

Pernod Ricard and Heinemann Australia launch The Scotch Whiskey Emporium at Sydney International Airport



Richard Goodman, Managing Director Heinemann Australia (first from left), Kate Maxwell, Marketing Manager of Pernod Ricard Travel Retail Pacific and Pernod Ricard National Business Manager Duty Free Australia Guy Moroney at the opening ceremony of the new Scotch Whiskey Emporium on August 13

Pernod Ricard Travel Retail Pacific has partnered Heinemann Australia to launch its new Scotch Whisky Emporium at the departures duty-free store in Sydney International Airport. The Scotch Whisky Emporium is an immersive brand experience zone that highlights Pernod Ricard's blended Scotch whiskies.

The Scotch Whisky Emporium houses premium whisky brands such as Chivas Regal, Royal Salute and Ballantine's. According to a press release, the new emporium is the first multi-brand blended scotch whisky zone of its kind in the travel retail sector globally for Pernod Ricard.

The zone will also feature a fully immersive tasting experience hosted by bilingual brand ambassadors, as well as impactful digital screens that display distillery and blending processes to educate consumers on the process of making each whisky.

Kate Maxwell, Marketing Manager of Pernod Ricard Travel Retail Pacific, said: "The team is looking forward to opening up the world of whisky with travellers, and engaging them with our brands through this global first, the Scotch Whisky Emporium. We're excited to have partnered with Heinemann Australia on this world class activation space as together we look to tap into the trend of high value scotch whisky, which has been driving high single digit growth over the last 5 years."

Richard Goodman, Managing Director Heinemann Australia, said "Pernod Ricard is synonymous with some of the world's most sophisticated whisky brands, and we're thrilled to offer Heinemann tax and

duty free passengers not only a multitude of choice, but a new and surprising shopping experience.”



The Scotch Whiskey Emporium is located at the duty-free store of the departures hall in Sydney International Airport

From August 1 - August 31 2019, travellers can purchase across Chivas Regal* products at the Scotch Whisky Emporium with a special promotional offer of buy 2 and save 15%, including:

- Chivas XV 1L
- Chivas 12YO 1L
- Chivas 12YO LSTN Tin 1L
- Chivas 12YO Night 1.5L
- Chivas Extra 1L
- Chivas Mizunara 700ml
- Chivas 18YO 1L
- Chivas 18 Ultimate Cask Japanese Oak 1L
- Chivas Ultis 1L
- Chivas 25YO 700ml

Offer excludes Chivas Brother's Blend 1L and Chivas Icon 700ml.