



Smirnoff White, a new super-premium freeze-filtered vodka exclusive to travel retail, has been successfully launched in Europe by Diageo Global Travel and Heinemann.

Travellers at Hamburg Airport, Frankfurt Airport, Vienna International Airport and Berlin Tegel Airport had the opportunity throughout June to experience the latest expression from the Smirnoff brand, which is freeze filtered at -6°C to deliver 'a sensationally smooth taste.'

Prominent activations within Heinemann duty free stores included striking branded bottle units, reflecting the distinctive ice white and blue Smirnoff White branding. Trained brand ambassadors at deluxe tasting bars were on hand to introduce travellers to the vodka and distribute complimentary measures.

Peter Fairbrother, Marketing Director of Diageo Global Travel and Middle East (GTME), says, "We are pleased to have worked closely with Heinemann to successfully bring to market our largest ever vodka launch in travel retail. In Heinemann we have a partner who recognizes and shares our passion and commitment to providing differentiation and premiumization for global travellers. We're thrilled with the bold Smirnoff White activations in Heinemann Duty Free airport stores."

Rüdiger Stelkens, Purchase Director LTC at Gebr. Heinemann, adds, "We were delighted to be the first partner to launch Smirnoff White in travel retail. We always strive to be first to offer our customers unique products and superior shopping experiences and our partnership with Diageo GTME has done just that with Smirnoff White. Feedback from the deluxe tasting bars has been overwhelmingly positive – our customers are delighted with this new travel retail exclusive."

Smirnoff White is only available in duty free stores worldwide, at a recommended retail price of £21.00 for 1 litre.