

Dufry launches travel exclusive Beefeater gin



The Beefeater London Travel Edition bottle features a label created by a London street artist

Pernod Ricard Global Travel Retail (GTR) has announced that its latest travel retail exclusive, Beefeater London Travel Edition, will be available in all Dufry's World Duty Free stores across the UK.

The new bottle contains the brand's original liquid and features a label created by a London street artist. With lettering synonymous with the London street art trend, the design is inspired by modern city living and pays tribute to the brand's provenance.

The new look coincides with 200 years of distilling heritage and features key enhancements such as a new bottle shape, modeled on the iconic London brick, which highlights the brand name and facilitates pouring for bartenders.

The updated design modernizes key elements of the bottle, including the Beefeater Yeoman and arched logo.

The new bottle uses a 100% recyclable glass bottle, the plastic cap has been replaced with a premium embossed, aluminium cap and the label has moved from plastic to paper for a crafted, elegant feel. These reductions have allowed the brand to create an annual saving of 410 tonnes of plastic (equivalent to 17 million standard plastic water bottles).

Speaking about the new product, Murielle Dessenis, Beefeater Global Brand Director, said: "Our exceptional quality gin is made in the very heart of London at the Beefeater Gin Distillery in Kennington. We're proud to launch a product so closely linked to our roots and deliver a bottle that showcases our brand's home."

Commenting on the new Dufry exclusive, Antonio Duva, General Manager Travel Retail EMEA, Americas & Pacific at Pernod Ricard, said: "Beefeater is the world's most awarded gin and truly embodies the spirit of London: creative and urban. Our new travel retail exclusive, Beefeater London

Travel Edition, is the perfect souvenir or gift, and we are proud to release it with our long-term partner Dufry.”

Paul Martin, Dufry UK Liquor Manager, added: “We are thrilled to offer our customers the opportunity to purchase Beefeater London Travel Edition. Beefeater can trace its distilling heritage back to 1820 and is the most experienced in the world, so it’s an honor to present this unique bottle to all our customers when they visit our World Duty Free stores in airports across the UK.”

The brand will be hosting activations at London Heathrow Airport. Throughout October in Heathrow Terminals 2 and 5 Beefeater will be displaying its Spirit of London campaign videos across an array of digital screens and promoting its new Beefeater London Travel Edition alongside Beefeater Blood Orange and Beefeater Pink, with tasting opportunities available inside Dufry’s World Duty Free stores in Heathrow T2 and T5.