

Special Issue  
TFWA  
World Exhibition  
October 2023

# TRAVEL MARKETS INSIDER

## Travel Retail invests in the future as Americas travel recovery surges forward



DFS reopened its duty free store in Waikiki, Hawaii after a three year hiatus caused by the pandemic. The opening holds special significance for the retailer since it was the site of DFS' first store opened 63 years ago. See full story on p. 18.

There is no doubt that travel is recovering across the globe—and particularly in the Americas, living up to expectations for very strong traffic demand.

U.S. air passenger enplanements in July reached nearly 98% of the pre-pandemic July figure, according to the National Travel and Tourism Office, while IATA says that total traffic globally in July edged above 95% of the pre-COVID level.

Latin America air traffic has been leading the recovery throughout the year, reports IATA.

And in the Caribbean, tourism is soaring, with ForwardKeys reporting double-digit growth over pre-pandemic levels for the rest of the year, driven by destinations like the

Dominican Republic, the U.S. Virgin Islands and Curaçao, along with Aruba, The Bahamas, Jamaica, Saint Lucia, Puerto Rico and St Maarten.

While the recovery is not all rosy, with staffing shortages and infrastructure challenges limiting air connectivity in some major markets, the momentum is positive and offers great opportunity for travel retail.

The reopening of the DFS store in Waikiki on September 14 after a three-year hiatus caused by the pandemic, the opening of TR-favorite jewelry brand Marjorica's first free-standing store in the U.S., and the announcement that Rouge Duty Free will be opening seven more luxury stores in Grenada, among other expansions, are just a few of the harbingers of more growth we can expect to

take place in the region.

Looking south, LATAM's famed Tres Fronteras is about to welcome a brand new shopping-entertainment venue anchored by Mannah Duty Free's La Petisquera, when the pioneering Paraguayan retailer enters Brazil for the first time with a venture at Foz do Iguaçu.

TMI examines all these developments plus many more, along with special in-depth reports on the growing trend in adding Hair Care to the TR portfolio and the unstoppable appeal of American whiskey.

As always, we look forward to seeing you in Cannes and in Toronto next month at the returning Frontier Duty Free Association Convention.

Lois Pasternak, Editor/Publisher

## INSIDE INSIDER



POS display with DFA at Miami International Airport for Wella Professionals hair care.



The new team behind the revitalization of iconic travel retail brand Bijoux Ternier.



Riding its popularity in travel retail, Majorica opens its first store in the U.S.



La Petisquera Duty Free to anchor shopping at the Dreams Park Entertainment Center in Foz do Iguaçu, Brazil.



Pat Rigney, Managing Director and Founder at The Shed Distillery

**Plus Products-People-Places  
The Insider View**

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A woman with short blonde hair and large square earrings is reclining on a rocky surface. She is wearing a shimmering purple dress with gold-toned hardware on the straps. In front of her is a large, ornate purple perfume bottle with a gold-toned cap and a Medusa head emblem. The background is a dramatic sunset sky with shades of purple and pink.

# femme DYLAN PURPLE

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Suntory launches new Legent; Patron Cielo; Bacardi

buys Illegal Mezcal; Remy Cointreau; Champagne

Lanson; Maga goes to Loch Lomond; Weston joins

DFG; Aguilar writes book helping small brands compete.

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## DFWC study reveals rise in impulse purchasing and self-indulgence in Q2 airport travel retail

Impulse purchasing and self-indulgence have both increased significantly between Q1 and Q2 this year, according to the Duty Free World Council's 2023 Q2 KPI Monitor.

The DFWC's KPI Monitor tracks the evolution of global and regional air traffic, with data from mInd-set's Business Intelligence Service (BIS), supplied by IATA's comprehensive DDS air traffic database and forecasting tool.

Europeans dominated the international traffic rankings in Q2 2023, although the Middle East is the only region that has surpassed the 2019 level. Q2 traffic stood at 55 million in the Middle East, a 3% increase on Q2 2019, said Dr. Peter Mohn, CEO and Owner of mInd-set.

In South America, Europe and North America, air traffic is nearing the pre-pandemic level, reports the Monitor. South America, with 30 million international departures, is at about 97% of the same period in 2019. Europe, with 209 million international departures, is at 94% of Q2 2019 traffic, and North America, with 47 million international departures, was at 92% of Q2 2019 traffic.

"These regions are all performing above the global average of 87% versus Q2 2019, which reflects the poor performance in Asia Pacific where air traffic revival is still sluggish at only 64% of the pre-pandemic level in Q2 2019," said Mohn.

mInd-set reports some interesting developments in shopping behavior at airports during this period. Impulse purchases in the quarter grew by 4% in Q2 over Q1, reaching 27%. The percentage of shoppers planning their purchases has declined both for specific and undecided planners. The percentage of global shoppers planning with either a specific product or brand in mind has fallen from 28% in Q1 to 26% in Q2, while the percentage of undecided planners – those who plan to purchase with either some or no specific idea in mind – has slipped to 47% in Q2 from 49% in Q1.

Self-indulgence is also on the rise according to the Monitor's focus on purpose of purchase. 58% of shoppers globally said they purchased an item in the duty- and tax-free shops for themselves in Q2 this year, a 5% increase on self-purchases in Q1. Purchasing as a gift or to share have both declined in Q2 vs Q1,



with gifting purchases falling 2 points to 25%. The percentage of global shoppers purchasing to share fell from 16% to 13% between Q1 and Q2 this year.

Commenting on the Monitor findings, DFWC President, Sarah Branquinho, said: "The quarterly behavior tracking monitor is a helpful indicator of trends which can prompt industry stakeholders to take action. Nearly three quarters of shoppers who

interacted with the staff in the duty free shops said they were positively influenced by the staff in Q1 this year, while less than two thirds of shoppers said the same in Q2. This could reflect customers' confidence in brand awareness but staff engagement with shoppers can result in extra basket items and the importance of staff engagement with browsers is crucial," Branquinho concluded.

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# MANI FESTING GREAT NESS



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*As part of the new corporate revitalization, Bijoux Turner was shooting a new advertising campaign on location in Miami this summer. New CEO Carlos Cohen is flanked by Amy Lipson, Head of Product Development, left of Cohen, and Allison Vorcheimer, Director of Marketing & Merchandising, on the right, along with two of the models in the new campaign.*

## Bijoux Turner revitalizes, expands under new ownership

Iconic travel retail and resort lifestyle brand Bijoux Turner is undergoing an expansion into the U.S. domestic and Caribbean retail locations and online sales, increasing its presence beyond the airports, ports and cruise lines where the brand first launched back in 1997.

The company recently changed ownership, being acquired by a group of businessmen who purchased the company from the investment firm which had bought a majority share of the company from founder Solomon “Moni” Turner back in 2006. At its height, under Moni and daughter Rosa Turner, Bijoux Turner was in some 700 travel retail locations worldwide.

The new company, Bijoux America, will retain the renowned Bijoux Turner brand name and merchandising concept.

The new owners are focused on revitalizing the brand, investing in marketing and its innovative distribution strategy, and bringing the brand to more retail locations and other channels. As in the past, the product portfolio encompasses bags for every occasion – from canvas beach totes to glittery evening clutches; textiles from beach cover-ups to shawls; watches for every fashion style; a full collection of jewelry; and travel and other

accessories from sunglasses and fedoras to neck pillows, and more.

All products are exclusively designed and driven by extensive trend and market research, with cross-merchandising and increased UPT (items per customer) in mind.

According to Bijoux America’s new CEO, Carlos Cohen, the company currently offers a limited assortment on 3rd party marketplaces, including Amazon, but the forthcoming Bijoux Turner e-commerce site will offer an expanded digital offering “empowering customers with more choices and convenience,” he said.

“The new ownership is really investing in growing the company even bigger than it once was,” says Cohen. “We’re hiring new people. We’ve put in a new head of marketing, we’re improving the SEO, and we are expanding onto other islands.

“Our vision is to reach every consumer in the world-- while maintaining the essence in which the Bijoux Turner concept was built.”

A key hallmark of Bijoux Turner has always been the single price point strategy, which will persist to retain the essence of the brand’s history, said Cohen.

The company will also add an enticing promotional offer (ie. “two for XX”) to encourage customers to mix and match their favorite items.

At the current time in the U.S., items are priced at \$15 each, and two for \$25.

“We are thrilled to extend the accessibility and recognition of the Bijoux Turner brand beyond the travel retail space,” said Allison Vorcheimer, Director of Marketing & Merchandising. “Our valued customers can now forge deeper connections with the brand, eliminating the need to wait for their travel adventures to indulge in our products!”

“We’re always innovating and bringing in new products within the category of resort lifestyle travel accessories. As new trends emerge, we’re always introducing new items, but we’re not walking away from our lifestyle concepts,” explains Vorcheimer. “And with people traveling so much they are buying on impulse, and buying more than ever.”

