

Bacardi Global Travel Retail partners with Ever Rich Duty Free for an immersive Aberfeldy pop-up





Global travel retail exclusives Aberfeldy 16yo and Aberfeldy 21yo have been dressed in gold to increase on-shelf appeal for holiday shoppers

Bacardi Global Travel Retail has partnered with Ever Rich Duty Free for a pop-up Aberfeldy store, just in time to capture the peak gifting season rush at Taiwan Taoyuan International Airport. The campaign runs until the end of February 2020 to ensure it covers key holiday travel times, including Diwali, Christmas, New Year and Chinese New Year.

The two stars of the show include global travel retail exclusive single malts, Aberfeldy 16yo and Aberfeldy 21yo, both finished in ex-Madeira wine cask. Both have gift presentation options designed to excite gift shoppers with their striking 'golden' on-shelf appeal.

The Aberfeldy 21yo Madeira cask is a new global travel retail exclusive and is presented in a luxurious festival golden gifting pack.

The Aberfeldy 16yo Madeira cask, an exclusive to Ever Rich at Taoyuan International Airport, is presented in a Gold Bar gift tin, a design inspired by the Pitilie Burn, the source of water for the Aberfeldy distillery, renowned for its alluvial deposits of gold. The tin features embossed hallmarks that share key elements of the Aberfeldy story, including the water source and gold deposits, the oak barrels of the ageing process and bees as the symbol of the malt's unique character and rare, honeyed notes.



As good as gold: The Aberfeldy 16yo and Aberfeldy 21yo can be dipped in golden wax to put the final seal on the meticulous craftsmanship of Malt Master, Stephanie McLeod with the addition of a personal stamp

In-store activities go a step further in driving gifting impulse with digital presentations, bespoke

pyramid display units and an unmissable golden waterfall feature to represent the Pitilie Burn. Anyone purchasing the Aberfeldy 16yo and Aberfeldy 21yo can choose to have their bottle dipped in golden wax to put the final seal on the meticulous craftsmanship of Malt Master, Stephanie McLeod. They can also add their own personal touch by stamping their initials in the wax, making a uniquely personalised gift of 'The Golden Dram'. A dedicated team of brand consultants will also use vaporizers for customer sampling of the whiskies and as cues in telling the Aberfeldy brand story.

Simultaneously raising awareness of the airport campaign and creating links to the domestic market, the campaign includes a GQ digital advertorial (in the GQ online magazine and on social media) as well as sampling and an advocacy presentation by Aberfeldy Brand Ambassador Matthew Cordiner at Whisky Live Taipei (9 & 10 November), aimed at reaching key regional influencers in whisky, lifestyle and travel. Matthew also came to the airport on 9 November to meet shoppers, tell them more about the brand and to sign gift packs.

Gaurav Joshi, Regional Director Asia Pacific, Bacardi Global Travel Retail shares, "Aberfeldy is the fastest growing single malt in the global travel retail market* and we are delighted to partner again with Ever Rich at Taoyuan Airport. Taiwan is a truly dynamic market for Aberfeldy and, building on the exceptional success of last year's airport campaign - delivering triple-digit growth - we have now gone a step further to draw the shopper deeper into the Aberfeldy story, its craft and heritage and our constant commitment to age statements in the sublime quality of the Aberfeldy range."

"We are also giving them their own chapter in the story with an individual and resonant link to this multi-award winning single malt brand by making the purchase a distinctly personal experience."