

FOOD AND BEVERAGE

DFS brings whiskey insight to travelers

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The Whiskey Festival features the first-ever pop-up bar at Singapore Changi Airport Terminal 3. Image credit: DFS

By STAFF REPORTS

Duty-free retailer DFS is hosting its fourth annual spirits festival, bringing experiential retail to airports.

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The retailer's Whiskey Festival will return for its fourth year in Terminal 3 in the Changi Airport in Singapore. A pop-up shop in the airport will show passersby the whiskey-making process, following which the festival will move on to seven other DFS locations around the world.

Whiskey while you wait

DFS locations in airports across Asia, the Middle East, North America and Hawaii will all be host to the traveling pop-up for the Whiskey Festival.

Through a deconstructed whiskey cask, attendees will learn about how the cask affects the color, taste and aroma of the whiskey.

Beginning its journey, the Whiskey Festival will start at the airport in Singapore, which touts more than 400 whiskies including Bruichladdich Port Charlotte 10, Compass Box No Name, No.2, Glenmorangie Rare Cask 1399, Johnnie Walker Black Triple Cask Edition and Royal Salute 21 Year Old Lost Blend.

The pop-up shop was built to attract travelers with time to kill before their flights, and is representative of a speakeasy bar from the 1920s Jazz Era.

In addition to the shop, a variety of promotions including tastings and insights from ambassadors will be held at various locations in the Singapore airport such as the Tasting Bar in Terminal 2, The Raffles Long Bar Terminal 3 Duplex and The Whiskey House at Terminal 4 Departure Central. These promotions will last until June 30.

[View this post on Instagram](#)

The Whisky Festival has arrived! Explore the world of whiskies at our curated spaces to enjoy unique tastings, exciting events, special offers and more. #TGalleria #ShopDutyFree

A post shared by DFS & T Galleria (@dfsofficial) on May 2, 2019 at 11:00pm PDT

Instagram post from DFS

Those who spend more than 250 Singapore dollars, or \$184 at current exchange, on whiskey will receive a branded Glencairn whiskey glass. Also, those that spend 140 SGD, \$103, will be gifted a pair of ferry tickets and city tour to Batam.

Four winners will also have the chance to receive complimentary distillery tours with a grand prize of a trip to Scotland for two. To enter, participants must spend \$140 on whiskey at iShopChangi.com.

"We are thrilled to partner with DFS Changi once again and bring the annual Whisky Festival to the next level with a pop-up bar for the first time ever," said Teo Chew Hoon, group senior vice president at Airside Concessions at Changi Airport Group, in a statement. "This 1920s-themed bar with its unique interior and collection of never-before-seen whiskies will offer travelers a multi-sensorial experience, in celebration of all things whisky."

French fashion house Christian Dior also immersed shoppers in a pink cityscape in an upcoming pop-up at T Galleria by DFS in Galaxy Macau.

The temporary Pink City outpost is designed as a branded microcosm, complete with a library, music hall, caf and flower shop. This first of its kind pop-up is intended to provide a form of retailtainment to shoppers through interactivity ([see story](#)).