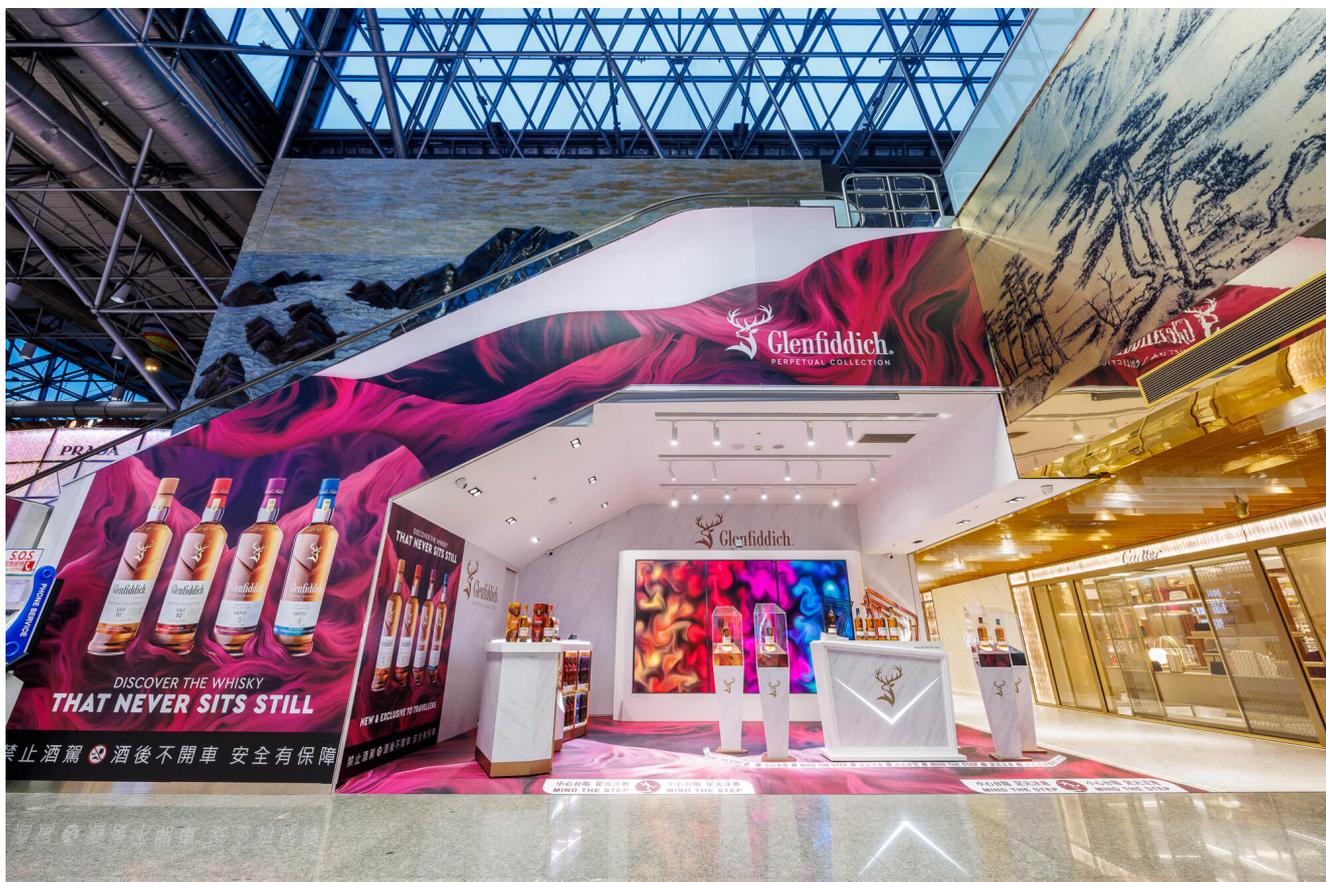


# William Grant launches pop-up at Taiwan Taoyuan Airport



The Glenfiddich Perpetual pop-up at Taoyuan Airport T2 will run until the end of February

