

Distell launches high-profile promotions at HKIA; names GM for the Americas

South African wines and spirits producer Distell has launched two high-profile promotions (HPPs) for Islay whisky brand Bunnahabhain and premium wine brands Nederburg and Durbanville Hills, at Hong Kong International Airport Terminal 1.

Located in Duty Zero's East Hall North Store, the two-month promotions are a first-time initiative for Distell. The purpose of the HPPs is to communicate the history of Distell's top-tier brands to Asian customers while providing a learning experience.



The two-month promotions for Bunnahabhain, Nederburg and Durbanville Hills are a first-time initiative for Distell.

The Bunnahabhain HPP features the brand's World Traveller Exclusive range of whiskies, comprising An Cladach, Eirigh Na Greine and Cruach Mhona. It also includes two expressions from the core range which are Bunnahabhain 12 Year Old and the super-premium 25 Year Old.

PREMIUM WINES IN ASIA

Aimed at broadening Bunnahabhain's customer base, the HPP invites travellers to discover the brand's 138-year history via storytelling. Production elements from the Islay distillery are replicated in the HPP and travellers are encouraged to try the brand's whiskies via sampling and detailed tasting notes.

The wine HPP marks the Asia launch of five premium wines from Nederburg and Durbanville Hills. These are Nederburg Vintage Limited Edition Pinotage (2004), Nederburg Private Bin Cabernet Sauvignon 2006, Nederburg II Centuries Cabernet Sauvignon (2013), Durbanville Hills Collectors Reserve The Lighthouse Merlot (2017) and Durbanville Hills The Tangram (2015).

Focused on customer engagement, the wine HPP offers travellers the opportunity to 'reveal the secrets of each wine' through a mechanic which allows them to see the colour of the wine before tasting it. Staff are also on-hand to provide additional information on the wines' different taste profiles.

Distell Global Travel Retail Managing Director Luke Maga said: "CDF-Lagardère currently has the largest selection of single malt whiskies from the Distell portfolio in global travel retail, from GTR exclusives to the core ranges of Bunnahabhain, Deanston and Ledaig. We thank CDF-Lagardère for supporting Distell's ambition to build our single malt portfolio throughout travel retail.



The Bunnahabhain HPP features the brand's World Traveller Exclusive range of whiskies.

"Bunnahabhain in particular has a strong brand heritage and while very few people are fortunate enough to make the journey to its home on Islay, the HPP enables us to communicate a piece of the brand's story to a wider audience."

Maga, who says the wine collection at Duty Zero comprises some of Distell's most premium wines added: "From the Nederburg Private Bin Cabernet Sauvignon 2006 to the Durbanville Hills Collectors series, these wines represent the exceptional quality that our portfolio has to offer and bring travellers an authentic taste of South Africa."

Distell General Manager, Asia Pacific, Travel Retail, Harry Kartasis commented: "Distell Global Travel Retail is honoured to partner with Duty Zero to feature two HPPs across our multi award-winning Bunnahabhain whisky range and world-class fine wine collection. The HPPs are a true reflection of our mission to deliver world-class consumer experiences with our long-time partners at Duty Zero."

Offering a Lagardère Travel Retail perspective, Scott Hamilton, Lagardère Travel Retail Hong Kong, Business Director (*Spirits, Wines and Beer*) remarked: "We are glad to be the first in Asia travel retail to offer five of Distell's wines."

"At CDF-Lagardère, we're constantly looking for new ways to excite our customers with fresh products as well as engaging retail concepts. Partnering with Distell for the execution of the wine and single malt whisky HPPs underlines our mutual commitment to present travellers with innovative products and

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NEW GENERAL MANAGER APPOINTMENT

Meanwhile, Distell Global Travel Retail has appointed former Dufrý executive Matthew Scott-Fairweather to the role of General Manager, Americas, effective 2 September.



Based in Distell's London office, Scott-Fairweather (left) will be responsible for managing all key travel retail accounts across the Americas region as well as the Dufrý account globally.

Scott-Fairweather has worked in travel retail for over eight years in various liquor roles within the Dufrý business. In 2017, he moved to Dufrý's liquor and procurement team where he assumed the position of Product and Promotions Manager UK and Northern Europe.

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Maga commented: "Matthew has extensive knowledge of the liquor category in global travel retail as well as the commercial aspects of the business. His experience and contacts will be a huge asset to us as we look to accelerate Distell's position in travel retail."

TRB BUSINESS