

Le Clos turns 10

By **Steve Pawlett** on October, 9 2018 | Retailers



Le Clos, the Dubai International-based award-winning finest wines and luxury spirits retailer, will be celebrating its 10th anniversary throughout October.

The brand kicked off the celebrations in grand style taking home the coveted Drinks International Airport Drinks Retailer of the Year in a Single Location for the second year in succession and the third time in its short history.

“Since we opened our first store in 2008, our focus has been on creating a brand that delivers a world-class retail experience for our customers. We have worked hard to build and maintain partnerships with some of the world’s most respected and revered brands and through our collaboration with Dubai Airports have delivered an award-winning experience, offering something for the enthusiast through to the collector,” said Iain Delaney, Chief Operating Officer, MMI.

“Being awarded the Drinks International Airport Drinks Retailer of the Year award, for a second year in succession, is a fantastic achievement. We are immensely proud of this award, and it further drives our commitment to raising the bar in luxury retailing, and we thank Dubai Airports, all our partners and the dedication of the Le Clos team who have been so passionate in creating something truly outstanding,” added Delaney.

As part of the milestone celebrations, Le Clos has worked closely with some of the world’s most revered and respected brands to deliver a host of exclusive offers and promotions throughout the month with many unique to Le Clos. These include a series of limited edition and rare products as well as a host of money-can’t-buy experiences with partners such as Chateau Mouton Rothschild, Olivier Leflaive, Chateau Talbot, The Macallan, and Remy Martin.

The events will include a series of special events and masterclasses for their guests in Dubai, at iconic venues and landmarks around the city and Le Clos will also continue its commitment to offering accessible luxury with an evening with Wolf Blass’ chief winemaker Chris Hatcher at Sean Connolly Dubai at Dubai Opera.

Throughout the month-long celebrations, customers will also have the chance to purchase exclusively curated bottlings for the 10th Anniversary, including back vintages and signed bottles. Visitors will also have access to unique parcels from 2008 and limited-edition bottles from Le Clos’ own labels wines from the Napa Valley to collaborations with some of the world’s most revered whiskey producers plus many more great offers which will be revealed throughout the month.

Following its launch in 2008, Le Clos has become one of the world’s most internationally acclaimed luxury wine and spirits retailers, growing from its first store in Concourse B, Departures in Dubai International Airport through to the opening of the 10th location, its latest store in Terminal 3, Arrivals. The brand has become a powerhouse in the industry and a global retail destination in its own right, with DXB serving over 88 million passengers last year.

Over the last decade, Le Clos has also achieved a number of records in the fine wine and spirits category, most recently in 2018, eclipsing the Whiskey World Record with the US\$1.2 million sale of two bottles of The Macallan 1926. Other world records have included the 2013 launch of the world's most expensive bottle of wine, a Chateau Margaux 2009 Balthazar and the launch of the world's most complete collection of Penfolds Grange in 2014, and the sale of the world's only complete collection of Karuizawa Geisha Series in 2017.

"In our business, operational expertise matched with creativity, are key differentiators. Le Clos continues to exceed this vision while fulfilling a critical and evolving aspect of Dubai Internationals' consumer strategy. We are proud of Le Clos' record-making achievements during our first decade as partners, and I wish to thank their management and front-line sales team for their specialized knowledge, personal dedication and collective success," said Eugene Barry, Executive Vice President, Commercial at Dubai Airports.

With over 20 international awards and accolades over the last five years, Le Clos has further enhanced its credentials, being crowned Airport Drinks Retailer of the Year in a Single Location by Drinks International in October 2018.

"This year is a great moment in the story of the Le Clos family. In just 10 years, we've been able to achieve some remarkable feats - bringing our vision to life and making history along the way," said Ben Odgers, General Manager of Le Clos.

"Our team has been dedicated to making the Le Clos experience truly memorable, and as we've grown, we've taken huge pleasure in seeing our customers grow with us in their exploration of the world of finest wine and luxury spirits," added Odgers. "This last decade has seen partnerships with iconic producers from Bordeaux First Growths through to New World icons and some of the world's most sought-after spirits producers. We're very excited about how we can share new experiences with our customers in the future."

The promotions and special offers for the 10th birthday celebrations will run throughout October and will be made available, to Le Clos customers in-store and online. Offers will include limited edition bottles, starting at US\$100, ensuring both enthusiast and collectors from around the world can join in the celebrations.

During the month-long celebrations, customers will also have access to a special range of limited-edition bottlings including:

- Highland Park Single cask - 12-Year-Old
- Old Pulteney Single cask - 14-Year-Old
- Kavalan single cask - 12-Year-Old
- Glen Moray single cask 10- Year-Old
- Glenlivet single cask - 16-Year-Old
- The Macallan 15-Year-Old exceptional Cask

Planned events include Le Clos Wine Masterclasses hosted by leading figures from the industry such as Jean Paul Bignon, Owner of the Château Talbot winery. The celebrations will also feature a number of fine wine dinners with great hosts such as Hervé Guoin, Commercial Director, Château Mouton Rothschild, Bordeaux, Jean Soubeyrand, owner of Olivier Leflaive and Chris Hatcher, Chief Winemaker

at Wolf Blass.