

Martell launches AI-powered shopping experience at Singapore Changi



Martell's robot bartender will create bespoke cocktails for guests based on their tasting preferences

[Pernod Ricard](#) Global Travel Retail and [Lotte Duty Free](#) have partnered on an AI-driven boutique at Singapore Changi Airport. The 33-square-foot boutique situated at Changi's Terminal 1 Lotte Duty Free store will host a range of immersive experiences and services for passengers, including an AI ambassador, fully-digitalized merchandising units, robot bartenders and VIP tastings.

One of the key interactive features is the 'Martell Untouchable Taste' tool, which guides shoppers through the Martell range, and provides personalized tasting recommendations based on their preferences. This recommendation is then sent to the Martell robot bartender, who proceeds to serve the desired beverage to the customer.

To celebrate the store opening, shoppers who have pre-booked a tasting will receive a complimentary Martell cocktail glass when they spend more than SGD 150 (US\$112) per transaction from now until February 28.

Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail, said in a press release, "We're always aiming to offer shoppers truly memorable experiences pushing the boundaries of what is possible in an airport space. I sincerely believe we have delivered, as this store is the first of its kind in an airport globally.

"We feel that we have truly created something special with this opening and we're excited for travellers to step inside and experience the exciting world of Martell, and hope they enjoy the

personalized and delicious drinks which the new robot bartender creates.”

Jeff Jeong, Lotte Travel Retail Singapore Managing Director, commented, “The opening of the Martell AI powered boutique at Lotte Duty Free has been a project in the works for over two years and we’re very excited to finally see it actualized for our customers. Our partnership with Pernod Ricard goes from strength to strength, and we hope to continue working closely together, to elevate the omni-channel experience to a new level.”

Teo Chew Hoon, Changi Airport Group’s Managing Director, Airside Concessions added, “Just as Changi Airport continually strives to innovate, we are excited to be partnering with Pernod Ricard and Lotte who share the same ethos and beliefs. We are proud to launch the Martell AI-powered boutique, which harnesses the power of data and technology to deliver personalized customer-centric experiences; a key tenet of the Changi Airport retail experience.”