

Treasury Premium Brands celebrates Halloween at Stansted Airport



Treasury Premium Brands Halloween-themed activation is runs from October 4 to November 1 in collaboration with Dufry



The promotion allows customers to create personalized labels using their own photos uploaded to individual bottles of wine

Treasury Premium Brands (TPB) has unveiled a personalized travel retail experience for its 19 Crimes wine range at London Stansted Airport. The Halloween-themed activation is in collaboration with Dufry and runs from October 4 to November 1.

Situated in the center of the World Duty Free store at London Stansted Airport, the promotion allows customers to create personalized labels using their own photos uploaded to individual wine bottles. The gifting station features eye-catching skeleton branding and gift bags and is focused on the limited-edition Glow in the Dark 19 Crimes: The Uprising Red Wine. When customers expose the limited-edition 19 Crimes skeleton label to natural light during the day, at night the skeleton will glow in the dark. Further 19 Crimes wines available in store include 19 Behind Bars Red Wine and 19 Crimes Chard.

19 Crimes is the UK's number one wine choice for Millennials and further to the brand's recent sales growth across EMEA domestic markets, 19 Crimes is now expanding in the global travel retail market. The product sits within Treasury Premium Brands, the premium portfolio of wines from Treasury Wine Estates.

After launching its first 19 Crimes personalization activation at Heathrow T2 earlier this year, TPB says that it hopes the Stansted promotion will increase brand awareness among its target Millennial customers, drive sampling of the wines and provide some fun Halloween engagement for travelers. TPB shares that it expects to welcome 1.2M passengers at Stansted for the October promotion.

"We are delighted to be launching our 19 Crimes Halloween activation in London Stansted - the first wine activation in this space.

"Halloween is a perfect seasonal promotion to be highlighting 19 Crimes, the UK's number one Millennial wine brand. Customers have the opportunity to sample the range, personalize each bottle with their own labels and gift-wrapping service, as well as being able to purchase our limited-edition Halloween 19 Crimes Glow in the Dark Uprising Red Wine.

"We look forward to connecting with shoppers as they discover our best-selling 19 Crimes product range in store." says Katherine Berry, Business Manager Travel Retail, Treasury Premium Brands.

Travelers can also download the 19 Crimes Living Wine Labels app which allows them to interact with AR technology on the bottle labels, helping to tell the brand history and character stories behind the different 19 Crimes expressions.

See more pictures below:

