

# DFS partners Singapore's Changi Airport to host the 4th edition of The Whiskey Festival



Bartenders ready to serve drinks to travellers at the launch of The Whiskey Festival

Luxury travel retailer DFS Group recently organised the fourth edition of The Whiskey Festival at Singapore's Changi Airport from May 1 to June 30.

The event aimed to celebrate some of the world's finest whiskies, including rare and limited-edition bottles exclusive to DFS

This year's theme is titled "Journey Before Journey", where travellers participated in activities ranging from masterclasses hosted by brand ambassadors to guided tastings. Guests were also treated with interactive and innovative experiences that combined digital content with a personal touch to inspire and educate them.

At DFS' first pop-up bar at Changi Airport Terminal 3, a deconstructed whisky cask provided the centrepiece and bar, offering guided tastings, jazz performances and an aromatic machine featuring four different whiskies.

Amongst guests who attended the official launch were Singaporean actors Lawrence Wong, Desmond Tan, and singer and creative director Benjamin Kheng.



Celebrity guests Lawrence Wong, Desmond Tan and Benjamin Kheng at DFS' Whisky Festival

In honor of Father's Day which coincided with the Festival, DFS and Singapore Changi Airport invited Singaporean singer Maia Lee to present her narration of a poignant video that challenged society's perceptions of the male role in society and paid tribute to fathers everywhere. Over two days, the video attained over 60,000 views on Facebook.

Travelers were also invited to explore over 400 whiskies at DFS Singapore Changi Airport, one of the largest assortments in the world, with over 100 different whiskies available for sampling. This included complimentary tastings at The Whiskey House in DFS Singapore Changi Airport's Terminal 2 Duplex, DFS Long Bar by Raffles in Terminal 3 Duplex and Terminal 4 Departure Store.