

# Pernod Ricard unveils Singapore exclusives



## Martell World Series Singapore Limited Edition Cognac

Pernod Ricard Global Travel Retail (PR GTR) has announced two additions to its Duty-Free City Exclusives in its blended Scotch and Cognac portfolio, available only at Singapore Changi Airport.

Royal Salute 21yo The Signature Blend Singapore Edition and the Martell Cordon Bleu World Cities Singapore Edition are inspired by the beauty of Singapore, and are designed either as a gift or as a souvenir.

Launched in partnership with operator Lotte Duty Free, these limited editions are available exclusively at Changi Airport from March 2022.

Singapore's urban landscape is celebrated in the first city exclusive of the Martell Cordon Bleu range, Martell's best-selling Cognac in travel retail. It features a refreshed design drawing from the city landscape alongside the swift, the brand's emblem.

The Royal Salute Singapore Edition gift box also celebrates the city's landmarks and native botanicals, with The Royal Salute Lion sitting among the Supertree Grove, the Marina Bay Sands center and orchids.

To mark the launch of these limited editions, Pernod Ricard GTR and Changi Airport are hosting a pop-up experience at Terminal 3 Departures throughout March and April.

Walking through the store draped in greenery, shoppers are surrounded by brands including Absolut, Chivas, Ballantine's, The Glenlivet and Secret Speyside, with the new Royal Salute and Martell Singapore City editions taking the spotlight.



Royal Salute 21yo Singapore Edition Scotch whisky

Liya Zhang, Vice President of Marketing, Pernod Ricard GTR, said: “We are delighted to share two truly unique and luxury products from Royal Salute and Martell with passengers at Changi Airport. As the trend for premiumization continues to flourish in the channel, these duty free city exclusives are perfect for shoppers on a mission to find unique and collectible items on their travels.”

Speaking on the product launches, Edward Im, Managing Director of Lotte Travel Retail Singapore, said: “As part of our long-standing partnership with Pernod Ricard GTR, these Singapore city limited editions allow us to reconnect with travelers through exclusive items inspired by the beauty of Singapore. We are delighted to be able to bring the spirit of the city to consumers through these iconic brands and designs.”

Gwyn Sin, Vice President, Airside Concessions, Changi Airport Group, said: “As we welcome passengers back to Changi Airport, we hope to rekindle the joy of shopping during travel. Limited-time exclusives such as these new city editions give shoppers a sense of novelty and create excitement which will uplift the entire shopping experience.”

Both products will be available exclusively at Singapore Changi Airport T1 and T3 Lotte Duty Free stores as well as online at iShop Changi.

The retail price is S\$280 (US\$206) for the Royal Salute limited edition and S\$340 (US\$250) for the Martell exclusive.