While not confirming where the new domestic Bijoux Turner locations will be found at this time, Cohen says that the brand will be partnering with some of the major retailers in the U.S.

“My vision is to reach every consumer



A full-page photograph of two women standing outdoors in a tropical setting. The woman on the left has long dark hair and is wearing a teal and white patterned kaftan, a gold leaf earring, a colorful beaded necklace, and a gold watch with a turquoise stone. The woman on the right has long blonde hair, is wearing sunglasses, a white bikini top and bottom, a blue patterned kaftan, and multiple necklaces and bracelets. They are both holding beach bags. The background is a lush green landscape with trees and a white building.

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in the world from Europe to Asia, throughout the Americas, Caribbean and Duty Free,” said Cohen. With 15 years of business development and marketing strategy, 12 of them in senior positions at Procter & Gamble, Cohen has a proven track record in driving consumer insight and executing commercial marketing management campaigns, further enhancing brand awareness.

To achieve this vision, Bijoux Turner will field a sales team focused on building partnerships with customers and providing detailed business analysis to assist in maximizing sales.

Today there are about 300 Bijoux Turner locations worldwide operated by licensing partners in airports, ports, borders, hotels, casinos, local market malls, and onboard cruise ships, including two stand-alone Bijoux Turner stores in Atlanta airport and in travel retail locations throughout Latin America, including in Ecuador, Guatemala, Panama, Paraguay and Uruguay.

“Since the new owner started to



*TMI was on location with Bijoux Turner during the campaign shoot.  
Photo by Michael Pasternak.*

launch in new markets last year we have been growing two times what our initial numbers were. So the company is seeing a lot of movement, a lot of attraction with people reaching out to start selling our

brand,” concluded Cohen.

“I think the most important thing is really offering value to the customer and fashion at an incredible price. We are committed to this,” he promises.

## Nadine Heubel enters realm of pre-owned luxury

Nadine Heubel has joined pre-owned luxury start-up Reklaim (RKLM) as Global SVP Revenue – Travel & Hospitality.

According to RKLM, they believe that pre-owned luxury can be the next US\$1 billion category in travel retail.

The company was founded by serial entrepreneurs Kamran Razavi and Jamie Thomas who combine knowledge of data and technology with expertise in the pre-owned luxury market. RKLM said it aims to “redefine the pre-owned category with an elevated experience titled ‘conscious luxury’.”

The goal of conscious luxury is to align awareness and social responsibility with a consumer’s ability to participate in the circular economy of luxury goods on a global scale.

The company is rooted in a ‘technology-first’ approach, which the partners said is required to provide pre-owned at scale. Its vast catalogue spans 1.2 million handbags and 600,000 timepieces with merchandise value of around US\$8.1 billion.



Speaking with *TMI*, Heubel explains: “Lately, there has been a lot of talk about pre-owned luxury. The rise of pre-owned luxury coincides with the rise of Gen Z becoming a more and more important luxury consumer. By 2025 Millennials and Gen Z will account for 70% of luxury consumption. In general, there is a stronger focus on sustainability in our society, 79% of consumers say that they are more loyal to purpose-driven brands based on a recent luxury market report released by SiaPartners.”

According to Bain & Company, the pre-owned luxury market was worth US\$43 billion in 2022, up by +28% compared to 2021, or 1.3 times the growth rate of new luxury goods, she adds.

“Luxury goods are intrinsically manufactured with a high level of craftsmanship and quality which extends their product life dramatically. RKLM has created the necessary infrastructure to connect luxury goods with a new owner at each point of re-use to maximize the lifecycle of each item,” says Heubel.

RKLM provides consumers with a high-quality, luxury experience while also contributing positively to the well-being of people and the planet.

Heubel has had an extensive career in travel retail, holding various senior positions with Hugo Boss, Gebr. Heinemann and Newmark. Heubel and co-founder Jamie Thomas will attend TFWA World Exhibition to meet potential partners.



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## Iconic Spanish pearl brand Majorica debuts its first U.S. store in Miami

Distinguished Spanish pearl brand Majorica, a long-time leader in global travel retail jewelry, opened its first U.S. store in August, situated in the upper level of Miami's famed Aventura Mall.

With a rich heritage spanning more than a century, every Majorica pearl is organic and each piece of its elegant jewelry is hand-crafted.

"After meticulous market research and in-depth data analysis, we have strategically selected Miami, Florida as the inaugural hub for expanding Majorica's distribution across the United States. Aventura Mall stands as an ideal gateway, granting us access to a dynamic blend of guests who already hold a keen appreciation for our brand," reveals Elena Stungis, Vice President of Sales for the U.S., Canada, and TR Americas.

