

# The Botanist unveils Hebridean Strength in collaboration with Heinemann



Activation at Frankfurt Airport

[Rémy Cointreau](#) Global Travel Retail has unveiled [The Botanist](#)'s "first-ever liquid innovation," The Botanist Hebridean Strength, exclusively for travel retail.

The bold, new expression of The Botanist, The Botanist Hebridean Strength enters TR in an exclusive partnership with [Gebr. Heinemann](#), across nine strategic locations in Europe and Australia, and is supported with a series of engaging in-store and digital activations. First unveiled at the TFWA World Exhibition & Conference, The Botanist Hebridean Strength will be available in travel retail globally from April 2023.

The Botanist Hebridean Strength offers a "voyage of discovery into the wild, elemental beauty of Islay," reads the press release.

Distilled and batch-produced at Bruichladdich Distillery, The Botanist Hebridean Strength features a more intense blend of the 22 signature, hand-foraged Islay botanicals found in The Botanist Islay Dry Gin, to deliver a "bolder, richer and deeper flavor profile."

At €49.99 (US\$53) per 70 centiliters, The Botanist Hebridean Strength is available exclusively at Heinemann Duty Free at Berlin, Hamburg, Frankfurt, Vienna and Sydney, at the travel retail stores of Heinemann's joint venture partners in Istanbul, Copenhagen and Amsterdam, and at the stores of its distribution client [eurotrade](#) at Munich Airport.

While The Botanist Islay Dry Gin captures the “delicate, balanced and complex flavors of Islay’s terroir,” The Botanist Hebridean Strength is more dramatic, according to the press release. Bottled at a higher strength of 51.5% ABV, the new expression delivers a rich, complex, and more textured experience. High in botanical oils, The Botanist Hebridean Strength’s viscosity is ideal for a Gin & Tonic or Martini.

Qi Xin Gwee, Marketing Director, Travel Retail Worldwide at Rémy Cointreau, said, “It is a privilege to unveil the first drop of liquid innovation from The Botanist as an exclusive for global travellers. Travel retail is a core part of Rémy Cointreau’s strategy for inspiring clients with our exceptional, distinct, and innovative spirits, and this launch underpins our vision to be the partner of choice in the channel. The Botanist Hebridean Strength is for adventurers seeking intense sensory experiences on their travels and in their spirit selection, and we look forward to seeing our travelling clients explore what The Botanist’s bolder side has to offer.”

Jens Peter Peuckert, Director Marketing at Gebr. Heinemann, added: “We are pleased to offer The Botanist’s first-ever liquid innovation exclusively for travelers in Europe and Australia. This latest collaboration with our partner Rémy Cointreau Global Travel Retail is a great example of how we are inherently focused on bringing excitement to the passenger journey as well as creating engaging concepts for unforgettable experiences in travel retail.”

Members of the Heinemann & Me loyalty program had the opportunity to exclusively buy The Botanist Hebridean Strength online two weeks before it was available in the selected travel retail stores.

Peuckert said, “To continuously offer unique benefits is an important part of our loyalty strategy.”

### **Hebridean Strength:**

- With striking visuals from The Botanist universe featured in contrasting royal blue and white backgrounds, the largest animation to support the launch landed at Istanbul Airport until March 31
- The animation transported travelers on an adventurous journey to Islay through interactive touchpoints including a scent-paper kiosk, nosing trumpet and 3D discovery table
- The immersive experience invited travelers to discover the different tastes of the Hebrides by learning about the different scents, botanical mix and Islay landscape inspiration at the core of expression gin expression

### **The Botanist Hebridean Strength tasting bar**

- In addition, The Botanist transformed the Heinemann Duty Free stores at Terminal 1 of Berlin Airport and Frankfurt Airport with a royal blue tasting bar offering a multi-sensory experience that educated clients on the provenance, flavor, and boldness of The Botanist Hebridean

### **Mixing digital and in-store engagement**

- To build anticipation among clients ahead of the launch, a digital campaign ran across Heinemann’s main e-commerce, spirits and gin homepages, and was supported by visibility on the retailer’s Heinemann & Me app, Facebook page and through shopper newsletters
- Bespoke The Botanist Hebridean Strength gondolas and endcaps were also introduced in Copenhagen, Amsterdam, Munich, Vienna and Istanbul Airports, inviting shoppers to “explore their bolder side” through the educational Islay plinth and botanical flavor wheel