



DIAGEO X BUCHANAN'S

Case Study

VIP Hospitality Dinners

VIP hospitality program pairing Buchanan's fine whiskies with five-course gourmet dinners for duty-free store owners and local influencers along the Texas-Mexico border.

VIP Hospitality • Influencer Engagement • Trade Audience

DIAGEO
BUCHANAN'S
BLENDED SCOTCH WHISKY



ELEVATING HOSPITALITY THROUGH BRAND EXPERIENCE

A curated VIP whisky experience designed to deepen brand appreciation and connection.



PROGRAM FOCUS

Buchanan's VIP hospitality dinners created intimate brand experiences for duty-free store owners and local influencers.

CORE OBJECTIVE

Deepen brand appreciation through curated hospitality.

OUR APPROACH

Execute 4 events along the Texas-Mexico border, pair Buchanan's whiskies with five-course gourmet dinners, and welcome 25 to 30 guests per event for a curated evening with a whisky aficionado.

THE TAKEAWAY

A curated dinner created meaningful connections around the Buchanan's brand.