

Bacardi GTR debuts Fine Spirits Emporium in Hainan



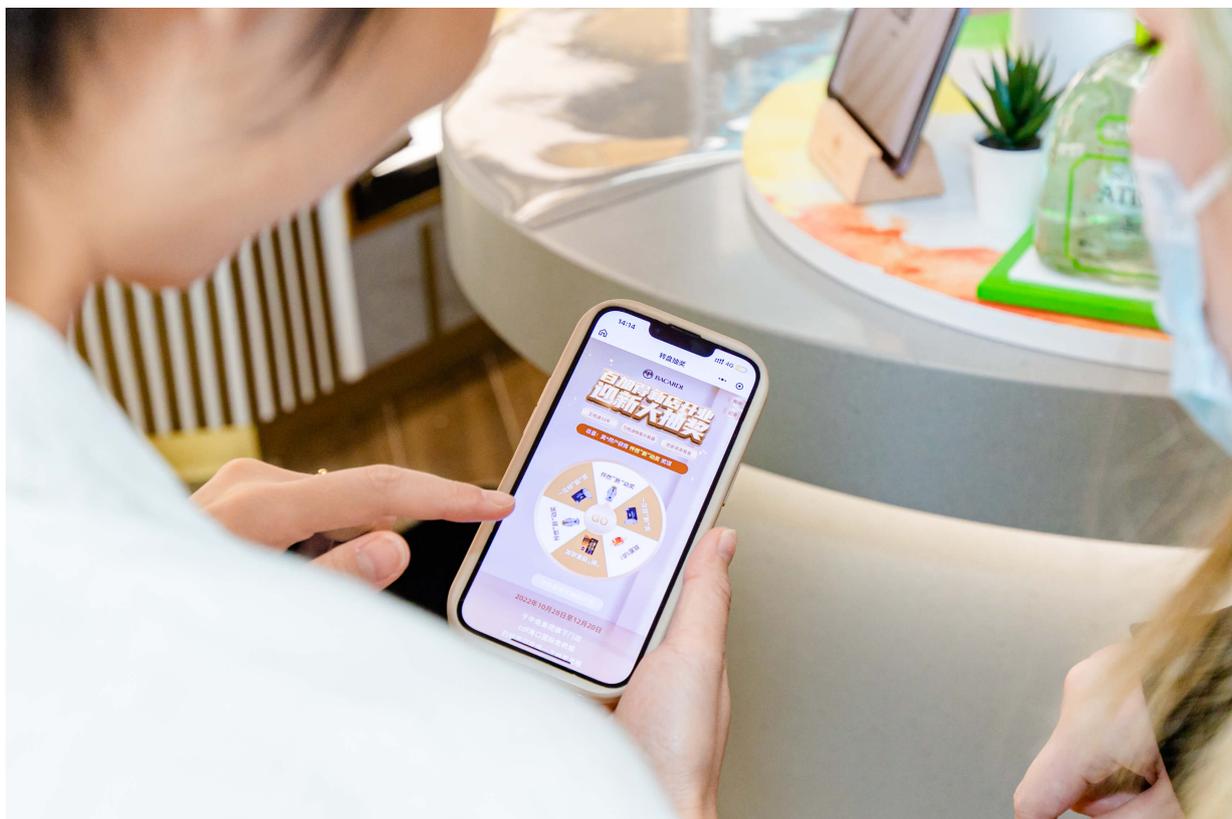
Bacardi's Fine Spirits Emporium at CDF Haikou International Duty Free Shopping Complex

Bacardi GTR opened its first-ever "Fine Spirits Emporium" at CDF Haikou International Duty Free Shopping Complex last month.

With the growing popularity of home cocktail-making in China, the 20-square meter Emporium is described as the perfect one-stop shop for consumers to discover the range of premium quality spirits from Bacardi's award-winning portfolio. With inspiration in-store from regular cocktail demonstrations, the space can easily help consumers to curate at-home bars or personal menus.

With Hainan's year-round destination appeal attracting holidaymakers across all seasons, the space will also feature regular campaigns to offer shoppers ideas when it comes to celebrating key moments throughout the year.

Located on the fourth floor of the building, and with prime visibility from both inside and outside the CDF Duty Free store, the Bacardi Fine Spirits Emporium features dedicated discovery bar wallbays to showcase the breadth of the Bacardi category-leading portfolio including Bacardi, Grey Goose, Bombay Sapphire, Patrón and other white spirits from its portfolio.



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Shoppers can easily access QR codes to learn "the storied journeys of each brand" via a WeChat mini program, with a scrolling library of easy to make cocktail recipes and masterclasses, plus the chance to browse the gift services on offer in-store.

In addition to the Fine Spirits Emporium, there is also a feature window on the exterior of the main duty free store for Aberfeldy single malt whisky.

"We are thrilled to have the exceptional opportunity to join with CDF in the stunning setting of New Harbour Mall for the global debut of Bacardi's Fine Spirits Emporium. This premium location, dedicated to Bacardi, unlocks a whole new level of shopper engagement and discovery. It enables us to dial up innovation through digital and physical touchpoints, putting excitement, education and entertainment at the heart of how we lead them to explore and discover the versatility of our brands on a new platform with an evolving seasonal calendar of brand activations and personalized gift opportunities," comments Gaurav Joshi, Regional Director Asia Pacific, Bacardi Global Travel Retail.

The opening of the CDF Haikou International Duty Free Shopping Complex was attended by senior Hainan government and Party Committee officials and senior executives from China Tourism Group, including Feng Fei, Governor of Hainan Province; Mao Wanchun, Chairman of the Hainan Provincial Political Consultative Conference; Shen Danyang, Member of the Standing Committee of the Hainan Provincial Political Party Committee and Executive Vice Governor; and Luo Zengbin, Member of the Standing Committee of the Hainan Provincial Party Committee and Secretary of the Haikou Municipal Party Committee.

They were joined by Ni Qiang, Vice Governor of Hainan Province; Fu Xuanchao, Secretary-General of the Hainan Provincial Government; Chen Yin, Secretary of the Party Committee, Chairman of China Tourism Group; Wang Haimin, General Manager of China Tourism Group; Li Gang, Deputy General Manager of China Tourism Group; and Chen Guoqiang (Charles Chen), President of CDF.