

# House of Suntory launches first Latin American showcase with DFA



The partnership at Panama's Tocumen International Airport marks strategic expansion of Japanese whisky portfolio in the Americas

Suntory Global Spirits and Duty Free Americas have launched The House of Suntory's first-ever

whisky showcase in Latin America, marking a significant milestone in the companies' partnership. Located at Panama's Tocumen International Airport, known as the "Gateway to Latin America," the installation represents a strategic move to strengthen Suntory's presence in the region's growing Japanese whisky market.

"Our Latin America store network provides The House of Suntory with incredible exposure to whisky collectors and enthusiasts eager to explore the booming Japanese whisky category," says Dov Falic, Vice President of Duty Free Americas (UEFA). "Given the strict allocations, Japanese whisky is rarely available in the region, making this partnership with The House of Suntory even more valuable. We are proud to collaborate with Suntory Global Spirits to introduce their exceptional The House of Suntory whiskies to a growing audience in Latin America. This is just the beginning of what is to come."

The showcase features Suntory's renowned whisky portfolio including Hibiki, known for its harmonious blend of malt and grain whiskies, Chita, a smooth single grain whisky, and Toki, which combines Yamazaki and Hakushu Single Malt whiskies with Chita Single Grain whisky.

"Our first The House of Suntory showcase in Latin America marks a significant milestone in our long-term partnership with Duty Free Americas," says Ashish Gandham, Global Travel Retail Managing Director, Suntory Global Spirits. "As pioneers of the Japanese whisky category, it is essential for Suntory to lead in the markets where the Japanese whisky market is taking off, and our partnership with Duty Free Americas is central to achieving this vision to introduce our iconic brands to new consumers. Stay tuned for more exciting updates throughout the year."