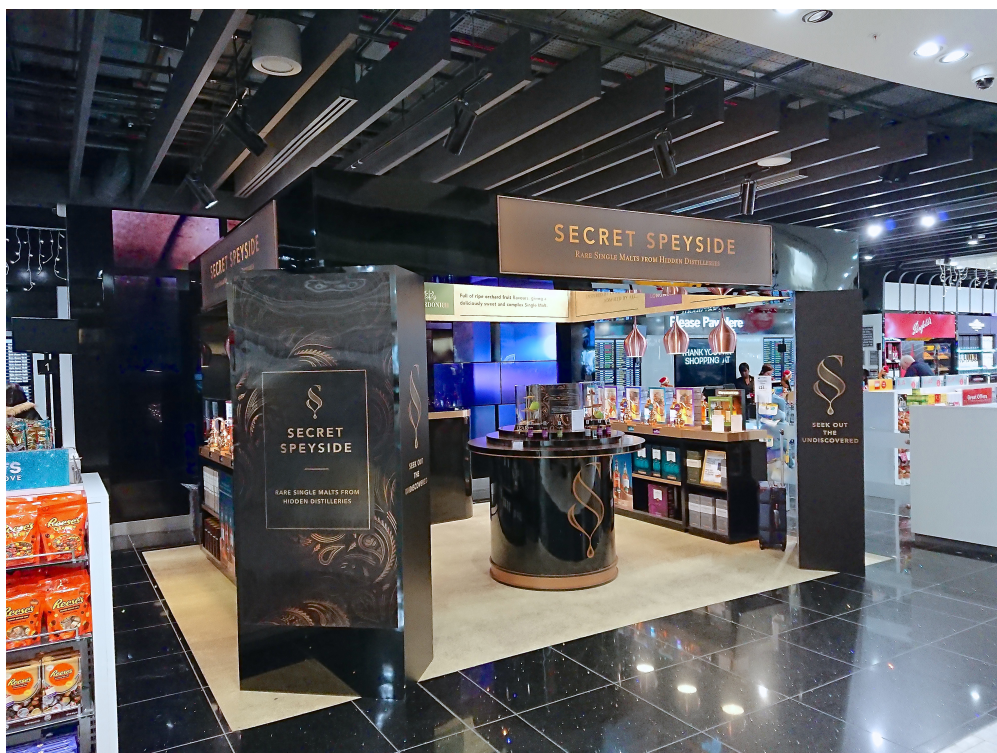


The Secret Speyside collection lands in London Heathrow Airport



Located in Terminal 5 of the airport, the activation introduces whiskies from two distilleries within the collection: Capersonich (A Vanished Distillery) & Longmorn (The Pioneering Distillery)

Secret Speyside, a carefully curated selection of 18 – 30 year old whiskies from four of Speyside’s most elusive distilleries, is now available from Dufry’s World Duty Free within London Heathrow Airport Terminal 5. To mark the release of two newly available whiskies from the range, Caperdonich 25 and 30 year old, the global travel retailer has opened a bespoke activation area, which invites travelers to uncover the history of the Secret Speyside collection, open now through to the end of November 2019.

The space focuses on showcasing whiskies from two distilleries within the collection: Caperdonich, “A Vanished Distillery” and Longmorn, “The Pioneering Distillery”. On entry, customers are introduced to the history and heritage of the collection, which is then brought to life through an in-store, multi-sensory activation. Inspired by the luxury fragrance sector, guests can take in the tantalizing aromas of these rare and distinguished liquids by requesting strips of paper freshly spritzed with the whiskies for an immersive, olfactory experience, whilst ingredients from the whiskies’ tasting profiles are displayed in cloches nearby. As an added incentive one lucky traveler will also have the chance to win the Secret Speyside collection worth £750 (USD \$960) –Caperdonich Peated 18 year old, Caperdonich Unpeated 21 year old, Longmorn 18 year old and Longmorn 25 year old – via the Heathrow Rewards shopping loyalty program.

Exclusive to Global Travel Retail until July 2020, Secret Speyside is the first collection of its kind from Pernod Ricard-owned Chivas Brothers and offers Single Malt connoisseurs the chance to uncover, sample and collect fifteen hidden malts at the heart of the iconic Speyside region that have rarely been made available in the past. Whiskies from two of these distilleries, Caperdonich and Longmorn, are now available from World Duty Free, London Heathrow Terminal 5. To entice customers further, 1

those who pre-order any of these exquisite whiskies via the World Duty Free Reserve & Collect service will receive a complimentary gift-with-purchase – a beautiful leather cardholder, featuring a paisley print created especially for the Secret Speyside collection. Those purchasing directly in-store will also receive a complimentary gift-with-purchase with a minimum spend of £250 (USD \$320): a luxury vintage trolley case.

Craig Johnson, VP Marketing, Pernod Ricard Global Travel Retail, shares: “We are excited to bring this immersive activation to all those visiting World Duty Free at London Heathrow Airport’s T5. The bespoke activation area showcases some of the highest quality whiskies from the collection and immerses travelers into the world of Speyside. As our primary retailer in the UK, we couldn’t think of a better partner to bring Speyside to life for travelers and whisky connoisseurs alike.”

Uncover the Secret Speyside collection now at World Duty Free, London Heathrow Airport’s T5. The Secret Speyside activation area remains open throughout November, whilst the collection will remain available until July 2020.