

# Treasury Wine Estates debuts wine experience at Heathrow



Customers at the London Heathrow T2 activation can personalize their 19 Crimes wine labels before purchase

Treasury Wine Estates (TWE) has unveiled a bespoke wine experience at Heathrow Terminal 2 for leading wine brand 19 Crimes.

Running until 31 May, the activation is a first for 19 Crimes in the EMEA region and aims to increase brand awareness, drive trial and engage with the brand's key audiences.

It will be situated adjacent to the terminal's largest World Duty Free store and is expected to attract more than 25,000 people a day.

Travelers will be given the opportunity to sample wines from the 19 Crimes portfolio including 19 Crimes Behind Bars Red Blend, 19 Crimes: The Uprising and 19 Crimes Chardonnay.

Consumers will also be encouraged to download TWE's Living Wine Labels app which will allow them to interact with the company's ground-breaking AR technology featuring on the bottle labels.

In conjunction with this sampling experience, travelers will be able to take advantage of personalized bottle labels. This gifting solution will allow customers to upload photos of themselves with friends and family members onto a bottle of 19 Crimes Behind Bars Red Wine before purchase.

Ben Blake, Head of Marketing EMEA at Treasury Wine Estates, said: “We are thrilled to be launching our first 19 Crimes activation at Heathrow Terminal 2. Bringing the UK’s #1 millennial wine brand [source: Nielsen Scantrack] to one of Europe’s busiest airports will allow us to better connect with shoppers and drive deeper brand engagement, supporting our journey to showcase the innovation and quality behind the 19 Crimes brand to a global audience.

“We are delighted to bring our best-selling product range and personalized labels mechanic to Heathrow Terminal 2 and look forward to inviting travelers to experience 19 Crimes for themselves.”