

# Kuala Lumpur International Airport 2 reopens refurbished Bar Metropole



Kuala Lumpur International Airport 2 has reopened the newly refurbished Bar Metropole – a whisky and cocktail bar



Guests at the opening ceremony of Bar Metropole. The bar prides itself on having an extensive range of international whisky and cocktails

Kuala Lumpur International Airport's (KLIA2) travelers can now look forward to a new whisky and cocktail bar – Bar Metropole.

KLIA2 has reopened the newly refurbished Bar Metropole, which offers an international menu of cocktails, wine, beer, soft drinks, as well as freshly brewed coffee and mocktails. Additionally, Bar Metropole also has an extensive range of whisky, that includes DEWAR's blended Scotch whisky range, as well as award-winning single malts like ABERFLEDY, AULTMORE, CRAIGELLACHIE and ROYAL BRACKLA.

Apart from its alcohol collection, Bar Metropole also has glass dome vapour machines that transform the whisky range into liquid vapor for a multi-sensory experience. Travelers can also try out DEWAR's double whisky pong game, inspired by the American College game.

The bar, which is operated by Eraman, is located just before the entrance of Eraman Duty Free International Departure Emporium.

Commenting on the new bar, Zulhikam Ahmad, General Manager of Eraman said: "We are constantly evolving how we create exciting new shopper experiences to klia2 and this innovative bar is already very popular, adding a sophisticated drinking experience to your travels, wherever you're heading. "

Ahmad also pointed out that the prime location of the bar helps to drive traffic to it.

“When travelers enter the store, the walk-way leads them through the spirits section and right to the DEWAR’S shop-in-shop to pick up a bottle. It’s a great way to increase their engagement with our core spirits range and especially with the ever-popular DEWAR’S range.”

Similarly, Vinay Golikeri, Senior Commercial Director Bacardi Global Travel Retail highlighted that the location for the new bar was ideal for their company. BACARDÍ is one of the brands available at the bar.

“klia2 is an important location for Bacardi in the Malaysian market, and we are delighted to have partnered with Eraman, extending our well-established partnership to create something out of the ordinary,” said Golikeri.

“Thanks to the close proximity of Bar Metropole and the Eraman Duty Free International Departure Emporium, there’s an unparalleled opportunity for us both to engage with travelers in two high profile locations on their journey through the airport, directly influencing their purchase decisions in-store and in the bar,” he added.