

**WORLD DUTY FREE GROUP'S 'WHISKY FEST 2013' OFF TO A
FLYING START**

26 April 2013 - This week marks the launch of Whisky Fest, World Duty Free Group's annual celebration of the world's most noble spirit. Hosted in World Duty Free, Biza Tax & Duty Free and specialist World of Whiskies stores in 21 airports across the UK, the event runs until 25th June. The activity is also taking place simultaneously in all the travel retailer's Spanish stores.

Designed to appeal to whisky novices and connoisseurs alike, this year's event introduces more brands from around the world than ever before. Expert staff are on hand, whose passion for the spirit is matched by their product knowledge, enabling them to offer customers the very best advice.

Throughout the nine-week promotional period, customers will discover numerous offers and special events in support of the vast selection of whiskies available. An impressive range of exclusive bottles, only available in travel retail will be showcased and generous savings of 30% off selected whiskies and 40% off duty free whiskies will be on offer.

Fine, rare and exclusive whiskies are also a key focus during Whisky Fest and for 2013, World Duty Free Group has worked closely with brand partners to bring over fifty exceptional and exclusive malts to its customers. Glen Deveron is a great example of this. An exceptional whisky, 16yr old, 20yr old and 30yr old expressions have been selected and will be exclusively available with World Duty Free Group for one year.

Other UK and world exclusive whiskies include Johnnie Walker Explorer's Club Collection, Balvenie Triple Cask Collection and Highland Park Einar.

Whisky Fest is being fully supported across the Heathrow estate, with restaurant partners in all four terminals featuring whisky based dishes and cocktails on their menus during the promotional period. The event is also being promoted on the World Duty Free website: <http://www.worlddutyfree.com/whiskyfest-2013> and the specialist World of Whiskies website: www.worldofwhiskies.com/Whisky-Fest-2013.php

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