

The Shilla Duty Free introduces The Balvenie Sixty to Incheon International Airport



The Shilla Duty Free highlights The Balvenie, and in particular it's The Balvenie Sixty, at Incheon International Airport

The Shilla Duty Free's experiential pop-up store featuring The Balvenie Scotch whisky brand is attracting significant attention at Incheon International Airport.

The Shilla Duty Free launched the pop-up store at the airport's Terminal 2 on October 19, commemorating The Balvenie's 60th anniversary and introducing The Balvenie Sixty, of which only four bottles have been released at duty free stores worldwide.

The unique experience offered at the airport is said to be gaining popularity, especially with the increasing number of visitors at Incheon Airport.

The Balvenie Sixty, released in honor of malt master David C. Stewart's 60 years of service, is the oldest and rarest whiskey from The Balvenie Distillery. Stewart is a respected figure in the Scotch whisky industry, serving the longest as a malt master. The Balvenie Sixty uses spirits that have matured since his joining in 1962.

Since July of this year, only four bottles of The Balvenie Sixty have been released for sale at global duty free stores in Amsterdam Schiphol, Taiwan Taoyuan Airport, Dubai and now Incheon airports.

The pop-up store, themed 'A Journey of Greatness' allows visitors to delve into The Balvenie's history and showcases Stewart's 60-year career and the significant products he has created.

Travelers can enjoy an immersive experience, as if visiting The Balvenie Distillery firsthand, through innovative soundscapes capturing the various ambient sounds. An audio guide detailing the brand's

history and heritage is also available.

Various whisky products, exclusive to global duty free, will be displayed at the pop-up store until January 18, 2024.

A representative from The Shilla Duty Free commented, “We aim to provide a unique experience for our customers using Incheon International Airport by showcasing rare Balvenie products and this experiential pop-up store. We will continue to introduce differentiated products and services.”

David Wilson, Global Duty Free Director at William Grant & Sons, said, “We are delighted to present our luxurious products and host the milestone event for The Balvenie Sixty at The Shilla Duty Free in Incheon Airport. We are grateful for the opportunity to provide such an impactful experiential space for discerning customers using Incheon Airport.”