

Delhi Duty Free debuts Bombay Bramble in India



Retail theater and social media promotions are part of the launch of Bombay Bramble gin, exclusively available in travel retail at Delhi Duty Free in India

Delhi Duty Free has announced the exclusive launch in Indian travel retail of Bombay Bramble gin from the Bacardi-owned Bombay Sapphire brand.

Currently available only at Delhi Duty Free in India, Bombay Bramble is described as a new creative gin with the natural flavors of blackberries and raspberries.

Just in time for World Gin Day on June 12, the new expression is inspired by the classic Bramble cocktail, but with a modern twist.

The eye-catching color is created with a 100% natural rich fruit infusion.

Retail theater and social media promotions are part of the launch, said Delhi Duty Free.

“This launch is a further example of how Delhi Duty Free is focusing on fulfilling changing needs of global travelers through a combination of exciting innovations, special limited editions, and new launches,” the operator noted.

“Moreover, gin is one of the fastest-growing categories at Delhi Duty Free and in India as well,” it added.