

Peuch & Besse celebrates The QDF Factor win at the Virtual Expo



[Click here to visit Peuch & Besse at the Virtual Travel Retail Expo](#)

Peuch & Besse — alongside Ireland Craft, International Beverage and Global Drinks — is one of our featured Exhibitors of the Day on 25 November during the Virtual Travel Retail Expo Buyers & Brands Bonanza Month.

To visit the Expo click [here](#) (note: If you have not registered to attend the Expo, you can do so [here](#) free of charge if you are involved in the travel retail sector).

Wines of Golf Legends by Peuch & Besse was named as winner of The QDF Factor, an extraordinary industry competition to encourage innovation and differentiation among brand owners, organised by The Moodie Davitt Report and Qatar Duty Free.

Peuch & Besse has captured a six-month high-profile promotion at Qatar Duty Free's award-winning retail offer in Hamad International Airport, Doha, plus a free six-month US\$50,000 multi-media advertising campaign with The Moodie Davitt Report. In second place was UFO 2 by Foreo and in joint-third were Ahmad Tea and Margaret Dabbs.

The Wines of Golf Legends concept is a unique collaboration between some of the world's most illustrious

golfers and an array of outstanding winemakers. The collection begins with an initial range of fine wines selected in collaboration with golfing stars Jean Van de Velde (France), José María Olazábal (Spain), Costantino Rocca (Italy), David Frost (South Africa) and Ian Woosnam (Wales).

Wines produced in association with Nancy Lopez and Davis Love from the USA and Michael Campbell from New Zealand will join the line-up in early 2022 with others to follow soon after. The range will eventually stretch to 18 golfers and winemakers, in keeping with the number of holes on a golf course.

The launch is particularly notable for its clever use of technology and engaging storytelling. Each bottle has a QR code on the back label which when scanned leads to a compelling short video featuring the winemaker and golfer together at the winery or in the vineyards.

Visitors to the Peuch & Besse Experience Room can also explore the exclusive travel retail selection, meet its talented lineup of winemakers, and discover its one wine, one story ethos.

Win a business class return flight with Qatar Airways

The month-long bonus exhibition period at the Virtual Expo offers visitors the chance to win a return business class flight to Doha from any Qatar Airways location in the world courtesy of Diamond Partner Qatar Duty Free. The award-winning Hamad International Airport retailer is also offering weekly US\$250 shopping vouchers, drawn from registrants who on any day visit the Qatar Duty Free/Hamad International Airport virtual experience zone and the suites of our Exhibitors of the Day.

Virtual highlights

- Peuch & Besse was the big winner of The QDF Factor, capturing a six-month listing with Qatar Duty Free at Hamad International Airport and a six-month US\$50,000 multi-media advertising campaign with The Moodie Davitt Report
- Discover the winning Wines of Golf Legends range that features wine collaborations with 18 of the world's most prestigious golfers

Where: Wines, Spirits & Beer Zone

Wayfinding (you must be registered first):

https://event.virtualltrexpo.com/?exhibition_type=exhibitionpavilion&room_id=peuchbesse

The Virtual Travel Retail Expo platform has been further streamlined with a much-enhanced and speedier log-in procedure, improved video loading speeds and continued navigational improvements.

In a bonus, registration (go to www.VirtualTRExpo.com) is complimentary from now and throughout the bonus month for anyone involved in the travel retail industry. Please note you cannot access the Expo without registration, and all delegates must first be verified as connected with the travel retail sector and are subject to qualification criteria.