

# Targeting "curious" travelers: The Hendrick's Gin Perfumery lands at Amsterdam Schiphol Airport



The eye-catching Hendrick's Gin Perfumery runs until the end of May

Hendrick's Gin and brand owner William Grant & Sons have partnered with Gebr. Heinemann and Schiphol Airport to introduce the Hendrick's Gin Perfumery to a new travel retail location: Amsterdam Schiphol.

The 25 square meter high-profile pop-up is located in the airport's recently renovated Lounge 2 Central Promo Point. The 'curious' activation started on May 1 and will run until May 31, supported by an impactful media campaign throughout the airport.

The campaign brings the iconic 'Eau de Cucumber' scented cocktail garnish to Amsterdam, following successful introductions at Frankfurt Airport and Paris Charles de Gaulle. It is designed to offer adult passengers a "delightfully peculiar and refreshing experience", while spotlighting the award-winning Scottish Hendrick's Gin hero ingredient: the cucumber.



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The Hendrick's Gin Perfumery takes the brand's obsession with the cucumber to new heights, showcasing a bespoke perfume for its gin that brings even more cucumber flavor and refreshment to a Hendrick's & Tonic.

Discerning travelers will be able to nose the novel fragrance which was developed in collaboration with Global Brand Ambassador Ally Martin. They will also be encouraged to sample it as a spritz over a delicious Hendrick's Gin & Tonic, carefully mixed by brand ambassadors at the pop-up's cucumber shaped Spritz Carousel. It's a serve that's designed to deliver a delicious double dose of cucumber flavor and bring all round sensory refreshment to this revamped airport retail space.

New for Amsterdam is the Botanical Table which will showcase the 11 botanicals used to create Hendrick's Gin as well as the signature infusions of cucumber and rose. Passengers will be invited to embark on an aroma journey, exploring the botanicals in the form of essential oils displayed in perfumery-style atomizers. The intricately designed shop window, inspired by perfume department stores from the Victorian era, also includes special nods to the historic city of Amsterdam.

Products highlighted at the pop-up include Hendrick's Original hero gin and Hendrick's Amazonia, the brand's most exotic release, featuring fresh vibrant notes characteristic of native jungle flora, which finely accentuate Hendrick's signature rose and cucumber combination.

Gwilym Cooke, William Grant & Sons Head of Brand Marketing Global Travel Retail, noted, "We are pleased to bring the third iteration of this activation to Amsterdam Schiphol Airport. The Hendrick's Gin Perfumery has already proved to be a hugely popular draw for curious travelers, and we are confident that it will create interest, drive footfall and boost sales in this latest location, too."

Martine De Lang, Deputy Managing Director of Schiphol Airport Retail, added, "We are thrilled and honored to be a part of this collaboration between William Grant & Sons, Royal Schiphol group and Schiphol Airport Retail. With the outstanding design of the Pop-up Shop combined with the instore promotion, both hosted by our impressive employees, we are able to offer passengers an unforgettable experience."

Maarten van Maaren, Director Schiphol Media, commented, "The pop up is in a prime location in Lounge 2, but the campaign will also be rolled out throughout the airport on our digital networks. This activation shows how luxury brands such as Hendrick's Gin and our team at Schiphol can work together to create interest and boost sales with a well-designed promo location and campaign. We would like to thank William Grant & Sons for the great collaboration and the SAR Heinemann team for making this possible."

Jens Peter Peuckert, Director Marketing at Gebr. Heinemann, said, "Hendrick's is a guarantee for creative and unique ideas. We are therefore delighted to be able to present this exceptionally refreshing promotion in Amsterdam. It is bound to be an unforgettable experience for many travelers."