

House of Suntory and Gebr. Heinemann open first European shop-in-shop in Frankfurt



The House of Suntory unveils its first European travel retail boutique, bringing Japanese spirits to Frankfurt Airport, offering travelers a “journey of inspiration”

The House of Suntory and Gebr. Heinemann have unveiled their first European shop-in-shop boutique at Frankfurt Airport Terminal 1’s B-West store, marking a significant expansion of the Japanese spirits maker’s travel retail presence.

Located in the recently renovated “World of Fine Taste” experience operated by Frankfurt Airport Retail (a Fraport Group and Gebr. Heinemann joint venture), the boutique showcases premium spirits from Suntory’s portfolio. The space features the brand’s signature merchandising elements inspired by Japanese nature and craftsmanship (Monozukuri), including lightboxes and digital displays highlighting Japan’s landscapes and seasons.

The boutique’s luxury portfolio includes rare releases such as Hibiki 40 Year Old, limited to 400 bottles globally. The selection also features travel retail exclusives like the Kogei Collection and Tsukuriwake Series alongside premium offerings from Toki and Chita whiskies displayed in a Japanese garden-themed merchandising area. Roku Gin and Haku Vodka complete the spirits lineup.



Key stakeholders celebrate the boutique opening and officially cut the ribbon (l-r) Gebr. Heinemann Head of Buying Spirits Manuel Schilling; Frankfurt Airport Managing Director Gordana Schiel; and Suntory Global Spirits General Manager GTR Gareth Jones

At the January 30 opening ceremony, Suntory Global Spirits General Manager GTR Gareth Jones emphasized the collaboration with Gebr. Heinemann: “The opening of this new shop-in-shop is a testament to our strong collaboration and long-term partnership with Gebr. Heinemann. The space has been curated for Frankfurt Airport and offers travelers a unique sense of luxury storytelling and Japanese culture.”

Gebr. Heinemann Head of Buying Spirits Manuel Schilling added: “Step into our newly opened shop-in-shop boutique and embark on a journey of inspiration. Our partnership with Suntory Global Spirits brings [travelers] an unparalleled experience that combines luxury with the essence of Japanese craftsmanship.”

Frankfurt Airport Director Gordana Schiel noted: “We are excited to delight our customers with the 2

unique combination of various flavors and aromas from the House of Suntory. With authentic Japanese spirits we bring a piece of Japanese nature into the bustling environment of the airport inviting our customers to immerse themselves indulge their senses and take their taste buds on a special journey.”

The boutique’s opening was celebrated with two days of tastings led by specialist Brand Ambassadors who guided travelers through Suntory’s heritage and whisky-making legacy.