

Pernod Ricard GTR launches The Malt Gallery at Delhi Airport



The 13.5-square-meter space at Delhi Airport takes inspiration from a contemporary art gallery design through a clean and neutral aesthetic with the individual brands highlighted through unique brand cues

Pernod Ricard Global Travel Retail has unveiled today The Malt Gallery exhibition in Delhi Airport showcasing a portfolio of extraordinary Single Malts curated from the finest distilleries in Speyside, Scotland.

The Delhi exhibition aims to help shoppers discover and learn more about Single Malt Scotch Whisky, whilst also offering the chance to purchase from a range of Pernod Ricard brands. Each bottle displayed in The Malt Gallery has been selected for the unique story it has to tell. Including The Glenlivet, Aberlour, and Secret Speyside, each unique whisky is brought to life in the space using art; exploring unique forms, textures and visuals to help connect consumers to the products in a more emotive way.

The 13.5-square-meter space takes inspiration from a contemporary art gallery design through a clean and neutral aesthetic with the individual brands highlighted through unique brand cues. Within the space, two distinct zones - Groundbreakers and Masterpieces allow shoppers to explore and celebrate different tastes, styles, and brand stories.

Groundbreakers is focused on discovery, aimed at newcomers who are taking their first steps into the world of Single Malts, and enthusiasts who are searching for something new to explore. By focusing

on craft and flavor, Groundbreakers provides a space for shoppers to discover the category in an accessible way, whilst offering depth and storytelling for whisky enthusiasts. The space showcases established Single Malts, such as The Glenlivet and Aberlour, engaging shoppers with big flavors alongside a vibrant and bold colour palette which captures the energy and passion of the brands included.

Masterpieces, caters to the connoisseur and is focused on sparking curiosity and providing a more in depth level of storytelling for shoppers that have a deeper knowledge of the category. Shoppers can explore a collection of prestigious Single Malts including lost distilleries from Secret Speyside and rare expressions from The Glenlivet. The Masterpieces exhibition offers a different sensory experience to Groundbreakers, with a contrasting intimate and refined space. The in-depth brand stories are brought to life in the space through light, animated content, poetry projections, and soundscapes, immersing shoppers visiting the gallery in a sensory experience similar to that found in the distilleries.

“We’re thrilled to be launching the first exhibition of The Malt Gallery for travelers at Delhi airport. We know that travellers are looking for new and different ways to explore Single Malts, and with so much choice it can often feel like a complex category,” said Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail.

She continued, “The interactive activation aims to create an engaging shopping experience that has been specifically curated to reveal the different characters of Single Malt. Taking inspiration from the art world, the Malt Gallery has been carefully curated to cater to everyone’s tastes. We believe there is a product for everyone regardless of where they are on their Single Malt journey and The Malt Gallery is the perfect place for travelling shoppers to discover more.”

Ashish Chopra, CEO Delhi Airport Duty Free said, “We're continually seeking to offer unique and engaging shopping experiences for our consumers that are aligned to their requirements and interests. We are seeing an increase in Indian shoppers' interest in engaging immersive experiences, particularly in the malt category, so it's fantastic to see that the world premiere of The Malt Gallery exhibition is taking place at Delhi Duty Free and we are confident that our customers will enjoy the sensorial experience while learning more about the category.”

Throughout November and December 2022, travelers passing through Delhi Airport Arrivals will be able to explore The Malt Gallery exhibition.