

Café with a whisky twist: Drambuie brings coffee activation to Edinburgh Airport



Running from November 1 - January 2, 2024, the promotion is in a prime post-security location close to the Departures World Duty Free store

William Grant & Sons-owned whisky liqueur brand Drambuie has teamed up with Edinburgh Airport and Avolta for the latest iteration of Café Drambuie.

Running from November 1 - January 2, 2024, the promotion is in a prime post-security location close to the Departures World Duty Free store, highlighting the Drambuie signature serve - the Drambuie Iced Espresso - in a relaxed 'café with a whisky twist' setting.

The premium café bar concept was conceived in partnership between William Grant & Sons Global team with specialist travel retail communications agency HRG, part of the Altavia Group. The activation features a bespoke sampling bar - complete with knowledgeable Drambuie brand ambassadors in barista uniforms - and high-visibility branding with POS and takeaway cocktail cards.

Adult travelers through Edinburgh Airport have the opportunity to sample a Drambuie Iced Espresso and to purchase a bottle of Drambuie, the perfect gift to treat guests with this Christmas. The brand is hoping to take the stress out of hosting this festive season by educating adult travelers on indulgent coffee cocktails and delicious recipes they can make at home for their next dinner party, all of which can be found on the Drambuie website.

The activation will be supported by an OOH marketing campaign which will go live in December '23,¹

featuring the hero Drambuie Iced Espresso serve in a festive setting.

According to William Grant & Sons' Global Travel Retail Regional Director Rufus Parkinson, the Drambuie activation at Edinburgh Airport has already been a resounding success. "It's a perfect lead-up to the festive season as the weather gets colder, appealing to both whisky fans and coffee lovers who are looking to try a new twist on our beloved classic liqueur," he says. "We activated this campaign in 2021 across two locations, London Heathrow and with Scandlines in the Nordics, both of which were received very well, and we hope to see similar results here in Edinburgh and Buenos Aires this time around."

Café Drambuie is also set to pop up in Buenos Aires Ezeiza International Airport from November 29 - January 4, 2024.

Gary Keogh, Global Brand Director says, "Café Drambuie immerses our adult travellers into the wonderful world of Drambuie hospitality with an elevated café experience educating our travellers on how to drink Drambuie, showing them just how easy it is to make and serve our delicious coffee cocktails this festive season".