

Distell brings Amarula Chocolate to Big Five Duty Free



A series of in-store promotions marked the launch of Amarula Chocolate at Big Five Duty Free

[Amarula Chocolate](#), a premium cream liqueur with a milk chocolate taste, has announced its arrival at [Big Five Duty Free](#) with in-store promotions in Johannesburg's OR Tambo International Airport and Cape Town International Airport.

Activations include an augmented reality game that gives travelers a chance to win an Amarula branded gift. Additionally, consumers who purchase any two bottles of Amarula during the promotion receive an ice cream scoop gift with purchase.

According to a press release, "The promotion proved to be a major hit with shoppers, with sales of Amarula Chocolate at Big Five Duty Free currently ranking second only to Amarula Original followed by Coffee, Vanilla Spice, Chocolate Raspberry and Vegan."

Helena Melis, Marketing Manager, Buyer: Spirits, Wine & Confectionery, Big Five Duty Free said, "Amarula is an iconic South African brand, so it is truly fitting that Big Five Duty Free introduces this latest flavor innovation in exciting fashion. With a strong in-store campaign and bold visual identity, the launch is resonating strongly with our shoppers and bringing innovation and engagement to our liquor offering."

Luke Maga, Head of Europe & Global Travel Retail, Distell International, added, “The popularity of Amarula Chocolate indicates that travelers are curious to explore and buy this flavor. We are delighted to partner with Big Five Duty Free to bring this indulgent new offering to existing Amarula drinkers as well as new and younger shoppers with whom the appeal of chocolate is extremely strong. Following the success of Amarula Vegan we are continuing to leverage the brand’s appeal to deliver a strong pipeline of innovation.”

Amarula Chocolate (15.5% ABV) is available at Big Five Duty Free in one-liter pack sizes.