

Takamaka to open flagship at Seychelles

Takamaka Rum has announced it is celebrating the return of global travel with the launch of a unique hospitality and retail space at Seychelles International Airport. The space is designed to capture the history and warmth of its island home and introduce more travelers to its Seychellois rums.

Located on the first floor of the International Departures Terminal, this 330-square-meter, 170 passenger dynamic space, designed by Pearlfisher (who also recently redesigned Takamaka's brand identity and packaging), combines natural materials, such as driftwood-inspired flooring, with tropical accents that draw on the segmented flag of The Seychelles and its incorporation into the Takamaka brand identity. Drawing on the core function of Trois Freres Distillery, the home of Takamaka Rum, a copper stills anchor the design, with copper pipe detailing throughout and two central tables constructed from reclaimed ex-rum barrels.

The space showcases the full range of award-winning Takamaka Rums available for purchase, including the new premium range The St Andre Series, alongside unique travel retail exclusive brand merchandise for sale of gift-with-purchase. One wall proudly displays the unique history of the brand and its connection to the islands alongside a unique brand moment designed to encourage guests to capture one final snap of their Seychelles adventure. The retail area flows seamlessly into a combination seating and standing area for guests to sit back and enjoy Takamaka rums in a series of traditional and creative cocktails. The back wall is taken up with a stunning feature bar, modelled after the local beach hut bars and complete with beach shack style roofing.

Richard d'Offay, Takamaka Co-Founder said, "For the last twenty years, our goal has been to create rums that offer a taste of the Seychelles to people around the world, and our achievements in the global travel retail space have shown us just how well received this is. Regional GTR business has gone strength to strength as we continue to grow both our footprint and volumes that reflect the strong regional travel numbers. At home in the Seychelles, 2022 has seen a resurgence of travellers and therefore this was the perfect time to invest in our very first owned travel retail outlet."

Ms. Florence Marengo, General Manager for Commercial at Seychelles International Airport, said, "As we continue to honour our jubilee celebrations this year, the Takamaka outlet is a unique addition to the commercial offerings at Seychelles International Airport, in that it guarantees an authentic guest experience, like no other. Our customers will now have the opportunity to savour an array of beverages, whilst they immerse themselves in the comfort and richness of the Takamaka rum tradition and depart with a souvenir gift and wonderful memories of their time in the Seychelles."

Family owned, Takamaka was founded by two brothers more than twenty years ago who have built the brand into the number one spirit on the island nation. Bernard and Richard d'Offay set out to create rums that capture the spirit of the Seychelles, with its diverse flavours and laid-back attitude, which they and their fellow islanders would enjoy. They didn't follow an industry blueprint, instead using what means they had available to them to create their liquid. Twenty years later, the brothers now produce a portfolio of premium rums that are enjoyed around the world, capturing the unique and undiscovered flavours of their remote, tropical island home in the Indian Ocean.