

The devil is in the detail for Viña Concha y Toro and Duty Zero at Hong Kong International Airport



Viña Concha y Toro's Route of Cabernet Sauvignon activation at Hong Kong International Airport

Leading winemaker Viña Concha y Toro S.A. is rolling out its first travel retail exclusive range from Casillero del Diablo in the Devil's Journey activation at Hong Kong International Airport with Duty Zero by CDF.

From May to July, the HPP activation – dubbed the Route of Cabernet Sauvignon – is running across the airport's Departures and Arrivals halls, designed to educate travelers on the world's number 1 Chilean wine through gamification.

The Departures hall activations feature the interactive Route of Cabernet Sauvignon wire-loop game. Hong Kong is the second location worldwide to host the Devil's Journey game, which was showcased at Concha y Toro's stand during the TFWA Asia Pacific 2019 exhibition in May.

The game guides travelers through three distinct Chilean wine valleys – Maule, Rapel and Maipo – all the way to the Devil's Cellar in Pirque, where the legend of Casillero del Diablo was born.

Diego Baeza, Global Travel Retail & Duty Free Director, Viña Concha y Toro, said: "The Route of Cabernet Sauvignon continues its journey across travel retail locations. Duty Zero at Hong Kong is a

key location for us; it's where we launched 1000 Stories first in Asia last year. It also counts among the top destinations for Chinese travelers, and with Cabernet Sauvignon being the number one wine varietal in China, Casillero de Diablo is in the perfect location to unlock more opportunities to grow the South American wine category in the channel."

Scott Hamilton, Head of Liquor Category Management, Lagardère Travel Retail, added: "The new travel retail exclusive range from Casillero del Diablo is a great story with an engaging launch platform – a combination that drives home our goal of reigniting the wine category with excitement and differentiation. Tapping into the potential of South American wines in travel retail with Concha y Toro continues to diversify our wine offering, providing more value and variety for our consumers, and we're excited about what the future holds for this partnership."

Leveraging the range's exclusive gifting appeal with Chinese travelers, Maipo – the top-tier wine in the range, aged for 16 months – is presented in a premium gift box. The gwp is a set of coasters detailing the valleys and their distinct terroirs.

Maipo retails at HK\$190 (US\$25), Rapel at HK\$320 (US\$40), and Maule at HK\$450 (US\$65).

In addition, the activations also feature Casillero del Diablo's Limited Edition Leyenda Cabernet Sauvignon. Leyenda – meaning 'legend' – has been sourced from the best block in the Concha y Toro family's oldest vineyards in the Maipo Valley. Leyenda retails at HK\$600 (US\$75).