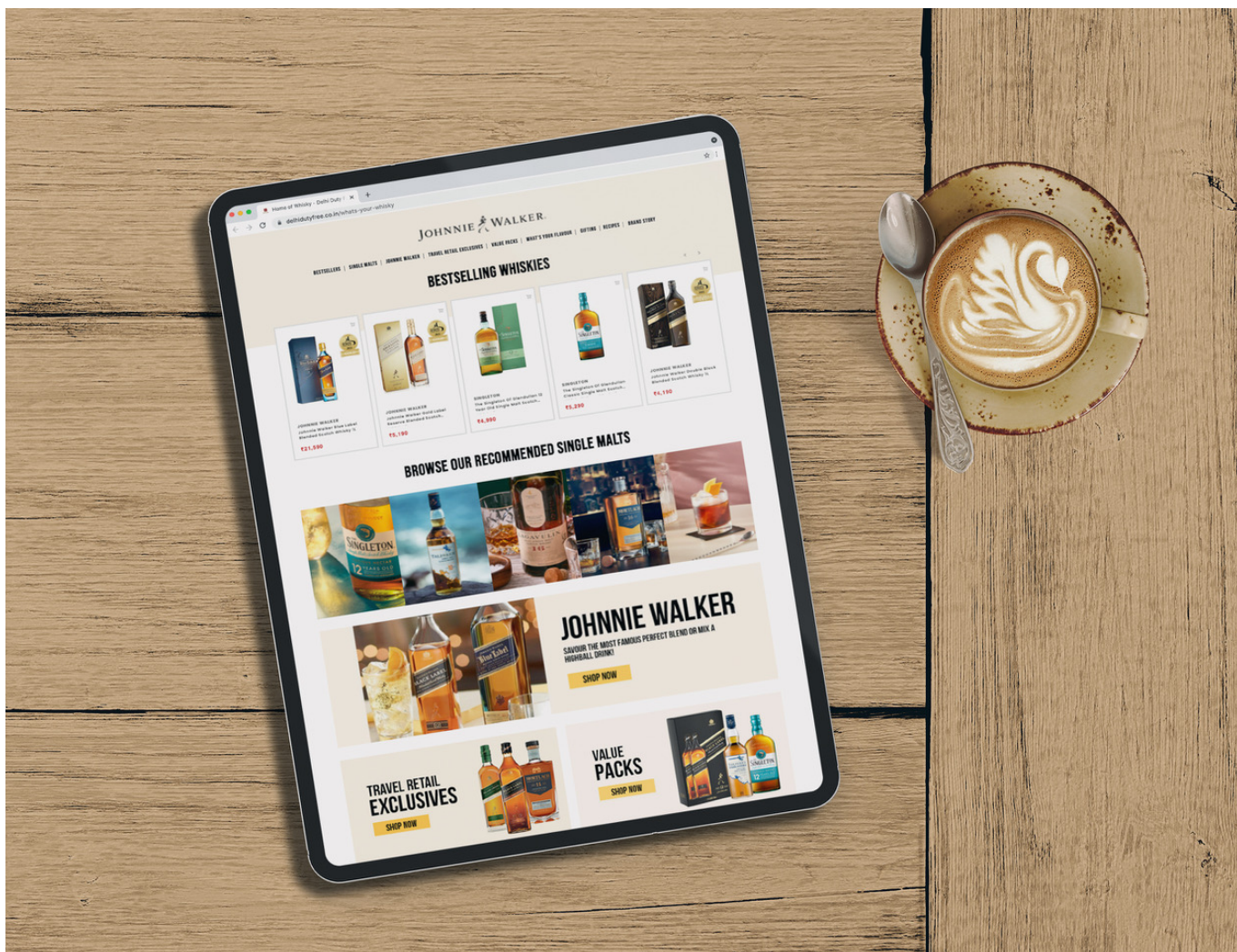


Diageo & Delhi Duty Free partner on digital whisky store

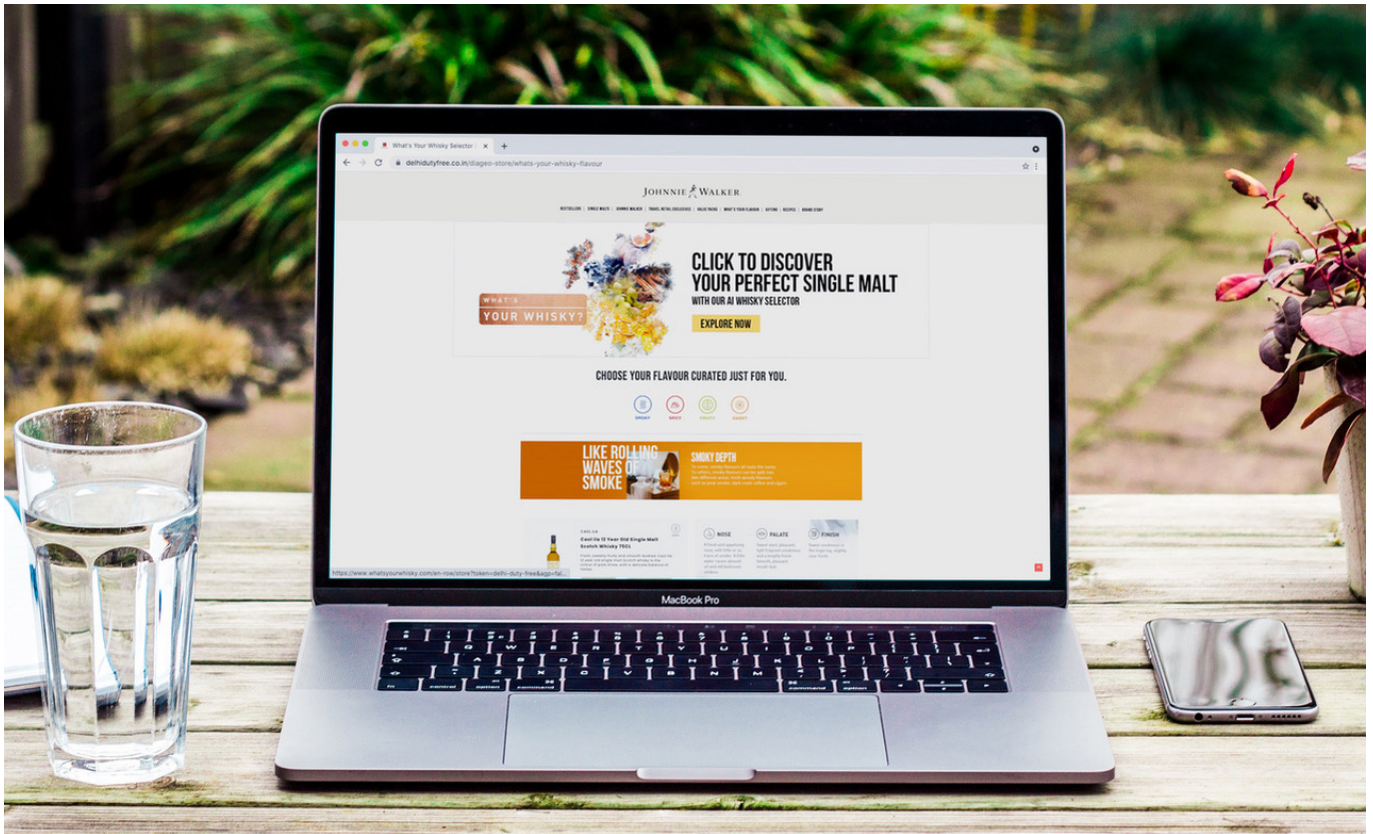
In partnership with Delhi Duty Free, Diageo Global Travel has launched a highly advanced digital whisky store.



Delhi Duty Free is the first travel retailer to offer Diageo's highly advanced whisky store with dedicated brand pages

This digital hub is housed within Delhi Duty Free's website. Users are able to explore Diageo's whisky portfolio, select their preference and receive their purchase through a simple in-store collection service. This virtual location also creates the opportunity for more offline-to-online omnichannel solutions.

The new e-commerce allows users to navigate through the integrated hub to discover world-leading whisky brands on offer at Delhi Duty Free, while dedicated pages offer each brand's unique history, tasting notes and characteristics, along with video content and recipes. Delhi Duty Free is the first retail partner of Diageo GT to offer this digital boutique along with brand pages.



Through Delhi Duty Free, whisky enthusiasts can access Diageo’s gamified “What’s Your Whisky” platform

Delhi Duty Free also offers consumers access to Diageo’s gamified platform “What’s Your Whisky,” which uses artificial intelligence to guide users to their perfect whisky. With the AI selector, users can choose from four flavour variants to find the perfect whisky curated just for them.

Eduardo Barp, Managing Director Diageo Global travel, commented: “I’m delighted that in working with Delhi Duty Free and its associated agencies, Diageo Global Travel has been able to collaborate in the creation of these seamless online brand experiences which will play a key role in driving digital connectivity.

“As part of our recently unveiled category strategy, we’re proud that this latest development will further enhance our pillars of growth, including ‘all year gifting’ and ‘enabling flavour exploration’ in particular. Consumers are always looking for new shopper experiences, and we believe this advanced online boutique will provide an easy but enjoyable path to purchase for both whisky lovers and those new to the category.”

Commenting on the whisky store developments, a spokesperson from Delhi Duty Free Services (DDFS), said: “Due to the pandemic, travelers are shifting away from spending time browsing in-store and moving towards more planned purchases, with consumers researching online beforehand and buying from click and collect services. Delhi Duty Free has always invested in experiences so it was important for us to provide an engaging and experience-led way to shop.

“The objective of the new webpages is to offer visitors a simple yet exciting way to purchase whisky from Diageo’s top-selling portfolio. Diageo and Delhi Duty Free teams conceptualised the development through a collaborative process, and we are incredibly proud to be the first travel retailer to develop such an interactive whisky boutique in partnership with Diageo.”