

Wolfie's Whisky takes center stage at Hamburg Airport



'Every Picture Tells a Story': Wolfie's Whisky hits Hamburg Airport with Gebr. Heinemann

Passengers traveling through Hamburg Airport this month will be treated to a showcase of rock 'n' roll history as [Wolfie's Whisky](#) launches its first global travel retail activation, since kicking off distribution with Gebr. Heinemann in March.

The custom-built Wolfie's pop-up features a selection of memorabilia from the brand's co-founder and music legend Sir Rod Stewart. Fans will have the chance to see Rod's German Gold records including hits like 'Body Wishes', 'Baby Jane' and the album 'Every Picture Tells a Story', along with a number of wardrobe items the rockstar has previously worn on stage.

On display throughout April, travelers will also be able to sample and purchase the blended whisky at the stand, as well as admire musical mementos while passing through the airport.

The activation has kicked off ahead of Rod's European summer tour, during which the rock 'n' roll Hall of Famer will perform across Europe, including nine German shows, from May 11.

"I've always loved touring in Germany, especially in Hamburg, and this year is better than ever with the Europeans arriving here in the summer and nine shows ahead of me. It's simply wonderful that travelers can pick up a bottle on their way through the airport.

"I'm hoping for a Scotland game in Hamburg and can't wait to toast our result with a Wolfie's in hand - we've arrived just in time," says Stewart.

"Few artists capture the essence of scotch whisky as authentically as Rod Stewart and we are delighted to add Wolfie's to our global travel retail line up - that definitely pays off for our claim to offer a spectacular assortment. This is a unique chance for travelers to secure a product synonymous with prestige among whisky connoisseurs and admire a slice of rock 'n' roll history while they're at it," adds Ruediger Stelkens, Director Purchasing LTC at Gebr. Heinemann.

Wolfie's (40% ABV) is balanced with Rod's favorite flavors: cinnamon, fresh vanilla and baked apple. The whisky has a delicate taste of sweet peat and pears in syrup before finishing with candied citrus peels and a gentle oak spice.

Designed to reflect Rod's rock 'n' roll heritage with subtle nods to Americana, Wolfie's was inspired by the legendary musician's early hell raising days with the Faces.

Wolfie's is currently available in Gebr. Heinemann duty free shops at airports in Amsterdam, Munich, Frankfurt, Berlin, Hamburg and Istanbul, as well as on the retailer's Heinemann & Me app.

Follow Wolfie's Whisky on social media for exclusive updates by searching [@WolfiesWhisky](#) on Instagram and [@WolfiesOfficial](#) on Facebook.