

Bacardi launches TR-exclusive GREY GOOSE coolers



As GREY GOOSE is distilled and bottled in France, Paris Orly was the obvious choice for the launch of the TR-exclusive coolers

As peak vacation season hits throughout much of the world, Bacardi Global Travel Retail has unveiled GREY GOOSE coolers, a new travel retail exclusive gifting and personalization range for GREY GOOSE vodka, the top super premium+ vodka in travel retail (IWSR 2023).

The GREY GOOSE coolers debuted at Paris Orly Airport and will expand to other locations in coming months, encouraging travelers to “Give the Gift of Goose.”



The zip-up cooler can be customized with metallic letter charms attached to the neck, spelling out chosen initials or name

Offered at no additional cost with any 1L bottle purchase from the GREY GOOSE vodka range, including Original, Flavors and Essences, the coolers are available in three different blue shades. The protective zip-up cooler, crafted from pierce-resistant neoprene, can be customized with metallic letter charms attached to the neck, spelling out chosen initials or name. A shining goose-in-flight charm, GREY GOOSE vodka's iconic symbol, accompanies the personalization.

Darragh Ryan, Marketing Director at Bacardi Global Travel Retail, commented on the campaign: "As an iconic brand that is distilled and bottled in France and exemplifies the use of premium natural ingredients and craftsmanship, Paris was the obvious choice for the launch of GREY GOOSE coolers. They are a stylish and practical accessory for the most discerning mixologist, at home or away, and with the added personalization, it is a great gift or memento of a special trip."



Darragh Ryan, Marketing Director at Bacardi Global Travel Retail

The GREY GOOSE coolers, exclusive to travel retail, will be gradually introduced at key airport locations globally.