

Grey Goose returns as sponsor of Dubai Duty Free Tennis Championships



A GREY GOOSE display at the Dubai International Airport

[GREY GOOSE®](#) has returned for the fifth consecutive year as a premium sponsor of the ATP Dubai Duty Free Tennis Championships, running from February 19 to March 4.

According to a press release, "In addition to event branding at the Dubai Duty Free Tennis Stadium, a shopper engagement campaign is running throughout the tournament at [Dubai International Airport](#), including a high visibility campaign in key footfall areas throughout the Arrivals and Departures areas of Terminals 1 and 3."

Commenting on the campaign, Alexey Babin, Director IMEA, Bacardi Global Travel Retail, said, "We are delighted to further extend our long and successful relationship with Dubai Duty Free as a sponsor of the ATP Dubai Duty Free Tennis Championships. In this, our fifth year of sponsorship, we have exploited our deep understanding of this regional market to further strengthen the visibility of GREY GOOSE on the world-class tennis circuit. The tournament is regularly voted among the most popular on the tennis calendar not only among both fans but also by the players, highlighting its blend of supreme skill, perfectionism and shared enjoyment, qualities that are shared and celebrated by GREY GOOSE."

The in-store activity at Dubai International Airport educates shoppers on how "the subtle, refined finish of GREY GOOSE makes it a perfect choice for the most discerning mixologist, at home or away. Shoppers are also encouraged to try their hand at making the tournament's official cocktail, the GREY GOOSE Golden Set. Easy to make, this is a winning blend of fresh pineapple and coconut syrup, perfectly balanced with the delicate hand-picked elderflower in ST-GERMAIN® liqueur and paired with the pure, smooth nature of GREY GOOSE vodka, for a match made in heaven."