

First in flight: “Route of Cabernet Sauvignon” boards Scoot



In partnership with KirsShop, Concha y Toro announces the inflight retail debut of the travel retail exclusive Casillero del Diablo “Route of Cabernet Sauvignon” range

Viña Concha y Toro S.A. (“Concha y Toro”) is celebrating the inflight retail debut of the travel retail exclusive Casillero del Diablo “Route of Cabernet Sauvignon” range on board Scoot in partnership with KrisShop, Singapore Airlines’ flagship travel retailer, and 3Sixty Duty Free (formerly DFASS). Available now, the 8-month aged Cabernet Sauvignon from the “Maule” valley in Chile is the only still wine available for purchase from Scoot’s inflight brochure.

The collaboration extends further with the presence of all three wines from the Route of Cabernet Sauvignon range, Casillero del Diablo’s limited edition Leyenda Cabernet Sauvignon, and eleven other wines from Concha y Toro listed on KrisShop’s e-commerce platform, *KrisShop.com*. Available either duty free or duty paid, the listings include Don Melchor, Marques de Casa Concha and Carmin de Peumo from Chile; 1000 Stories and Adorada from the United States; and Trivento from Argentina.

Philip Sancto, Regional Commercial Director, Asia Pacific at Viña Concha y Toro, said: “Since its launch in April this year, Route of Cabernet Sauvignon has had a very positive impact on the wine category at major Asian airports. We are excited to take the travel retail exclusive range to the skies with Singapore Airlines and 3Sixty, and look forward to further milestones in this partnership soon.”

Chris Pok, CEO, KrisShop, commented: “We are proud to be the first inflight retailer to launch this innovative range from Concha y Toro. KrisShop strives to redefine the inflight travel retail shopping experience, and essential to this is recognizing what travelers are looking for and responding to the needs for rare and special products. The Route of Cabernet Sauvignon provides a unique offering for both inflight and online shoppers, and we are confident our partnership with Concha y Toro will stimulate new revenues for us through several leading wine brands of the Americas.”

Launched in April 2019, Casillero del Diablo’s Route of Cabernet Sauvignon is Viña Concha y Toro’s

first-ever travel retail exclusive wine range. The range consists of three Cabernet Sauvignons sourced from three distinctive Chilean wine valleys - Maule (USD) \$25, Rapel (USD) \$40 and Maipo (USD) \$60. Increasing in quality and complexity from Maule to Maipo, the story behind the range helps to educate consumers on Chilean wines. In select locations and channels, the range also includes Casillero del Diablo's Limited Edition Leyenda Cabernet Sauvignon.