

# Distell debuts high-profile wine promotions at Hong Kong Airport



Premium wine brands Nederburg and Durbanville Hills on promotion at Duty Zero's East Hall North Store, Hong Kong International Airport Terminal 1

South African wines and spirits producer Distell has launched two high-profile promotions (HPPs) for Islay whisky brand Bunnahabhain and its premium wine brands Nederburg and Durbanville Hills at Hong Kong International Airport Terminal 1.

Located in Duty Zero's East Hall North Store, the promotions are running for two months and are a first-time initiative for Distell. With the HPPs, Distell is aiming to communicate the rich history of its top-tier brands to Asian customers while providing a learning experience.

The Bunnahabhain HPP features the brand's World Traveller Exclusive range of whiskies, comprising An Cladach, Eirigh Na Greine and Cruach Mhona, as well as two expressions from the core range: Bunnahabhain 12 Year Old and the super-premium 25 Year Old.

Aimed at broadening Bunnahabhain's customer base, the HPP invites travelers to discover the brand's 138-year history via storytelling. Production elements from the Islay distillery are replicated in the HPP and travelers are encouraged to try the brand's award-winning whiskies via sampling and detailed tasting notes.

The wine HPP marks the Asia launch of five premium wines from Nederburg and Durbanville Hills: Nederburg Vintage Limited Edition Pinotage (2004), Nederburg Private Bin Cabernet Sauvignon 2006, Nederburg II Centuries Cabernet Sauvignon (2013), Durbanville Hills Collectors Reserve The Lighthouse Merlot (2017) and Durbanville Hills The Tangram (2015).

Focused on customer engagement, the wine HPP offers travelers the opportunity to 'reveal the secrets of each wine' in an innovative way which allows them to see the color of the wine before

tasting it. Staff are also on hand to provide additional information on the different taste profiles.

Distell Global Travel Retail Managing Director Luke Maga said: “CDF-Lagardère currently have the largest selection of single malt whiskies from the Distell portfolio in global travel retail, from GTR exclusives to the core ranges of Bunnahabhain, Deanston and Ledaig. We thank CDF-Lagardère for supporting Distell’s ambition to build our single malt portfolio throughout travel retail.

“Bunnahabhain in particular has a strong brand heritage and whilst very few people are fortunate enough to make the journey to its home on Islay, the HPP enables us to communicate a piece of the brand’s story to a wider audience.”

Maga continued: “The wine selection at Duty Zero comprises some of Distell’s most premium wines. From the Nederburg Private Bin Cabernet Sauvignon 2006 to the Durbanville Hills Collectors series, these wines represent the exceptional quality that our portfolio has to offer and bring travelers an authentic taste of South Africa.”

Distell General Manager Asia Pacific Travel Retail Harry Kartasis added: “Distell Global Travel Retail is honored to partner with Duty Zero to feature two HPPs across our multi award-winning Bunnahabhain whisky range and world-class fine wine collection. The HPPs are a true reflection of our mission to deliver world-class consumer experiences with our long-time partners at Duty Zero.”

Lagardère Travel Retail Hong Kong Business Director (Spirits, Wines & Beer) Asia, Scott Hamilton, said: “We are glad to be the first in Asia travel retail to offer five of Distell’s wines. At CDF-Lagardère, we’re constantly looking for new ways to excite our customers with fresh products as well as engaging retail concepts. Partnering with Distell for the execution of the wine and single malt whisky HPPs underlines our mutual commitment to present travellers with innovative products and experiences.”