

OUT OF HOME

## Cunard, The Savoy let partnership sail with uniquely aged cocktail

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*Age of Discovery being hoisted aboard Cunard's Queen Mary 2*

By FORREST CARDAMENIS

Global cruise line Cunard is working with Fairmont-managed hotel The Savoy and Jack Daniel's distillery to usher in the "Age of Discovery."

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Age of Discovery is a specially created and aged limited-edition cocktail inspired by the tastes and aromas of countries all across the globe, which it will visit onboard Cunard's flagship Queen Mary 2. The creative manner in which the barrel will be aged and take on flavor will align the cruise liner with unique and quality products while showcasing the adventurous and creative spirits of The Savoy and Jack Daniels.

The Savoy's Beaufort Bar has been named the Best International Hotel Bar in 2015, and both The Savoy and Cunard are world-renowned brands known for their respective histories - Cunard's more than 175-year ocean-going heritage and the decades of history associated with The Savoy's famous cocktail bars, said Meryl Press, specialist, brand relations for **Cunard** North America. "In the Age of Discovery, Jack Daniel's represents the discovery of the Americas and is also the only whiskey maker in the world to craft every one of their own barrels."

Come sail away

Age of Discovery was formulated at The Savoy Beaufort Bar in London and inspired by the numerous locales that Queen Mary 2 will visit over the next four months.

During that time period, Queen Mary 2 will visit 39 ports in 27 countries, and the barrel of Age of Discovery will be exposed to the air, temperature and humidity of each location, subtly coloring the flavor of the product.



## *Queen Mary 2*

The cocktail contains a blend of Savoy Select Jack Daniel's Single Barrel, Jack Daniel's Old No.7 and Bacardi 8, as well as Spice Trail Madeira, Dubonnet, Martini Riserva Rubino, earl grey and cocoa nib bitters. The ingredients were selected with the Queen Mary's past and future journeys and The Savoy's history and patronage in mind.

Choosing of the barrel was just as meticulous. Daniel Baernreuther, assistant food and beverage director at The Savoy, traveled to Jack Daniel's home of Lynchburg, TN and hand-picked the Jack Daniel's first fill American oak barrel that will house the cocktail for its journey.

When Queen Mary returns home to Southampton, Britain, on May 10, the barrel will be unloaded and travel to the Houston Bottling & Co Pack's plant West Dunbartonshire, Scotland. The barrel will yield at least 250 liters, which will join the prestigious The Savoy Collection.



*Cunard Queen Mary 2 Champagne bar*

Although most will not get to try the drink, it nevertheless showcases The Savoy's and Jack Daniel's penchant for making unique and limited-edition drinks. Recent years have displayed a noticeable trend among consumers, who are drawn to limited-edition products.

The manner in which the drink is aged may also resonate with adventurous consumers, and the barrel will serve as evidence of Cunard's high-end service and creative initiatives. Accordingly, Cunard's patrons will have an opportunity to sample a non-aged version onboard Queen Mary 2, also available at The Savoy's Beaufort Bar.



*The Savoy*

In addition, consumers will be able to follow the Queen Mary's journey on social media.

"We are delighted for our fans and followers to follow this magnificent four-month voyage that will visit breathtaking landscapes and exotic destinations," Ms. Press said. "Social media is such a powerful way to reach our guests and to engage them in Cunard news and events whether they are currently sailing or planning their next voyage."

Although the appeal of Age of Discovery may reach a niche market, each brand will likely benefit from the publicity and partnerships, as each complements the others with lifestyle values. Cunard benefits from having high-quality products on-board, while Jack Daniels and Fairmont's The Savoy are linked with an adventurous lifestyle.

Lifestyle associations are increasingly important in selling to consumers who want to purchase experiences rather than "just" products.

Nautical friends

Cunard often brings products on board in order to foster ties with other sectors.

For example, in October Cunard announced a pair of event programs to show off its creativity.

"Transatlantic Fashion Week" will put patrons in touch with industry members in the lead up to New York Fashion Week, while "British Isles Culinary Discovery" will do the same with gastronomical celebrities. Creative "event" cruises help differentiate Cunard from other cruise lines and foster a reputation of "luxury" because of its ties to other sectors, events and people ([see story](#)).

In another instance, British perfumer Penhaligon's has turned to global cruise liner Cunard for "smooth sailing" as it furthers its retail footprint in the United States.

Penhaligon's has recently opened the doors to boutiques in Beverly Hills, CA, Short Hills, NJ and in New York, and while the brand has a longstanding heritage, creating buzz through a contest may drive foot traffic. Efforts such as this give the brand an opportunity to target new consumers who may be unfamiliar with its wares, and a retail setting is ideal to demonstrate its expertise ([see story](#)).

"Since 1922, Cunard has been captivating guests worldwide in the adventure and excitement of a Cunard World Voyage, whose sights, sounds and scents continue to inspire generation after generation," Ms. Press said. "The Age of Discovery perfectly personifies all the best qualities of these three heritage brands: authenticity, distinction, and a rich and unique history, providing guests unmatched experiences they can't find anywhere else."