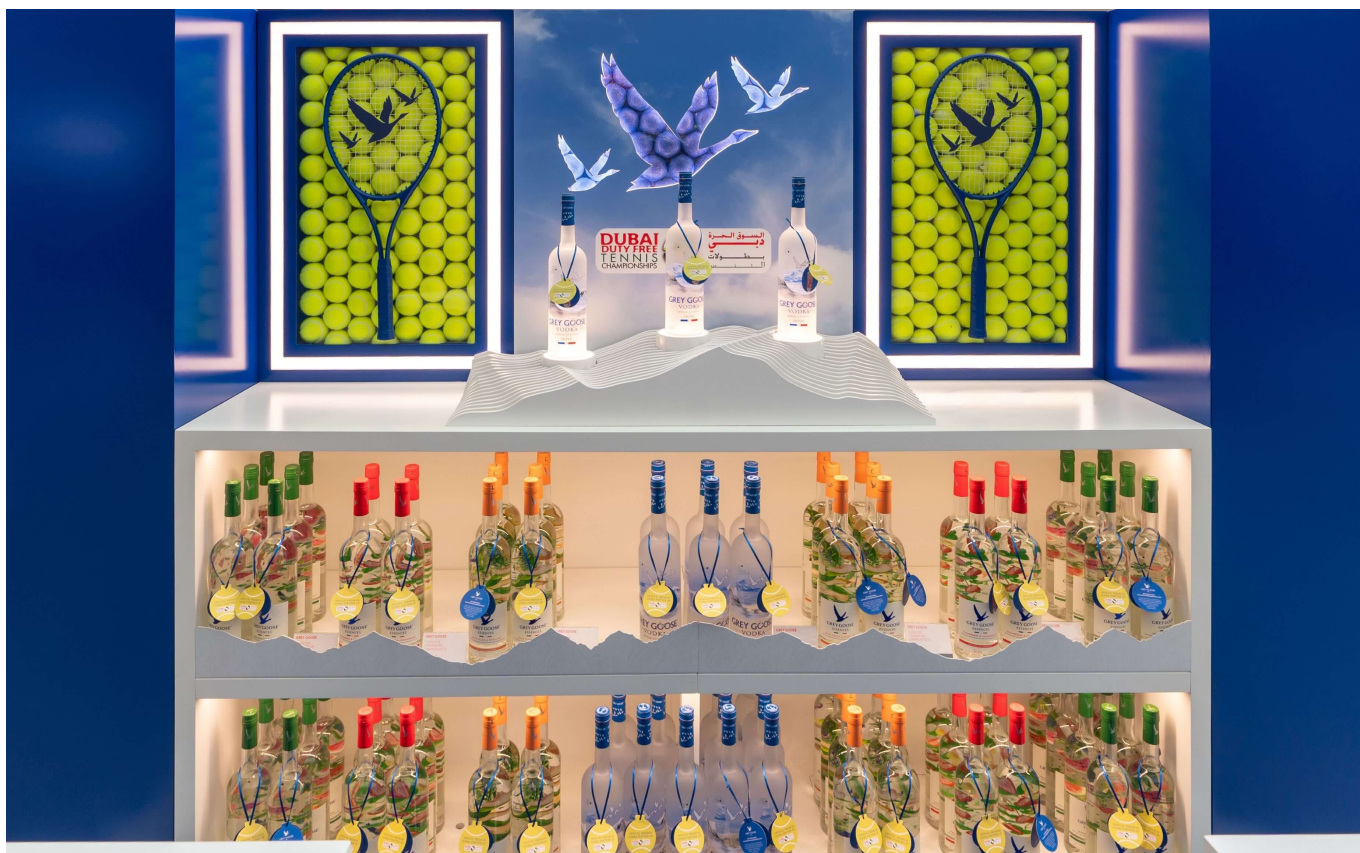


Grey Goose celebrates 6th year as Dubai Duty Free Tennis sponsor



Grey Goose's sponsorship of the ATP Dubai Duty Free Tennis Championships includes a high visibility campaign across Dubai International Airport

Grey Goose vodka has extended its relationship with the ATP Dubai Duty Free Tennis Championships 2024 by returning for the sixth year in succession as a premium sponsor.

This year's sponsorship program includes extensive brand presence across the Dubai Duty Free Tennis Stadium and a range of activations at Dubai International Airport, including a high visibility campaign, running through February and March in key footfall areas throughout the Arrivals and Departures areas of Terminals 1 and 3. In addition, traveling tennis fans are invited to try their hand at a winning shot with tennis-themed prizes.

The in-store engagement educates shoppers in Grey Goose's subtle finish and its versatility. Shoppers are also encouraged to try their hand at making the tournament's official cocktail, the Grey Goose Honey Deuce. The cocktail blends 40ml Grey Goose with 90ml lemonade and 10ml Chambord in a chilled glass with cubed ice and a garnish skewer of three frozen honeydew melon balls.



Game, set and match: Grey Goose aces in this eye-catching activation at Dubai International Airport

According to the vodka brand, world-class tennis and Grey Goose “share a determined passion to set the bar high and celebrate excellence, from tennis icons to the ultimate in iconic cocktails”. Grey Goose is rated as the number one super-premium vodka category and the choice of professional bartenders around the world.

Made with just two ingredients and distilled once before bottling, Grey Goose is crafted in France under the guidance of Cellar Master François Thibault. Finest quality single origin, soft winter wheat from Picardie and natural spring water from Gensac in the Cognac region partner in every bottle. The wheat is verified by the FSA.

Commenting on the campaign, Alexey Babin, Director IMEA, Bacardi Global Travel Retail, said, “The quality, strength and mutual benefits of our partnership with the ATP Dubai Duty Free Tennis Championships are highlighted by the fact that we are sharing in this dynamic opportunity together for the sixth year in succession. With 17 of the world’s top 20 players competing in the 2024 tournament, this is a perfect moment for us to share the passion and camaraderie of the event with its loyal fans, flying into Dubai. Bacardi is delighted to continue partnering with Dubai Duty Free in their beacon events, helping travelers celebrate moments that matter and inspiring them to fall in love with Grey Goose and the rest of our beautiful brands.”

Since its launch in 1993 the ATP Dubai Duty Free Tennis Championships has been a particularly resonant event for Dubai International Airport, where the Dubai Duty Free team members play a significant role in the organization of the tournament.