

# Edinburgh Gin launches extensive campaign across UK and European Travel Retail



The airport activation campaign featured high-impact installations in the World Duty Free stores at London Stansted Airport and Heathrow Airport, Terminal 5

[Edinburgh Gin](#) and Dufry launched an extensive airport activation campaign across the UK and in Europe this summer and fall.

The investment features high-impact installations in the World Duty Free stores at London Stansted Airport and Heathrow Airport, Terminal 5, with tasting bars managed by experienced promoters, who introduce shoppers to the Edinburgh Gin range, plus two Dufry-exclusive flavors.

The range is also explained in eye-catching imagery on wall bays, pillars and digital screens, taking consumers on a journey of flavor. Customers are given a cocktail recipe booklet and with the purchase of any two bottles of Edinburgh Gin, receive a branded zester as a gift. They can also enter a digital competition via QR code to win the full Edinburgh Gin duty free range.

The Stansted activation in August centered on the exclusive launch with Dufry of Strawberry & Pink Peppercorn and the activation at Heathrow installation, which is running this month, frames Edinburgh Gin as the pioneers of flavored gin.

“As the pioneers of the highly popular Rhubarb & Ginger flavor, we continually seek to entice consumers with innovative new flavors and the two Dufry-exclusive flavors, Strawberry & Pink Peppercorn and Watermelon & Lime are great examples of this. Edinburgh Gin Classic, a perennial favorite, is the base gin underpinning our flavored range,” comments William Ovens, Global Travel Retail Director at Ian Macleod Distillers.

[Ian Macleod Distillers](#) is also partnering with Dufry on its own summer campaign. Edinburgh Gin pop-up bars have been installed at UK airports including Edinburgh, Aberdeen and Glasgow and, for the first time, in Europe with Dufry in Alicante. This month, Edinburgh Gin is spearheading a high-profile, multi-faceted, digital campaign in Spain.

“Edinburgh Gin is one of our most refined and recognized spirits brands and the high-profile activations in Heathrow, Stansted and Spain – and Edinburgh Gin’s participation in our Dufry summer campaign – are really broadening the awareness and appeal of this major brand, driving sales across the range,” adds David de Miguel, Global Head of Liquor at Dufry.

Launched in June, Edinburgh Gin Strawberry & Pink Peppercorn (1L / 40% ABV) is hand-crafted using a blend of traditional gin botanicals, mixed with bright, fresh notes of strawberry and balanced with subtly sweet and spicy pink peppercorns. It is available in all key UK World Duty Free stores and other main Dufry stores in European airports.

Lastly, Edinburgh Gin opened the first of its kind, standalone bar at Edinburgh Airport last month. The company partnered with [Plaza Premium Group](#), the leaders of independent Executive lounges in airports, on the project.