

Lotte Duty Free introduces Glenfiddich limited edition at Incheon Airport



Lotte Duty Free is selling the limited edition Glenfiddich Grand Yozakura 29-YO exclusively at Incheon International Airport

Lotte Duty Free has signed on to sell Glenfiddich Grand Yozakura 29-YO at Incheon International Airport.

Released after nearly three decades of maturation at Glenfiddich distillery, Glenfiddich Grand Yozakura is the first limited edition of its 2023 spring season Grand series. It is also the first Scotch whisky to mature in Awamori casks in Okinawa, Japan, and is a rare single malt whiskey worldwide.

Considering the limited stock available, Lotte Duty Free is offering this expression on a first-come, first-served basis at the airport.

According to Lotte Duty Free, the growing demand for whiskey will continue in 2023 and the retailer is working to strengthen its spirits offering by becoming the only domestic duty free shop to secure Glenfiddich Grand Yozakura 29-YO.

During the first quarter of last year, liquor sales at Lotte Duty Free increased by almost 87% compared to the same period last year, and sales of single malts more than tripled.

"In the case of liquor products, duty free shops have excellent price competitiveness compared to local stores, so the number of customers looking for liquor products is steadily increasing. We will introduce a variety of alcoholic beverages, including malt whiskey, to our customers," said Lee Jung- 1

min, Head of Product Division at Lotte Duty Free.

Lotte Duty Free Myeongdong Main Store and World Tower Store are running discount events across their liquor and spirits product range. Until May 31, alcoholic beverages, including popular whiskeys such as Ballantine's 21-YO and Johnnie Walker Blue, will be on sale at a 20% discount on purchases of one bottle and at a 30% discount on purchases of two or more bottles.

Also in the news, Lotte Duty Free is holding various discount events to attract domestic and international customers in line with the increase in overseas travel. The retailer's promotion "Awakening Spring," which has been running since March 6, features products from well-known brands like Stuart Weitzman and Bali shows products on sale for up to 80% off.

Additionally, from June 16 to 18, "Lotte Duty Free Family Concert" will be held with the participation of Korea's top idol groups and artists. Customers who purchase over US\$300/\$500/\$900 at Lotte Duty Free Myeongdong Main Store, World Tower Store, Incheon Airport Store or Lotte Internet Duty Free Shop, will receive tickets for A/S/R seats, respectively, on a first-come, first-served basis.