

Diageo Global Travel opens new lounge at Heathrow T5



The installation is the latest initiative from Tanqueray 0.0%, which asks passengers to test their DrinkiQ, empowering them with the knowledge to make positive drinking choices



Diageo Global Travel will welcome passengers to Lounge 0.0% this summer, a new immersive passenger activation in Heathrow Airport's Terminal 5. The installation is the latest initiative from [Tanqueray 0.0%](#) – the new alcohol-free spirit alternative now available in travel retail. Designed to challenge passengers to test their [DrinkiQ](#), empowering them with the knowledge to make positive drinking choices and make it a holiday to remember.

Located in the World Duty Free store in Heathrow's Terminal 5, Lounge 0.0% is an exclusive space where passengers don't need a first-class ticket to gain entry. The stylish bespoke build has a luxury look and feel, encouraging passengers to take a closer look from first glance. Open for all, passengers are greeted by a dedicated flight assistant who will guide them through their "Positive Drinking" journey.

Upon arrival passengers are offered a bespoke boarding pass inviting them to scan a QR code leading them to the [DrinkiQ quiz](#). Passengers are then directed to the sophisticated Lounge 0.0% pop-up bar to complete the short quiz on their mobile devices. Another option is to complete the quiz using the dedicated iPads installed on the bar top.

Once completed, passengers can show off their quiz score to enjoy a sample of Tanqueray 0.0%, offering passengers the same flavors of Tanqueray London Dry Gin – just without the alcohol.

After their sample of Tanqueray 0.0%, passengers are gifted a bespoke re-usable water bottle, allowing them to stay hydrated with H2O throughout their travels. The bottle also features the QR code to the [DrinkiQ quiz](#), so passengers can attempt to beat their best score or challenge family and friends.

When departing Lounge 0.0%, passengers can capture their experience in the custom photo wall. Travelers can select an unforgettable holiday backdrop, take a selfie before sharing on their social media using the hashtag **#AHolidayToRemember**.

"It's incredibly exciting to announce the opening of Lounge 0.0%. At Diageo, we want to change the way the world interacts with alcohol for the better by celebrating moderation.

"Our iconic brands are best enjoyed responsibly, and this is why we have committed to reaching 1 billion alcohol consumers from across the globe with positive drinking messages by 2030.

"Thanks to our collaboration with partners World Duty Free and Heathrow Airport, this activation will help us achieve this goal, as we engage with passengers pre-flight, capitalising on their dwell time and driving completion of the DrinkiQ quiz.

"Our hope for Lounge 0.0% is that we can inspire and educate travellers as they embark on their journey, for many perhaps their first holiday since the pandemic, to choose balanced choices and make it a holiday to remember," explains *Dafydd Pugh Williams*, Marketing & Innovation Director at Diageo Global Travel.

The activation is now live in the World Duty Free store in Heathrow Terminal 5 until the end of July 2022.