

## 1865 charts new course in travel retail with age-defined wine collection



Ximena Prieto, Commercial Director, VSPT Wine Group

Chilean wine brand 1865 has embarked on an innovative journey in travel retail with the launch of its 1865 Voyager Collection at Singapore Changi Airport. The exclusive collection, which categorizes wines by vine age, is changing the way premium wines are presented to discerning travelers across Asia.

The partnership with LOTTE DUTY FREE and the exclusive unveiling at Changi Airport has proven instrumental in establishing 1865's presence in the travel retail channel. "Changi is a prestige high-traffic location - and it provides us with a unique opportunity to connect with a diverse global audience of wine lovers and discerning travelers," explains VSPT Wine Group Commercial Director Ximena Prieto. "The exposure at Changi reinforces our brand presence and reputation in the global market."



"The 1865 Voyager Collection represents a significant evolution in how we curate our exclusive wines for discerning travelers across Asia," says LOTTE DUTY FREE Singapore Managing Director, Jeff Jeong Soongyu

The collection's debut at this key Asian hub is no coincidence. LOTTE DUTY FREE Singapore Managing Director Jeff Jeong Soongyu sees the launch as perfectly timed: "With increasing interest in high-quality wines in the travel retail space, we are excited about this innovative approach of categorizing wines by vine age. Our collaboration with CoLab has brought this unique collection to LOTTE's stores, offering travelers an engaging way to experience the rich heritage of Chilean winemaking."

### **Journey through time**

The concept behind the 1865 Voyager Collection stems from the brand's exploratory spirit, tracing back to the founding of Viña San Pedro in 1865. Each wine in the collection tells a unique story through the lens of vine maturity:

- The 20-Year-Old Vines Cabernet Sauvignon from Maipo Valley captures youthful vigor with fresh fruit characteristics and subtle tobacco notes
- The 40-Year-Old Vines presents a sophisticated red blend showcasing the harmony achieved through decades of terroir adaptation
- The 70-Year-Old Vines Cabernet Sauvignon from Lontué Valley represents the pinnacle of old-vine

expression with exceptional balance and refinement

## **Vine management**

The collection's distinctiveness lies not just in the age of its vines but in the meticulous vineyard management practices employed. "Each year, a vine is pruned – 20 times for a 20-year-old vine and 70 times for a 70-year-old vine," Prieto explains. "With each pruning, there is a risk of mistakes that can introduce disease, making it essential to handle the vines with great care and respect, regardless of their age."

This careful attention extends to the winemaking approach, which is tailored to each vine age category. The 20-year-old vines, still in their relatively early years, undergo shorter oak aging to preserve their vibrant, fruity profile. The 40-year-old vine blend benefits from additional oak integration, harmonizing the flavors and aromas of different varieties. The 70-year-old vines, producing lower yields but offering greater concentration, undergo extended aging to achieve their characteristic refinement.

Since its debut, the collection has garnered significant interest among travelers, particularly those intrigued by the unique concept of vine age and its influence on wine character. "This approach offers a distinct perspective that resonates with wine enthusiasts looking for an experience that combines both heritage and modernity," notes Prieto.

## **Strategic expansion**

The launch at Changi Airport marks just the beginning of 1865's travel retail journey in Asia Pacific. Working closely with distribution partner CoLab, the brand aims to expand its footprint to additional airports in the region. Phil Sancto, General Manager - APAC at CoLab, emphasizes the strategic importance of the launch: "Introducing the 1865 Voyager Collection in Singapore reinforces the global appeal of Chilean wines and underscores our commitment to delivering exceptional wine experiences to Asian travelers."

To complement the collection's premium positioning, LOTTE DUTY FREE offers special purchasing incentives. Travelers who select the 40-year-old vine expression receive a complimentary luggage tag, while the 70-year-old vine wines come presented in an elegant gift box, perfect for gifting or collection.

The collection is available at specially curated price points: US\$30 for the 20-year-old vines, US\$50 for the 40-year-old vines, and US\$75 for the 70-year-old vines, reflecting both the exceptional quality and accessibility of these age-defined wines.

As 1865 establishes its presence in travel retail, the focus remains on expanding the collection's availability while maintaining its commitment to quality and innovation. The brand's strategy of categorizing wines by vine age not only offers travelers a unique perspective on wine appreciation but also sets a new standard for premium wine offerings in the travel retail channel.

The successful launch at Changi Airport, coupled with positive initial feedback, suggests that the 1865 Voyager Collection is well positioned to capture the attention of wine enthusiasts and collectors throughout the Asia Pacific region and beyond.

"The 1865 Voyager Collection represents a significant evolution in how we curate our exclusive wines for discerning travelers across Asia," Jeff Jeong Soongyu says. "We were proud to introduce the 1865 Voyager Collection exclusively at Changi Airport this September and look forward to enhancing the wine experience for our customers in partnership with Viña San Pedro."