

# Diageo Global Travel unveils new Singleton pop-up



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Diageo Global Travel has announced the opening of The [Singleton](#) pop-up store at Ever Rich Duty Free's Profond Pier 3 Duty Free Complex, located in Taiwan's offshore island, Penghu, as the pandemic continues to limit travel abroad and Taiwan tourists are flocking to offshore destinations.

The pop-up was unveiled on June 18, with a special launch event and ribbon cutting ceremony led by Diageo Global Travel team and industry partners. Guests were treated to an exclusive sampling and cocktail experience of The Singleton hosted by an expert mixologist and with commentary from a brand ambassador. A bespoke sample bar is the focal point of the stunning new space, offering shoppers a world of delicate malt whiskies to explore, which are diverse in flavor, age and finish – perfect for both experienced and novice whisky drinkers.

As shoppers take a seat at the bar, they can watch and listen to the story of the brand on an 86" Plasma TV screen, positioned behind the bar, fully immersing shoppers into The Singleton world. Shoppers can also take advantage of a gift-wrapping service in the space.

Beautiful displays located throughout the space will showcase not only The Singleton core range, but a selection of rare and exceptional editions will also be featured including The Singleton of Glen Ord 38-YO, The Singleton of Glen Ord 39-YO, The Singleton of Glendullan 41-YO, The Singleton of Glendullan 42-YO and The Singleton of Glendullan Classic.

"We're delighted to work with our partners at Ever Rich to bring this beautiful new pop-up store for The Singleton to Profond Pier 3 Duty Free Complex in Penghu, offering shoppers an engaging retail experience to explore the malts world.

"The complex, which houses the largest shopping mall in Penghu, is well located and a popular weekend destination for shoppers. It is also home to the Whiskey 101 Experience Showroom and the Johnnie Walker VIP room, so the opportunity to bring The Singleton, the top single malt brand in Taiwan\* here made perfect sense," says Sandra Tassilly, Commercial Director APAC, MENA and India,<sup>2</sup>

Diageo Global Travel .

“This partnership with Diageo Global Travel is another important step in realising Penghu Island’s potential as a global duty-free shopping hot spot.

“Many creative concepts have been brought to life in our complex to create a unique experience for our consumers. This collaboration with The Singleton will certainly provide a valuable experience for visitors to Penghu Island,” adds Patricia Wang, Vice President, Ever Rich Duty Free

Shoppers can visit the pop-up at Profond Pier 3 Duty Free Complex until December 16, 2022.