

Jack Daniel's relies on displays and wall bays to achieve a permanent present in Istanbul Airport

By **Jas Ryat** on October, 28 2019 | Spirits & Tobacco



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Fittingly, the world's newest and, arguably, largest international airport will soon house the world's largest arrangement of permanent displays for the world's top selling American whiskey. This fall, the recently opened Istanbul Airport (IST) will unveil an array of Jack Daniel's displays and wall bays on a scale exceeding any other airport across the globe.

The Jack Daniel's wall bays are specifically designed for IST and contain not only production information and bottle glorifiers, but also fold out tasting tables for passenger sampling opportunities. The two departure wall bays feature videos of the iconic whiskey being produced at the distillery in Lynchburg, Tennessee.

The brand will also have a major presence in four of Heinemann's airport stores, as well as a special experiential space.

Aude Bourdier, Vice President and Marketing Director – Travel Retail, Brown-Forman, notes: “The new

Istanbul Airport is a marvel to behold and will set the standard for future international airport development just as Jack Daniel's has set the standard for whiskies around the world. From the outset, the Brown-Forman travel retail team and our long-time partners at Heinemann worked to put together a series of Jack Daniel's displays and wall bays that is equal to the anticipated stature of the Istanbul Airport. We think passengers –Daniel's fans particularly – traveling through the airport will agree that we not only reached the standards we were seeking but actually surpassed them."

She went on to explain that the Brown-Forman travel retail team is particularly excited by the one-of-a-kind Jack Daniel's experiential free space. The true highlight of the experience will be the opportunity to taste the entire Jack Daniel's Family of Brands – from Old No. 7 to Gentleman Jack, Single Barrel and others.

"This special area will give passengers traveling through the Istanbul Airport a unique opportunity to experience what Jack Daniel's Tennessee Whiskey is all about and why it is so special, from the ingredients to the mellowing process," Bourdier adds. IST became fully operational in early April 2019. It covers 1.6 million square feet – the size of New York's Manhattan – and offers flights to over 300 destinations. It currently can accommodate 90 million passengers with that number ballooning to 200 million within ten years.

Nick Mogford, Vice President and Director of Global Accounts, Brown-Forman travel retail, shares: "Heinemann is one of the leading duty free companies in the world and has been a long-standing partner of Brown-Forman. Heinemann has been hugely supportive of our efforts to develop American Whiskey in the travel retail channel and has helped propel our brands to category leadership. We feel the visibility provided by the Jack Daniel's displays and wall bays and the prominence of Woodford Reserve and our other fine brands in-store will enhance the experience of travelers passing through this impressive new airport."

Jack Daniel's Tennessee Whiskey is currently the number two selling spirit by volume in the travel retail channel.