

Accolade Wines and Lotte link up at Changi Airport



Lotte stores at Changi Airport feature Accolade Wines' Taste of Australia campaign to educate customers

In partnership with Lotte Duty Free, Accolade Wines has introduced new wine promotions at Singapore Changi Airport as passenger traffic returns.

The promotions are running across six Lotte Duty Free Wines & Spirits stores at the airport, where 102 Accolades Wines skus are available across brands including Hardys, Grant Burge, Houghton, St Hallett, Bay of Fires, Brookland Valley, Rolf Binder, Stonier, Leasingham, Banrock Station, Anakena and Mud House.

Promotions include:

Complimentary exclusive Hardys swirl glass with any two bottles purchased of Hardys Tintara Geology

range;

Complimentary exclusive Grant Burge wine chiller bag with any two-bottle purchase of Grant Burge 5th Generation range;

Purchase of any Grant Burge Sparkling and Grant Burge Alfresco wines attract a -15% discount;

A complimentary pair of crystal wine glasses with any purchase of Hardys Wines above S\$88 (US\$63);

Redeem a premium Vintec wine chiller (worth S\$899/US\$644) with purchase of St Hallet wines worth S\$3,888 (US\$2,785) and above.

Up to 12 more Lotte Duty Free stores will also offer Accolade Wines products and promotions as Changi's four terminals reopen in phases.

All spaces used by Accolade Wines in Lotte stores feature a Taste of Australia campaign to educate customers on the different wine regions. The campaign serves to also emphasize the wide geographical spread.

Accolade Wines General Manager of Southeast Asia Melinda See said of her company's relationship with Lotte Duty Free: "Lotte has a vision to provide a wide selection of wine for their consumers, as well as bringing wines that are unique and exclusive to shoppers. We are delighted to be playing a major role in the eclectic nature of the wine offer in their stores at Singapore Changi Airport."

Martin MacKinnon, General Manager GTR & Regional Sales Director EMEA, Accolade Wines, said: "The work we are doing alongside Lotte at Changi to drive category sales is typical of the high level of support we give to our travel retail customers. We are excited to continue partnering with Lotte on promoting our leading premium wine portfolio at a time when passenger numbers are growing quickly at Changi. It's great to see traffic finally returning to this key travel hub."

He added: "We are looking forward to a quick recovery for the wines and spirits category at this airport and others in the wider Southeast Asia region. We will continue to play our part in that revival with our new and continuing wine promotions."