

Bacardi sees Double in innovative Orlando showcase



Dewar's Double Double 32yo blended Scotch whisky is finished in Pedro Ximenez sherry casks, bringing rich, ripe treacle notes with a hint of smokiness

Spirits group Bacardi is showcasing “innovation and category revitalization” at the Summit of the Americas fair in Orlando.

Geoff Biggs, Regional Director Americas, Bacardi Global Travel Retail, said: “Across the Americas in 2019 we are bringing innovation and revitalization to several liquor categories. A range of exciting innovation is led by the launch of Dewar's Double Double and the introduction of a new Patrón bar experience at Cancun Airport designed and positioned to increase engagement with American consumers as we continue to grow the strength of Patrón in the region. ”

Biggs said there had been positive growth on the Canadian/US border thanks to the stabilization in currency rates and encouraging signs in Latin America, where the company was looking forward to working with operators on their new store plans.

“Cruise is especially exciting with strong organic growth in the industry and several new vessel launches across major operators including MSC, Carnival Cruise Line and Royal Caribbean,” he said. “We continue to build on great consumer opportunities especially for Bacardi premium rums.”

Patrón bar experience

A new Patrón bar experience will open end March 2019 at Cancun Airport Terminal 3 in a five-year collaboration between Bacardi Global Travel Retail, ASUR Cancun Airport Authority and Dufry.

Located on the main T3 concourse, just outside the Dufry store and staffed by a dedicated Patrón mixologist and retail ambassadors, the high-profile location enables passengers to sample from the range and see the versatility of Patrón in cocktail-making.

The bar also aims to encourage sales from the adjacent Dufry store. One of the new feature products in-store at Dufry, Cancun is the new limited-edition Silver Patrón gift tin, exclusive to global travel retail, featuring a vibrant design that celebrates the Mexican heritage and home of Patrón, retailing at US\$50 (1 liter).

Grey Goose La Vanille relaunched

Tapping into the popularity of flavored vodka and notably in vanilla flavor cocktails, Grey Goose Cellar Master François Thibault has retrieved the original recipe for Grey Goose La Vanille, which originally debuted in 2003 for a successful limited-edition run.

La Vanille is a blend of Grey Goose with natural vanilla flavor sourced from beans harvested in Madagascar.

In the US domestic market, vanilla is a top-selling flavor in the spirits category, growing by 40% (Nielsen 2018).

Bacardi's fruity flavors

Bacardi Oro Ginger: This golden rum, infused with ginger flavors, has a sweet and spicy taste. According to IWSR (2018), flavored and spiced rums account for 22% of all rum sales and continue to grow.

Bacardi Lime: Blended for an intense fruit flavor with aromas of lime zest and natural bright citrus notes. Lime is the fastest-growing flavor in the top 100 flavors tracked in Nielsen research.

Dewar's DFS exclusive

Dewar's Double Double is a new series of aged statement blended Scotch whiskies, using a four-stage ageing process, now available as a global travel exclusive with DFS, supported by a communications campaign running on DFS digital platforms.

The range consists of blended 21, 27 and 32yo whiskies. The packaging features a distinctive four-point star bottle housed in a contemporary white presentation box.

The 21yo blend (46%abv/50cl) retails at US\$90. Finished in Oloroso sherry casks, it delivers subtle notes of cinnamon and ripe vine fruits.

The 27yo blend (46%abv/50cl/US\$160) is finished in Palo Cortado sherry casks, to deliver heady, aromatic, floral notes with honeyed fruits and subtle spice.

The 32yo blend (46%abv/50cl/US\$250) is finished in Pedro Ximenez sherry casks, bringing rich, ripe treacle notes with a hint of smokiness.

Explaining the strategy behind this new innovation, Julie Witherden, Marketing Director, Bacardi Global Travel Retail, said: "Over the past five years, Bacardi has brought an incredible pipeline of

whisky innovation into global travel retail. The channel has a vibrant mix of consumers from emerging markets at the second stage of luxury who actively seek new discoveries, especially in aged whisky.

"This new wave, combined with the specialist whisky status of travel retail amongst established connoisseurs and collectors, makes this an important strategic market for Bacardi. For these reasons, we knew Dewar's Double Double had to launch in global travel retail first."