

DFS brings Chile to Changi in world-first wine launch



Viña Concha y Toro is launching an exclusive range of wines and engaging activations at Singapore Changi Airport

Viña Concha y Toro has partnered with DFS Group to launch the travel retail exclusive Casillero del Diablo Route of Cabernet Sauvignon.

During April, the Chilean wine range was available as a world-first exclusive at Singapore Changi Airport, a month before a global travel retail roll-out.

The Route of Cabernet Sauvignon range consists of three bottles sourced from three Chilean wine valleys: Maule, Rapel and Maipo. The wines are being showcased through a series of activations, taking travelers on a journey through these valleys to the Devil's Cellar in Pirque, where the Casillero del Diablo legend began.

Philip Sancto, Regional Commercial Director, Asia Pacific, Viña Concha y Toro, said: "Sales of Casillero del Diablo have almost doubled in the last three years in Asia's domestic markets. South American wines have huge demand in this region, but are dramatically underrepresented in the travel retail channel. DFS has been instrumental in unlocking this market opportunity with us, and it's been a pleasure working with them to bring our first travel retail exclusive range to life."

Frederik Vanden Bulcke, Director Merchandising, Spirits, Wine & Champagne, DFS Group, said: “DFS is proud to partner with Concha y Toro in launching this exclusive range of wines, accompanied by engaging and disruptive activations at Changi Airport. We are excited to debut this compelling combination to Changi’s discerning travelers, offering them even more opportunities to choose from the best wines and spirits during their travels.”

The launch activation features across all four of Changi’s terminals in both Departures and Arrivals stores, inviting travelers to taste their way through Chile’s storied wine regions and providing wine education through gamification.

The displays feature elements of slate, wrought iron gates and brickwork, reminiscent of the old cellar in Pirque.

The Departures hall activations feature an interactive wire loop game. Players use a wand to race against the clock, navigating the wine valleys to the Casillero del Diablo wine cellar.

In Changi Terminal 4, Viña Concha y Toro is running a Route of Cabernet Sauvignon pop-up event pod until the end of June. Casillero del Diablo is showcasing a giant version of the game and a sampling station.

Diego Baeza, Global Travel Retail & Duty Free Director, Viña Concha y Toro, said: “DFS has matched our enthusiasm for the project and have been immensely supportive in its implementation. Changi is the perfect launchpad, and we’re very excited about rolling out the concept with DFS and other travel retailers in the coming months.”

In addition to the travel retail exclusive range, the activation will feature Casillero del Diablo’s Limited Edition Leyenda Cabernet Sauvignon, the signature wine of the range.

To complement their wine purchases, shoppers will also be able to take home a set of coasters detailing the distinct terroirs of the valleys.

Casillero del Diablo’s Route of Cabernet Sauvignon activation is being rolled out to several locations over the coming months.