

Suntory Global Spirits partners with Ospree Duty Free in multi-brand shop-in-shop boutique in Mumbai



The new shop-in-shop marks the debut of a pioneering multi-brand, cross-category concept

Suntory Global Spirits has opened its biggest ever global travel retail shop-in-shop, in Mumbai Chhatrapati Shivaji Maharaj International Airport Arrivals, in partnership with Ospree Duty Free.

The new specialty store covers 33 square meters. It marks the debut of a pioneering multi-brand, cross-category concept designed to showcase the breadth and depth of the group's exceptional spirits portfolio, and make it easy and enjoyable for arriving passengers to find everything they need within one seamless space.

The Mumbai shop-in-shop offer has been carefully curated to provide the perfect blend of 'East and West' for the airport's discerning travelling consumers. An inviting layout design, featuring easy-to-navigate branded wall bays, gondolas and merchandising pillars, encourages shoppers to discover the group's extensive range of Scotch, American and Japanese whiskies, including Bowmore, Maker's Mark, Hakushu and Hibiki.

In addition to premium whiskies, the boutique also incorporates specialist sections to spotlight Haku Vodka and Roku Gin craft spirits, broadening the target customer demographic to include white spirits enthusiasts.



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A flagship retail destination

The high-profile space has been designed to bring to life the quality and craftsmanship of Suntory's diverse product portfolio. Dedicated displays highlight the heritage, provenance and unique qualities of each brand featured, enhancing the passenger journey and further elevating the retail experience. A prominent pillar installation, complete with large, eye-catching LED display screens, showcases new launches and limited editions, to encourage engagement and drive incremental sales.

The boutique's offer will be animated regularly through enticing promotional campaigns and activations, to keep the offer fresh and exciting for shoppers each time they visit.

Ashish Gandham, Suntory Global Spirits Managing Director Global Travel Retail, said, "We are elated to partner with Osprey Duty Free in creating a vibrant shopping experience and offering our diverse portfolio of premium spirits to arriving travelers at Mumbai Airport. As we continue efforts to elevate the travel retail experience, our milestone opening will offer a curated selection of truly iconic brands to build a richer connection with our global consumers.

"This is a strategic and significant partnership. India stands out as one of the fastest-growing markets in aviation and travel retail, with arrivals driving 70% of sales. We are confident that our multi-brand space will swiftly transform into a must-visit destination for the many spirits enthusiasts arriving in Mumbai."

"We are proud to partner with Suntory Global Spirits to bring this pioneering multi-brand shop-in-shop to Mumbai Airport," commented a spokesperson for Osprey Duty Free. "This collaboration reflects our commitment to enhancing the duty-free shopping experience with world-class offerings that cater to the evolving preferences of global travelers. With a curated selection of iconic spirits

and an engaging retail environment, we are confident that this new space will set a new benchmark for premium spirits retail in India.”