

Walker's Shortbread celebrates Lunar New Year at Gatwick



The Walker's Shortbread Lunar New Year activation at London Gatwick features an interactive spin-to-win wheel decorated with the brand's signature tartan and Year of the Snake design, offering visitors a chance to win themed prizes including Hong Bao envelopes and red tote bags

Walker's Shortbread has partnered with Avolta to celebrate Lunar New Year at London Gatwick, launching a new activation site that runs from January 7 to March 4, 2025. The installation combines Scottish and Chinese cultural elements through both product and experience.

The brand's bestselling twin-pack of Fingers features special Lunar New Year packaging, available exclusively at Avolta's World Duty Free stores in London Gatwick airport. The design maintains Walker's iconic tartan while incorporating new illustrations with red and gold accents that bridge Scottish and Chinese aesthetics.



Traditional Scottish brand partners with Avolta for festive activation featuring limited edition Year of the Snake packaging

“We are not only celebrating the Lunar New Year, but also bridging two cultures. In Chinese zodiac, the snake symbolises charm, intelligence, and creativity – qualities we’ve embraced in the crafting of our special Lunar New Year shortbread. As a treat enjoyed by people worldwide, our shortbread serves as a delicious way to connect across cultures. Through interactive activation and products like these, we aim to foster meaningful engagement, celebrate diversity, and share the warmth and tradition of Scottish culture during this season of gifting,” says May Ngai, GTR Manager at Walker’s Shortbread.

The activation features Chinese lanterns and screens a special film showcasing iconic landmarks including the Great Wall of China, The Forbidden City in Beijing, The Big Buddha Hong Kong, and the Taipei 101. Visitors can sample shortbread and participate in a spin-to-win activation offering prizes such as Hong Bao envelopes, Lunar New Year postcards and Walker’s Shortbread red tote bags.

The Highland-based brand, founded in 1898, now operates in approximately 40 global travel retail markets and has partnered with Avolta for the past three years.