

DFS holds fourth Whisky Festival at Singapore's Changi Airport



(From left to right) Kathy Chan, Assistant General Manager (Arrivals & Cruise Centres), Sales DFS Changi, Prashant Mahboobani, DFS Group General Manager of Singapore, Teo Chew Hoon, Changi Airport Group Senior Vice President, Airside Concessions Division, Wilcy Wong, DFS Group Managing Director Singapore and Indonesia, Tan Lye Teck, Executive Vice President of Airport Management at Changi Airport Group and Frederik Vanden Bulcke, DFS Group Director of Merchandizing Spirits, Wine and Champagne, officiating the launch of The Whisky Festival at DFS Singapore Changi Airport



DFS' fourth Whisky Festival at Changi Airport features a pop-up bar for the first time

DFS Group has launched its fourth Whisky Festival at Singapore's Changi Airport, last Friday (May 3). As part of the festival, the duty-free retailer has also opened a pop-up bar for the first time, at the airport's Terminal 3.

According to DFS, the whisky festival aims to "demystify the whisky making process with inspiration of cask maturation and its impact on color, aroma and taste." After the launch at Changi Airport, the festival will take place at seven DFS locations across Asia, the Middle East, North America and Hawaii. The festival's theme for this year is deconstructed whisky cask.

Commenting on the event, Brooke Supernaw, Senior Vice President Spirits, Wines, Tobacco, Food and Gifts at DFS said: "The Whisky Festival is one of our favorite celebrations at DFS, providing a great opportunity to showcase this wonderful spirit in a fun and engaging way to whisky connoisseurs and enthusiasts alike."

At the pop-up bar, travelers can enjoy whisky while waiting for their flight at Changi Airport's Terminal 3. The bar features design elements from deconstructed whisky casks, the bar's interior exudes an unconventional and sumptuous atmosphere reminiscent of the Speakeasy bars of the 1920s Jazz Era. Apart from tastings, travelers can look forward to jazz performances from now till June 10 at Terminal 3, Departure Transit, Concourse Space near

Gucci and Burberry.

Whisky Festival promotions

From May 1 to June 30, the Whisky Festival will feature promotions at The Tasting Bar at DFS Singapore Changi Airport's Terminal 2 Duplex, The Raffles Long Bar Terminal 3 Duplex and The Whiskey House at Terminal 4 Departure Central. Travelers are invited to enjoy complimentary whisky tastings and gain insights from our qualified whisky ambassadors.

In the same period, travelers who spend SGD\$250 (US\$183.40) on

any whisky from the Departure Hall store will receive a branded Glencairn whisky glass. Arrival store promotions will start from May 8 till June 30 and travelers who spend S\$140 (US\$102.70) (per passport) including any whisky product will receive a pair of ferry tickets and city tour to Batam worth S\$70 (US\$51.40).

Exclusive Promotion with iShopChangi.com

As part of The Whisky Festival x iShopChangi.com exclusive promotion, four lucky winners will walk away with a pair of air tickets, as well as free distillery tours, including the Grand Prize of an all-expense paid trip to Scotland for two worth S\$8,000 (US\$5869.40). To participate in the lucky draw, travelers need to spend a minimum of S\$140 (US\$102.70) including purchasing a whisky at iShopChangi.com during qualifying periods from May 1 to 30 June. The purchases can be made from 12 hours up to 30 days before the flight.

The destinations are as follows:

Week 1: 1 May to 16 May - Taiwan

Week 2: 17 May to 31 May - Scotland

Week 3: 1 June to 16 June - United States

Week 4: 1 May to 30 June - Scotland (Grand Prize: All-expense paid trip)