

Having made its global debut in Paris CDG with LS Travel Retail this July, Grey Goose VX has now launched in Asia Pacific with Bacardi Global Travel Retail and King Power Duty Free cohosting a special dinner event for select VIP customers at Suvarnabhumi (Bangkok) Airport.

Following the celebratory preview dinner, the 'vodka exceptionelle' made its appearance in King Power stores on 1 September. Grey Goose VX is an ultra-premium sipping vodka flavoured with Cognac created from grapes drawn exclusively from the Grande Champagne cru. Presented in an exquisite decanter made from 'extra flint' glass, known for its exceptional quality, the spirit is pitched at curious travellers seeking 'innovative and exclusive brand experiences', says the brand.



Explaining the opportunity for Grey Goose VX in Thailand and the wider region, Irving Holmes Wong, Regional Director Asia Pacific Bacardi Global Travel Retail says, "From its initial global launch last month at Paris Charles De Gaulle Airport, it is clear that Grey Goose VX has strong appeal to both vodka and cognac lovers not only for the sublime quality of the liquid which presents a new drinking occasion, but also the attraction of the beautiful decanter and its French inspired design.

"We were really delighted to witness its appeal at CDG with passengers heading home to Asia Pac. With increasing numbers of experienced and discerning travellers in Thailand and Asia Pacific, we are passionate about giving them genuinely exciting and disruptive products and experiences to fuel the ongoing relevance of shopping when they fly. Grey Goose VX is a tremendous indication of our ambition to drive differentiation and category growth through the power of our category leading brands."