store in one of the most important locations in the world for the spirits industry right now.

“Through the opening of the store, Diageo Global Travel is continuing to drive forward its ambitious category strategy by providing specific products and activations relevant to spirits shoppers. We look forward to delighting consumers with a range of remarkable experiences and to continue to build awareness around the category.”

In addition to the boutique opening, Diageo is also collaborating with Shenzhen Duty Free on digital initiatives, including being the first liquor company to launch a dedicated e-commerce whisky e-boutique on the retailer’s WeChat Mini Program.

The Diageo whisky e-boutique is scheduled to launch in November, featuring an extensive single malt and blended Scotch whisky portfolio including Johnnie Walker, Singleton and Talisker. Shoppers can discover the latest exclusive offerings, collections, and browse by brands, bestsellers and travel retail exclusives.