

# Lagardère hosts Four Pillars pop-up in Melbourne



Australian gin Four Pillars and Lagardère Travel Retail have brought a pop-up gin shop to Terminal 1 at Melbourne Airport. The pop-up shop is open until July 2022 in the Melbourne Airport Qantas domestic terminal (Terminal 1).

In the shop, travelers can choose from the brand's core and limited releases, plus a select range of Four Pillars "Made from Gin" products is also available Breakfast Negroni, Rare Dry Gin Chocolate and Rare Dry Gin Salt.



This pop-up is the latest venture between Four Pillars and Lagardère Travel Retail, who have partnered together in the past in various locations in Australia and internationally

“Although it’s been an unexpected start to the year, we expect to see a huge resurgence in domestic and international travel in 2022. This is the start of an exciting new endeavour with Lagardere Travel Retail,” said Mark Lawton, Global Trade Director Four Pillars Gin. “We are thrilled to bring a taste of Four Pillars to travellers transiting through Melbourne Airport, and we look forward to what’s to come for this partnership in 2022 and beyond.”



Travelers can choose from core and limited editions, and also a range of Four Pillars “Made from Gin” products

“We are excited to be taking this next step together with Four Pillars and Melbourne Airport. Our specialized team of travel retail experts have been trusted to bring retail experiences to life for some of the world’s most protected icons and are honoured to be adding Four Pillars to the list through this store opening,” said Przemek Lesniak, Pacific CEO Lagardère Travel Retail.

“We’re delighted to welcome such a recognizable Victorian brand to Melbourne Airport,” said Andrew Gardiner, Melbourne Airport Chief of Commercial Retail and Property. “Four Pillars’ pop-up gin shop is a fantastic offering to passengers passing through the airport, allowing them to try some of the world-renowned products made in this state.”