

Walker's Shortbread celebrates Lunar New Year with Gatwick pop-up

Family-run, Scotland-based business Walker's Shortbread is marking the 2024 Lunar New Year with an impactful pop-up at London Gatwick Airport in partnership with Avolta.

Walkers Shortbread has touched down in Gatwick to mark the Lunar New Year with a World Duty Free pop-up.

A celebration of the Year of the Dragon, the brand is hosting an experiential retail space inside the North Terminal World Duty Free Store.

Customers have the opportunity to purchase Shortbread Fingers and the wider GTR range throughout February.

Shoppers are encouraged to 'share the joy of shortbread' to mark the Lunar New Year, with the aim of embracing the brand's heritage while appealing to global markets.

The activity builds on a **festive activation with Avolta at London Heathrow last year**.

For the Lunar New Year activity, passengers will be able to browse the Walker's range and receive complimentary shortbread samples and postcards.

With an £18 spend, shoppers will receive a gift packet of red envelopes with a golden dragon design. This is part of the Lunar New Year tradition to gift money in a red envelope, symbolising luck and good wishes for the year ahead.

The activation will feature a replica of the original van that founder Joseph Walker used to deliver products over 100 years ago.

Walker's was founded in the Scottish Highlands in 1898. Today the brand is available in over 30 markets and has a growing presence in GTR.

Walkers Shortbread: A truly global reach

"Lunar New Year is about celebrating new beginnings and bringing loved ones together, so there's a real synergy with shortbread which is shared with family and friends the world over, particularly during times of celebration," said Bryony Walker, Head of Commercial Strategy at Walker's Shortbread.

"Walker's is a Scottish brand, but we have a truly global reach with customers from across the world.



The activity includes a replica of a car used by company founder Joseph Walker to deliver shortbread.

"It's important to us that we share in special moments which mean something to our customers, honouring our own heritage while respecting and celebrating the customs and traditions of the different markets in which we're sold.

"With this exciting retail activation site at London Gatwick, we're maintaining the fantastic momentum Walker's is seeing in GTR and we're delighted to be continuing our partnership with Avolta, meaning more travellers can take Walker's with them as they share in traditions all over the world."

Eve Fifer, Avolta Commercial Director, added: "Once again, Walkers have developed an engaging experience to excite and inspire our customers. We are delighted to support heritage brands like Walker's with campaigns such as this, as they help us deliver that a sense of place and connect our customers with the spirit of Scotland and all things British."