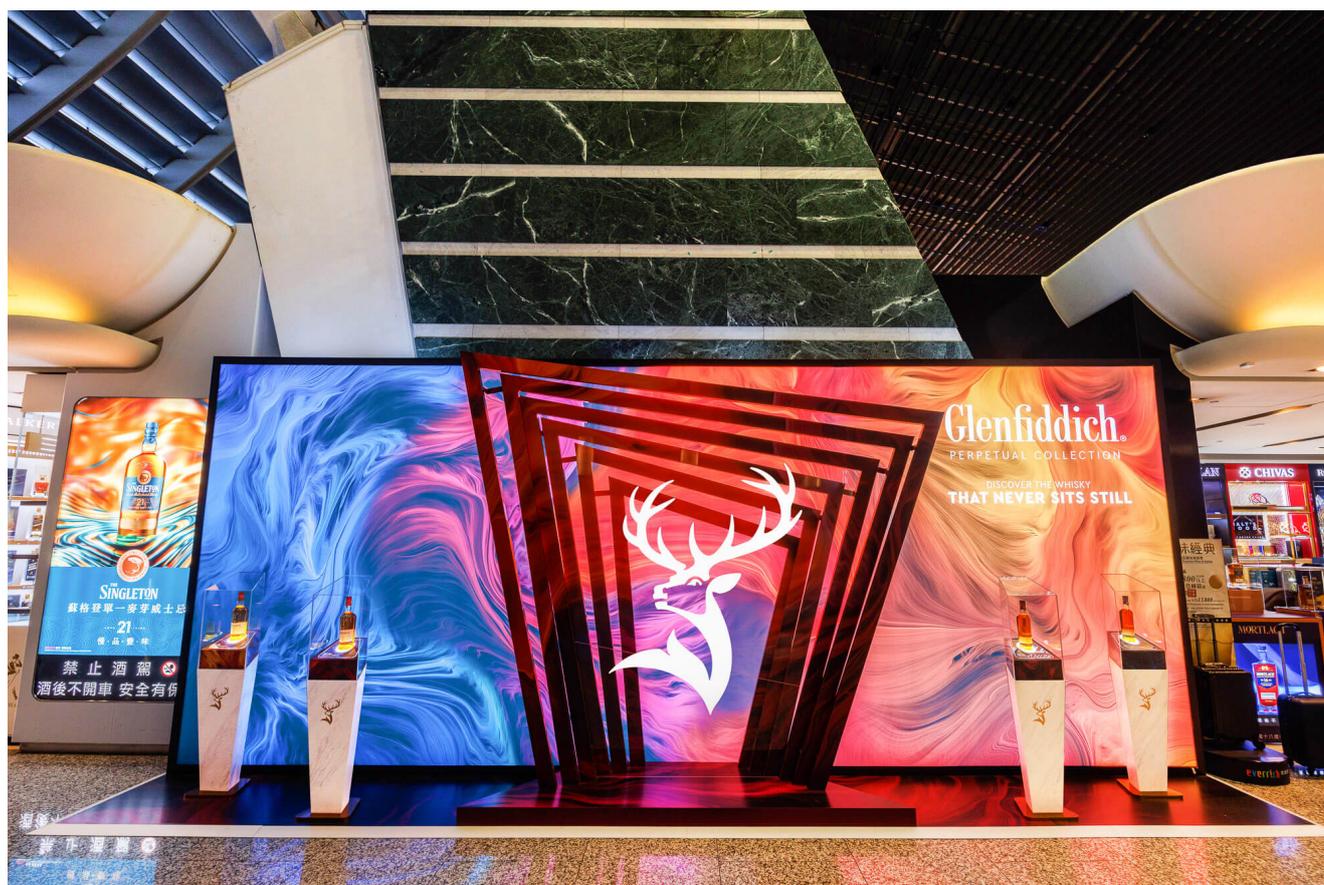
William Grant has partnered with Ever Rich Duty Free and Tasa Meng to introduce its Glenfiddich Perpetual Collection to Taiwanese travel retail. To support the launch, the brand's immersive Perpetual Collection pop-up concept has been installed at Taiwan Taoyuan Airport Terminal 2. The event is running from December 8 to February 28.

"Taiwan is an educated market, well known for its sophisticated connoisseurs who understand the significance of craft, and have long enjoyed premium whisky offerings. Single malts are enduringly popular, and now account for around 70% of total whisky sales, so naturally we see significant opportunities here for our travel retail exclusive Perpetual Collection – especially as Glenfiddich is such an established, favourite brand among discerning Taiwanese consumers.

"This collection is Glenfiddich's biggest launch in global travel retail in the last decade, and is perfectly timed to capitalise on the opening up of Asia, and the Taiwanese travel retail recovery. The significant investment we have made to launch The Perpetual Collection across both airport terminals – supported by the installation of our immersive pop-up discovery experience in T2 – is a testament to our support of, and confidence in, this key market," says Quentin Job, William Grant & Sons Regional Director, GTR – Asia Pacific & Middle East.

Featuring four single malt whiskies, each matured within vats that have never been emptied, adding continuous layers to flavors, The Glenfiddich Perpetual Collection began its global travel retail roll-out.

in August 2022. The corresponding pop-up concept made its debut in Singapore Changi Airport, in association with Lotte Duty Free, in September. Subsequent airport locations have included Amsterdam Schiphol and Miami International.



Glenfiddich Perpetual image wall at Taoyuan Airport T1 brings to life the "perpetual movement" of the whisky

"To provide valuable and delightful shopping experiences is important to Ever Rich, so we are very excited to partner with William Grant to launch The Glenfiddich Perpetual Collection in Taiwan travel retail. The Taiwanese are one of the top consumers of single malts in the world, and are happy to pay a premium for high quality, exclusive products. It's a real pleasure to introduce this unique collection in-store," comments Patricia Wang, Vice President at Ever Rich Duty Free.

"The initial sales results have been extremely promising. Now that the Taiwan borders are open, international travellers are excited to see this pop-up shop, which has proved hugely effective at engaging travellers, and maximising the awareness and visibility of this innovative new single malt collection," adds Gary Chau, General Manager at Tasa Meng Duty Free.

Every traveler that enters the pop-up at Taiwan Taoyuan has their movements captured by motion sensors and projected in waves of color onto a digital screen, creating a unique piece of evolving generative art that references the pioneering Solera Vat process by which the whisky is made. Guided by a brand ambassador, visitors are then invited to sample the four distinctive Glenfiddich Perpetual Collection expressions.

"We are thrilled by the traveller response to the Taiwanese launch of the Glenfiddich Perpetual Collection. We have received a lot of great comments about the vibrant packaging design, and of course about the new whiskies themselves, all of which are exceptional liquids with distinctly different flavour profiles, created using our special Solera Vat maturation process.

“Our pop-up personalisation service, which allows travellers to customise their chosen bottle with a written or recorded message via QR code, has also proved especially popular for Christmas and Chinese New Year gifting,” concludes Job.