

Amarula and Gebr Heinemann join forces for elephant conservation



At Amarula's Stamp Your Pledge promotion at Frankfurt Airport, travelers are greeted by a 3D elephant and invited to enjoy an Amarula on ice

Distell Travel Retail has teamed up with Gebr Heinemann to raise awareness and funds for elephant conservation, through Amarula's Stamp Your Pledge promotion at Frankfurt Airport.

Throughout August, leading up to World Elephant Day on August 12, an in-store activation invites consumers to personalize their own bottle of Amarula to show their support of elephant conservation in Africa.

Travelers are greeted by a large, 3D elephant and invited to enjoy an Amarula - either Cream or Vanilla Spice - on ice and try Amarula Truffles made by Goldkenn.

Visitors are encouraged to pledge support of elephant conservation by purchasing a 1L bottle of Amarula or chocolates.

Customers' names are printed out on a sticker underneath a stylized fingerprint containing the Amarula elephant logo. The sticker is then placed on the bottle, allowing consumers to start conversations with friends and family about their support of elephant conservation in Africa.

With every personalized bottle sold, €0.50 (US\$0.56) will be donated to the Amarula Trust, which aids elephant conservation efforts in Africa.

Visitors can also purchase Goldkenn Amarula chocolates, in a tin and bar format. €0.50 per tin sold and €0.25 (US\$0.30) per chocolate bar sold will be donated to the Amarula Trust.

The Amarula Trust aims to safeguard African elephants so that people can keep meeting them under the marula trees, year after year. Only 400,000 elephants remain in Africa, and every 25 minutes an elephant disappears. If it continues at this rate, Africa's elephants could become extinct by 2030.

Rüdiger Stelkens, Gebr Heinemann Director Purchasing Liquor, Tobacco, Confectionery and Fine Food, said: “Partnering with Distell Travel Retail to create this magnificent, interactive promotional area to raise awareness for elephant conservation was a pleasure. This is a perfect campaign as it is very appealing to Amarula fans and also connects with shoppers that are eager to contribute to a good cause. In addition, it supports our goal to entice travelers with cross-category promotions for spirits and chocolates, thus building sales for both categories.”

Luke Maga, Distell Global Travel Retail Managing Director, added: “Amarula has been committed to elephant conservation since 2002 and the travel retail channel has consistently gotten behind its charity efforts over the years. Last year over €50,000 (US\$56,000) was raised in the channel in just one month.

“We look forward to continuing our CSR efforts this summer and thank Gebr Heinemann for granting us the space at Frankfurt Airport to execute our Stamp Your Pledge promotion.”