

Diageo Global Travel launches Johnnie Walker gifting studio in Singapore



The concept launched with a special event Friday November 18 hosted by Diageo Global Travel and partners from Changi Airport Group (CAG) and Lotte Duty Free

Diageo Global Travel launched a gifting studio in Terminal 3 of Singapore Changi Airport, targeting travelers looking for a luxury gift for themselves or loved ones through the holiday season.

Passengers are invited to explore the new studio, immerse themselves in the world of Johnnie Walker Blue Label and discover the unrivaled depth of flavor that Johnnie Walker Blue Label Ghost and Rare Port Dundas limited edition offers.

Johnnie Walker Blue Label Ghost and Rare Port Dundas is the fifth release in the award-winning series and explores the character of exceptional and rare whiskies from one of world's most famous Grain Whisky distilleries, the Glasgow "ghost" distillery of Port Dundas. The renowned distillery, built in 1811 on the banks of the Forth and Clyde Canal, has shipped its distinct Scotch across the world for nearly 200 years.

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Sandra Tassilly, Diageo Global Travel Commercial Director for APAC, MENA and India said, "We're delighted to bring this spectacular new gifting studio exclusively to APAC passengers in Changi, opening up our world of luxury Diageo brands for passengers to explore. With this shopping

experience we want to encourage and enable flavor exploration, creating moments to remember during this festive season.

We have worked with Changi Airport to bring this experience to Asia PAC, offering shoppers a personalized, multisensory, tasting and gifting studio, that will not only appeal to the luxury consumer, but also a new generation of buyer, which is really thrilling for the future.”

The new installation focuses on Johnnie Walker’s luxury gifting accessories including gift bags and personalized luggage tags. Changi Rewards and iShopChangi members can also avail themselves of a free Johnnie Walker Blue duffel bag with any purchase of Johnnie Walker Blue Label.

The hotly anticipated new Elusive Expressions Special Releases Scotch Whisky Collection, will also be available in the studio along with gift offerings from Baileys and Tanqueray, for the first time in APAC Travel Retail including delicious Chocolate Truffles and Tanqueray jellies.

Teo Chew Hoon, Managing Director of Airside Concessions at Changi Airport Group, added, “At Changi Airport, we delight in connecting lives, especially during the festive season, as friends and families travel miles across the globe to be with their loved ones for the holidays. As such, we are excited to collaborate with Diageo Global Travel on the Johnnie Walker Blue Label Ghost and Rare Port Dundas gifting studio at Terminal 3 to invite travelers into the season of giving and merry making, and experience award-winning luxury whiskies.”

The new Johnnie Walker Blue Label Ghost and Rare Port Dundas gifting studio is in the Departures Lounge of Terminal 3, Singapore Changi Airport until December 31, 2022.