

# Diageo launches Johnnie Walker Blue Label immersive experience in Dubai Airport



There are two pop-up lounges in Terminals 1 and 3 of the Dubai International Airport

In celebration of the fifth release in the [Johnnie Walker Blue Label](#) Ghost and Rare series of limited editions, Port Dundas, Diageo Global Travel is opening two new immersive experiences in Dubai Duty Free at Dubai International Airport.

The two pop-up lounges located in Terminals 1 and 3 give shoppers the opportunity to experience and taste the luxury world of Johnnie Walker Blue Label at a bespoke sampling bar and product discovery area offering a multi-sensory experience. Purchasing travelers will also receive the luxury gifting Johnnie Walker Blue options of personalized luggage tags and gift bags.

The next release in the multi award-winning series, Johnnie Walker Blue Label Ghost and Rare Port Dundas is an exceptional Scotch that 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 Johnnie Walker team of whisky makers, led by Johnnie Walker Master Blender Dr. Emma Walker, hand-picked the most distinctive expressions of maturing whisky from Port Dundas for this new limited edition Scotch.

"Creamy, wood notes from Port Dundas embrace the vanilla and soft smoke from the "ghost" whiskies of Cambus and original stocks of Brora. Other very rare whiskies from Cameronbridge and Glenkinchie reveal notes of spiced apples alongside Clynelish, Dailuaine and Auchroisk, bringing aromas of

peaches and berries," reads the press release.

The experiential hubs in T1 and T3 will be supported by an omni-channel campaign including OOH media on digital screens throughout the terminals. There will also be a digital advertising campaign on Dubai Duty Free owned channels.

Sandra Tassilly, Diageo Global Travel Commercial Director for APAC, MENA and India, said in a press release, "We are opening up a new world of luxury for passengers to explore in Dubai with this Port Dundas experience. Our partnership with Dubai Duty Free and Dubai International Airport enables us to engage with luxury shoppers in MENA, vital for our growth within travel retail.

"Our immersive lounges and omni-channel approach offer travelers pre-travel online purchases and a personalized and multi-sensory tasting experience, blending the digital with the in-person. The striking OOH media campaign supporting the experiential hubs, engages with passengers as they make their way through the terminals. This investment really demonstrates our commitment to the region and our desire to be alongside the passenger at every step of the journey."

Sharon Beecham, Senior Vice President Purchasing of Dubai Duty Free, added, "We are pleased to be partnering with Diageo Global Travel to launch the new Johnnie Walker Blue Label experiential lounges. In addition to a sensory product discovery including sampling and visual engagement, passengers can, more broadly look forward to all sorts of other luxurious and bespoke services as they shop at Dubai Duty Free."

Passengers can explore the two new Johnnie Walker Blue Label Ghost and Rare Port Dundas experiential hubs located in Dubai International Airport, Terminal 1 and Terminal 3 until February 28.