

Glenfiddich pop-up makes Middle East debut at Dubai Duty Free



From left to right: Varun Anand (Regional Manager ISCME, WG&S), David Wilson (MD Travel Retail, WG&S), Natalie Jackson (General Manager, Organico), Saiman Thapa (Brand Ambassador), Divya Shetty (Assistant Category Manager, Organico) & Manmeet Kaur (Customer Planning & Activation Manager, ISCME WG&S)

[Glenfiddich](#)'s Perpetual Collection pop-up concept has made its Middle East debut at Dubai International Airport in partnership with [Dubai Duty Free](#). The immersive in-person experience will be at the airport until March 31 in the form of three installations: in Concourse D Terminal 1 Departures, Concourse B East and West, and Terminal 3 Arrivals.

“Whisky accounts for over 50% of the total alcohol category in the Middle East, and Glenfiddich leads the market in malts, thanks to our superb coverage at all age statements and price brackets,” said David Wilson, William Grant & Sons Managing Director Global Travel Retail, in a press release. “The Perpetual Collection is Glenfiddich’s biggest launch in global travel retail in the last decade, and we have been thrilled by the reception to our pop-up concept at other airports. Glenfiddich is a key partner of the leading airport retailers in the Middle East, as it facilitates huge trade-up opportunities, and incremental transaction value versus the category average. More specifically, we know that Dubai International’s Indian passenger demographic is the top nationality for Glenfiddich purchases. We are therefore hugely excited by the opportunities this latest collaboration presents.”

The Glenfiddich Perpetual Collection features four single malt whiskies, each matured within vats that have never been emptied, adding continuous layers to the flavors. It began its global travel retail roll-out in August 2022. The first Perpetual Collection pop-up took place in Singapore Changi, in association with Lotte Duty Free, last September. Subsequent airport locations have included Amsterdam Schiphol, Miami International and Taiwan Taoyuan Airport.

"To complement the airport's pop-up presence, in March the Glenfiddich Perpetual Collection will be Dubai Duty Free's Malt of the Month. William Grant will host tastings in Concourse D and T3 Arrivals, overseen by its own Brand Promoters who are accredited WSET Level 1 in Spirits. To further maximize visibility and awareness, the Perpetual Collection will be showcased on JCDecaux media screens around the airport, across Dubai Duty Free's social media channels, and featured on the retailer's website."

"Dubai Duty Free has always been a great supporter of the malt whiskey category, so a partnership with a brand like Glenfiddich is an obvious choice for us," commented Dubai Duty Free Senior Vice President Purchasing Sharon Beecham. "As we welcome an increasing number of passengers, driving penetration and trade-up are more important than ever, and the new range from Glenfiddich is a great vehicle to both create interest in the category and offer shoppers an easy-to-navigate trade-up strategy. We look forward to seeing the range brought to life in our stores."