

Diageo highlights portfolio at Hainan Expo



Pictured (L-R): Ariel Miao, Head of Category Development, Portfolio Malts, Brand Activation & Prestige, Diageo China; Rambo Chang, Marketing Director, Diageo China; Mark Edwards, Managing Director, Diageo China; Jeff Lin, Director of Digital Commerce, Modern Retail and Hainan Duty Free; Jiayi Lu, Head of Government Affairs, APAC, Diageo China

Diageo Global Travel showcased its exclusive spirits at the China International Consumer Products Expo, held in Haikou, the capital of South China's Hainan province.

New products on display included The Singleton Paragon of Time Collection No.2 54yo, Johnnie Walker Blue Label Mid-Autumn Festival Pack, The Singleton Mid-Autumn Festival Pack, The Singleton of Glendullan 15yo and The Singleton of Dufftown 21yo.

At the expo (July 25-30), guests sampled the stories and flavors behind some of the world's most luxurious spirits from Diageo's portfolio including rare and limited-edition Johnnie Walker and Scotch malt whiskies.

This is the second year in a row that Hainan has hosted the event and the second year Diageo has exhibited.

"Diageo greatly supports the offshore duty free business in Hainan, and attending the expo showcases this commitment," the company comments.

This year, Diageo focused on Johnnie Walker Blue Label, the prestigious blended Scotch whisky crafted using rare, hand-selected Scotch whiskies.

Mark Edwards, Managing Director, Diageo China, says, "Diageo is one of the world's leading international beverage companies and we are honored to have been invited to China International Consumer Products Expo in Hainan again this year.

"In addition to the rare and exclusive products on show, we also wanted to highlight the Diageo Society 2030: Spirit of Progress agenda which is Diageo's 10-year action plan to help create a more inclusive and sustainable world.

"One of the key pillars of our plan is positive drinking and to highlight this at the expo, there will be a range of engaging activities at the Diageo booth to empower visitors with the knowledge to make positive drinking choices. This is a real priority for us, and we're committed to promoting the enjoyment of our world-leading products in a responsible way."

"China is a key market for Diageo Global Travel, so it was important we returned to China International Consumer Products Expo in 2022. Hainan in particular is a key shopping region given its offshore duty free shopping policy, so the expo is a fantastic opportunity for businesses, industry partners and consumers to come together to discover the best products and learn from one another.

"Consumers can sample our award-winning products before placing an order directly through the e-commerce platforms available on-site. Whiskies from the Johnnie Walker range including the luxurious Johnnie Walker Blue Label were all on show. Other key Diageo brands that will feature at the expo included The Singleton single malt Scotch whisky, Mortlach and Talisker."

Diageo brand ambassadors were on hand during the four-day event for storytelling, tastings, cocktail and highball-making exhibitions, quizzes and interactive displays.