

# Penfolds celebrates Year of the Ox with Dubai Duty Free



Celebrating the Lunar New Year, Treasury Wine Estates continues to achieve brand visibility, boost wine presence and capture growth opportunities within the priority luxury channel of travel retail

Penfolds, in partnership with Dubai Duty Free, has launched a series of brand activations to welcome the Lunar New Year at Dubai International Airport.

The brand activations, which will run until February 28 include in-store visibility showing a wall-bay and a free-standing unit at the wine section of Dubai Duty Free Arrivals shop in Terminal 3, as well as two pillars at Dubai Duty Free liquor shop in Terminal 3 Departures.

The Lunar New Year design features an update of the iconic Penfolds numbers to celebrate this gifting occasion, with a stylized White Metal Ox positioned at the center of the arrangement.

Through bold and dynamic illustrations, the team brings to life this strong and powerful Ox – the perfect embodiment of the unwavering attitude and confidence that Penfolds supports.



Running until the end of February, the in-store brand activation positioned at two different locations includes a wall-bay, free-standing unit and a pair of pillars

“Travel retail is a priority luxury channel for Treasury Wine Estates and we’re seeing traveler spend consistent with historical numbers through DXB during the early months of the year, which is very encouraging.

These eye-catching Penfolds Collection brand activations celebrate Lunar New Year and provide travelers with the opportunity to rediscover our wines. As air travel continues to recover, with traveler confidence growing, we want to be part of the traveler experience through elevated and engaging activations such as these with Dubai Duty Free,” says Simon Carter, General Manager, Global Travel Retail, Treasury Wine Estates.

“Dubai Duty Free is happy with our continued partnership with Treasury Wine Estates for their Lunar New Year activation. We are seeing increased footfall into our stores with the strong Penfolds visibility and check-outs on the click-and-collect program.

The strength of TWE activations have continued to prove themselves again even through the pandemic,” adds Sharon Beecham, Vice President – Purchasing, Dubai Duty Free.

Dubai Duty Free customers can purchase any two or three bottles to receive a 15% or 20% discount, respectively, and are encouraged to use the retailers click-and-collect service via:

[www.dubaidutyfree.com](http://www.dubaidutyfree.com)