

FOOD AND BEVERAGE

DFS Group takes annual wine and spirits exhibition on world tour

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The most extensive product array in the event's history reaches select DFS airport stores this month. Image credit: DFS Group

By LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group's 2024 Masters of Wines and Spirits showcase is coming to markets outside of Asia for the very first time.

Centralized around the theme of "Ignite Your Senses," the annual event will be held on the global stage this year, with pop-ups spanning from Macau, China to Los Angeles, California. More than 200 rare and exclusive beverages including Champagnes, whiskies, wines and cognacs are set to tour, reaching exclusive galas and in-store displays worldwide throughout May.

"DFS has hand-selected a curation of wines and spirits from around the world showcasing them to collectors and enthusiasts," said Christophe Marque, president of merchandising at [DFS Group Limited](#), in a statement.

"We are extremely excited to be bringing the Masters of Wines and Spirits and the gala event beyond Asia for the first time, with the most extensive collection ever," Mr. Marque said. "Meticulously chosen by our passionate team of wines and spirits experts, this portfolio serves as a testament to DFS' unwavering reverence for tradition, history, craftsmanship and innovation."

Luxury whiskies join world tour

The retailer is focused on upping the specialty offerings on view at Masters of Wines and Spirits, starting with a renewed lineup of fine and rare collectible whiskies.

This year's picks include LVMH-owned Scotch whisky maker Glenmorangie's "Pommard Cask Finish 25 Year Old" and Scottish whisky maker The Macallan's "The Golden Age of Travel: The Motor Car." A curated assortment of single-cask whiskies from Scotland, Japan, Australia and American distilleries are also entering the mix.

The 2024 Masters of Wines and Spirits is also tapping American Express as its payment partner. Held on April 27, an opening gala event in the City of Angels officially kicked off DFS Group's 12th-edition expo.

In-store activations at Tom Bradley International Terminal within Los Angeles International Airport began at the start of the month, giving consumers the ability to browse a curated selection of wines and spirits.



[View this post on Instagram](#)

A post shared by DFS & T Galleria (@dfsofficial)

For the next few weeks, enthusiasts gain access to “newfound favorites and cherished classics” at the month-long exhibition, soon to come to travel hubs including San Francisco International Airport and John F. Kennedy International Airport. In Asia, DFS Group’s T Galleria by DFS, Macau, City of Dreams location will house a Masters of Wines and Spirits activation for the third year in a row ([see story](#)), from now until the end of June.

Open to media and VIPs, a series of expert-led VIP masterclasses, and a gala event, on May 24 and 25 continue the momentum. The food and wine-pairing dinner experiences will also occur in Los Angeles.

According to the company, attendees will celebrate the legacies of brands such as L Glenmorangie and The Macallan while exploring “how legacy brands can stay relevant from now into the future.”



The DFS event is now in its 12th edition. Image credit: DFS

“We have been working together with our partners like DFS to meet the growing demand for diversified and differentiated benefits and services from American Express Cardmembers in the China market,” said Yamin Zhu, CEO of Express Company, American Express’ joint venture in China, in a statement.

“The support for this event further demonstrates our core competences and unique values in the premium segment, creating unforgettable and exclusive experiences for individuals in the high net worth segment.”

More information regarding Masters of Wines and Spirits is available at <https://www.dfs.com/en/macau/masters-of-wines-and-spirits/>.

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