

Woodford Reserve's sensory experience in Paris



Woodford Reserve's pop-up lounge runs from August 30 to September 26 at Paris CDG Terminal 2E

Brown-Forman-owned American whiskey brand Woodford Reserve is creating a sensory experience at Paris Charles de Gaulle (CDG) Airport for travelers.

"This unique sensory lounge will bring the flavors of Woodford Reserve to all those traveling through Charles de Gaulle Airport," says Chris Morris, Master Distiller at Woodford Reserve. "It's an interactive way to introduce consumers to Woodford Reserve with a Parisian twist, elevating the travel shopping experience to new levels."

Woodford Reserve is partnering with renowned Paris cocktail bar Little Red Door to bring a farm-to-bar cocktail menu to the pop-up. The famed La Maison du Chocolat of Paris is making a bonbon to pair with Woodford Reserve.

The custom menu features Woodford Reserve cocktails and non-alcoholic cocktails inspired by the 200 flavors in every bottle of Kentucky Straight Bourbon. With sustainability in mind, cocktails are served in keepsake Govino glasses to reduce waste.

"We're incredibly excited to bring our farm-to-glass approach to cocktails to a world-class environment like Charles de Gaulle Airport to showcase the best in French produce," says Little Red Door's Alex Francis. "And to do it alongside long-term collaborators and the premier spirits brand in travel retail Woodford Reserve is even more exciting."

Visitors experience tastings of Woodford Reserve's portfolio which change daily and occasionally include high-end limited releases such as the Master's Collection and Baccarat Edition - a Cognac-finished bourbon.

A range of Woodford Reserve products are available to purchase, including Bourbon, Malt, Double Oaked, Five-Malt Stouted Mash, Batch Proof 128.3 and Baccarat Edition.

An exclusive bottle of Woodford Reserve Bourbon featuring a “From Paris With Love” design is available at the lounge. Customizable gift tags are available.

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