

# Walker's shares the "joy of shortbread" this season at Heathrow pop-up



Travelers can sample Walker's iconic Shortbread Fingers, while browsing the brand's Prestige Festive Range and wider Global Travel Range; the pop-up features a replica of the founder Joseph Walker's original delivery van

Walker's Shortbread has partnered with World Duty Free to launch an immersive pop-up experience at Heathrow Airport this holiday season.

Running until January 3, travelers passing through Terminal 5 at the UK's most connected airport will be able to sample some of Walker's iconic [Shortbread Fingers](#), while browsing the brand's delicious Prestige Festive Range and wider Global Travel Range (GTR).

Walker's is 'Sharing the joy of Shortbread' with a replica of the founder Joseph Walker's original delivery van, dating back more than 100 years. The replica is situated at the pop-up site to drive excitement among customers.

To celebrate Scotland at its finest, travelers can take advantage of Walker's complimentary gift wrapping service to package any gift purchases. Earlier this month, several lucky passengers flying from Heathrow to Glasgow were treated to a live bagpiper.

Thousands of travelers pass through Heathrow Terminal 5 daily, with footfall expected to rise over the festive period. Walker's festive experience comes on the back of growing demand and momentum from the sector for the heritage brand, particularly within GTR, with Walker's products now sold in over 30 markets globally.

To showcase the brand's reach, shoppers are invited to share photos of their purchases on social media, tagging @walkersshortbread and #walkerssharethejoy for the chance to win a selection of Walker's Shortbread products.

The experience is part of an ongoing effort by the company to invest in GTR and more brand-led experiences which celebrate Walker's heritage while appealing to local markets.

Steve McCarney, Commercial Director at Walker's Shortbread, said, "Shortbread is such a special part of Christmas and New Year - it's a treat we all love to share over the festive period. With this exciting pop-up at Heathrow, we're thrilled that more travellers will be able to take Walker's with them and share in this tradition all over the world.

"Walker's is a Scottish brand, but we have a truly global reach with customers from across the globe. Last year our export revenues rose by almost 10 percent - which is a true testament to the love people have for our products. By partnering with Avolta to create this pop-up, we'll be able to reach international audiences while continuing our mission to share the joy of shortbread."

Since launching in April 2022, Walker's GTR range has gone from strength to strength, contributing to the brand's impressive UK sales, which rose by 23% in 2022. Walker's new Prestige Festive Range is filled with a selection of all-butter goodies including [Cranberry & Clementine Rounds](#) (200g), [Festive Shortbread Assortment](#) (460g) and [Walker's Mince Pies](#) (250g), perfect for enjoying this Christmas.

Fraser Brown, Retail Director at Heathrow commented: "As the UK's most connected airport, Heathrow is proud to support iconic British businesses as they export around the world. We are excited to host the Walker's Shortbread pop-up experience, which will provide passengers with the opportunity to share the joy of shortbread while on their travels during the festive season."

Eve Fifer, Commercial Director for Avolta in the UK added, "We strive to deliver unique and immersive experiences that excite and inspire our customers. We are also keen to support heritage brands such as Walker's, as they help us deliver that all important 'sense of place' and offer a connection for our customers to the spirit of Scotland and all things British. This striking pop-up showcasing Walker's products and its proud Scottish heritage will definitely drive plenty of interest when travelers visit Heathrow Terminal 5."