

Monkey Shoulder and Osprey Duty Free partner in Mixer Truck debut in Mumbai



Stopping shoppers in their tracks: Monkey Shoulder's branded Mixer Truck rolls into Mumbai Airport

William Grant & Sons' disruptive whisky brand Monkey Shoulder is capturing attention again in a first-of-its-kind appearance in travel retail. The brand's iconic Monkey Mixer Truck made its debut exclusively at Chhatrapati Shivaji Maharaj International Airport in Mumbai.

Launched in the departures area on May 26, 2025, for a three-month period, the showstopping pop-up has been developed in collaboration with Osprey Duty Free. The truck, with its barrel evoking a giant cocktail shaker on wheels, demands attention and sets the stage for an unforgettable brand experience. The structure doubles as a DJ platform, complete with a dynamic onboard sound system.

Alongside the striking truck installation, Monkey Shoulder brand ambassadors will share their knowledge and expertise, inviting visitors to discover why Monkey Shoulder is the perfect spirit for mixing.

Seamlessly bringing together technology and mixology, adult travelers passing through Osprey Duty Free at Mumbai will have the opportunity to be inspired by an interactive digital cocktail recipe selector helping them to explore new mixology possibilities to try at home. Meanwhile, a captivating 3D brand video plays on a giant curved screen. Shoppers who purchase two bottles will receive an exclusive set of six Monkey Shoulder vinyl coasters.

To celebrate the launch, Osprey Duty Free and Monkey Shoulder partnered to create a one-of-a-kind takeover event, featuring a live DJ spinning a specially curated Monkey Shoulder playlist to bring festive vibes to the terminal, while shoppers were gifted with branded caps and coasters. Those who

purchased a twin pack will also be treated to a ride to their gate in branded Monkey Shoulder golf carts.

Rufus Parkinson, Regional Managing Director - Global Travel Retail at William Grant & Sons, said, "This is the first time we're bringing the Monkey Shoulder Mixer Truck to an airport, and it perfectly showcases our commitment to delivering outstanding experiences that drive footfall and shopper engagement. This milestone was made possible through our trusted collaboration with Osprey Duty Free, and we're thrilled to bring this unique activation to Mumbai."

An Osprey Duty Free spokesperson shared, "This collaboration with Monkey Shoulder is truly one-of-a-kind, and we're proud to bring something so fresh and engaging. The DJ setup, the larger-than-life truck, and the whole vibe creates a fun, experiential moment for travelers. At Osprey Duty Free, we're always looking to create new ways for travelers to pause, engage, and take back a unique memory, and this one checks all the boxes."