

# Grey Goose campaign flying with Virgin Atlantic

By **Rick Lundstrom** on December, 19 2019 | Airline & Terminal News



Anna Sebastien, mixologist supreme at the Artesian Bar in London

[Bacardi](#) Global Travel Retail has launched a seasonal GREY GOOSE® vodka experience that starts at London Heathrow Airport, extending all the way from the [Virgin Atlantic](#) Clubhouse to the aircraft.

The campaign, running from December 4 to January 2, features a GREY GOOSE festive lounge located within the Virgin Atlantic Clubhouse in Heathrow's Terminal 3. At the entrance, Virgin Atlantic passengers are presented with an invitation to enjoy a complimentary menu of specially created seasonal/holiday cocktails including the GREY GOOSE Espresso Martini - a fusion of GREY GOOSE La Vanille, coffee liqueur, fresh coffee and sugar. They personalize their own cocktail with designs and messaging using a drinks ripple machine, creating artwork on the foam of the cocktail.

Guests opting for the GREY GOOSE Holiday Mule with GREY GOOSE, lime juice, ginger beer and a rosemary garnish – can create their own drink with the added surprise of an explosion of confetti when the drink is poured.

The Heathrow promotion is part of the GREY GOOSE ‘Live Victoriously’ global marketing platform, a new long-term brand initiative focused on the theme of treating yourself as the special occasion, celebrating big and small moments in life. The ‘Give Victoriously’ festive adaptation at the Virgin Atlantic Clubhouse is designed to gift passengers an elevated travel experience throughout December, when travel can be stressful, and people just want to get home to their family and friends.

On selected flights, GREY GOOSE gift bags are presented at the departure gate. Each bag contains a GREY GOOSE Bloody Mary cocktail kit and a striped candy cane.

In addition, the GREY GOOSE experience will continue in Virgin Atlantic Upper Class cabin on selected flights, with the guest appearance of cocktail specialist Anna Sebastien of the [Artesian Bar](#) at London’s Langham Hotel. Sebastien’s flying bartender adventure offers Upper Class passengers a selection of GREY GOOSE cocktails, including two unique recipes she has specially created for the occasion: Golden Hour, a blend of GREY GOOSE, Cherry Syrup, Martini Extra Dry, Champagne and a hint of spice bitters; and GREY GOOSE L’Espresso Martini – a fusion of GREY GOOSE La Vanille, coffee liqueur, fresh coffee and sugar.

“We are delighted to partner once again with Virgin Atlantic in creating an innovative and engaging customer experience that shares the spirit of the season, giving Virgin Atlantic guests a luxurious experience that is both a personal escape from the inevitable stress of peak holiday travel and a special moment on what, for many, is likely to be the most important journey of their year,” said David Hughes, Regional Director Europe, Bacardi Global Travel Retail. David Hughes, Regional Director Europe, Bacardi Global Travel Retail, in today’s announcement.

Dan Buckingham, Head of Clubhouses, Lounges and Spas at Virgin Atlantic added: “The Virgin Atlantic travel experience is unlike any other airline and we are delighted to partner with GREY GOOSE in creating a guest experience that is intriguing, exciting and memorable, particularly for the lucky travellers who encounter each element of the GREY GOOSE experience – from the indulgence of the Clubhouse experience and the surprise of the gift at the gate to the excitement of the inflight serve.”

The GREY GOOSE has also added a limited edition travel retail golden gift tin highlighted with the ‘Give Victoriously’ messaging in selected airport stores including [Dubai Duty Free](#) at Dubai International Airport.