

House of of Suntory launches exclusive pop-up in Changi Airport





The House of Suntory has partnered with Lotte Duty Free to launch a travel retail exclusive pop-up (pictured above) at Singapore Changi Airport, for a limited time only.

In a world first, the unique pop-up is designed to be a flagship destination for travelers to become immersed in the delicate art of Japanese whiskey and craftsmanship.

Divided into four segments, the House of Suntory whiskey pop-up showcases a range of illustrious liquids and allows travelers to become fully absorbed in a dedicated luxury whiskey gallery.

The pop-up will include educational and digital elements to immerse the shoppers in House of Suntory's portfolio of brands to deliver the ultimate premium experience.

The golden event space is circular in shape and houses several premium whiskeys from the House of Suntory portfolio, such as AO, Hibiki, Hakushu, Roku and Yamazaki 55*.

Yamazaki 55 - the House of Suntory's oldest release in its history - first became available in Singapore Travel Retail as part of the launch in October 2021. Available at a recommended retail price of \$60,000 USD, shoppers can get their hands on the exquisite liquid that pays tribute to the legacy of the founding family of Japanese whisky and celebrates the Japanese "Showa" era of the 1960s that represented a major period of change for the House of Suntory.

Manuel González, Marketing Director of Global Travel Retail for Beam Suntory, said: "This pop-up at Singapore Changi Airport signifies our commitment to globalising the House of Suntory brand portfolio and it's a prime example of how a desire to connect with our customers is at the heart of everything we do.

“We’re thrilled to partner with Lotte Duty Free to launch this first-of-its kind pop-up in Terminal 3 at Changi Airport, which serves as the ultimate travel retail hub to provide this desirable offering.”

The pop up is located in the highly sought-after space at the Terminal 3 Departure Hall.