"With great enthusiasm, we are excited to offer our extensive assortment of more than 700 items, tailored to cater to the diverse tastes and preferences of pearl aficionados. We have even created an exclusive necklace just for the Aventura Mall store opening!"

Majorica has a strong connection to travel retail. Stungis tells *TMI* that as many as 90% of the clients who enter the Majorica store say that they already knew the brand, either from purchasing it or receiving it as a gift from Spain, or from seeing the pearl jewelry on a cruise ship or other travel venue.

"So there are many, many people who have actually discovered the brand while traveling and visiting in duty free shops."

In general, about 50% of the visitors



*Opening the first Majorica jewelry store in the U.S. was (from left) Elena Stungis, Majorica's Vice President of Sales for the U.S., Canada, and TR Americas; Spain's Deputy Consul in Miami, Sofia Ruiz Del Arbol Moro; Majorica CEO Didier Gruppiso; and a member of Majorica's ownership group.*

to Aventura Mall are travelers.

"They are traveling from other states, or from Europe or Latin America. Some brands say that 60-70% of their Aventura Mall customers are travelers," she says. "Aventura Mall's press agency works very tightly with tourism departments of Miami Dade County because they know that this is the customer."

In fact, the majority of the customers that shop with Majorica are either from Colombia, Venezuela or out-of-state and here on holidays, she says.

Majorica has been selling in the U.S. through other stores, and says that its

expansion into the United States with its own store is a "monumental" step.

The brand is currently in about 70 countries post-pandemic, and Stungis says that she is looking for some new distributors in South America.

"We are also coming back on the cruise ships. In airports we recently restarted with Aer Rianta in Montreal and are in conversations with Dufry.

"However, we feel that in the Americas our main target is to develop the brand in the shopping centers of the United States and Canada, and we plan to roll out the business model we set up in Miami. We are also going back into department stores," says Stungis.

Majorica is also distributed on Saksfifthavenue.com, Neimanmarcus.com, among others, and has recently relaunched the Majorica U.S. website.

"Fashion trends are just creating this wave that we are taking advantage of," confirms Stungis.

"The modern designs that we develop with our research and development team, that we come up with on a regular basis, also attract new younger and more modern customers. Majorica is for everyone, so



*Fashion show highlights, with haute couture designer Paola Estefania.*





# GUESS

TRAVEL RETAIL EXCLUSIVE

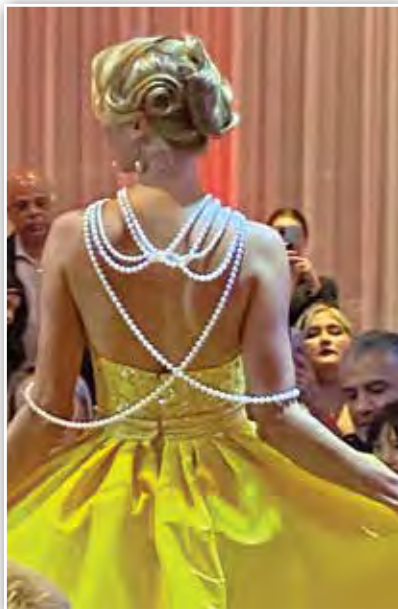


we've never been limited. And we start with the babies."

The Grand Opening of the store was followed by an invitation-only event at a private venue in Aventura Mall, featuring a spectacular runway fashion show by Paola Estefania, the Miami-based Venezuelan-born designer known for her swimwear, bridal and Haute Couture fashions worn by celebrities and a prestigious list of international clientele. Twelve stunning models, draped in Estefania fashions and Majorica pearls showcased Estefania's S/S24 collection.

The program also featured a special performance by singer Maria Jaume, who was flown in from Mallorca exclusively to perform at the event, which was hosted by Elena Stungis and Majorica CEO Didier Gruppos.

Several members of the Spanish Consulate and Trade Commission were also in attendance.



## The Museum of the City of New York partners with Hudson to offer inaugural "City as Canvas" Street Art inspired retail collection

The Museum of the City of New York (MCNY), and Hudson, have launched a street art inspired lifestyle collection titled "City as Canvas" – a new line of apparel, accessories, confectionery, and gifts. The retail program consists of more than 40 coordinated items including hoodies, tee-shirts, hats, caps, a selection of gift chocolates, and more. The new merchandise is available in select travel convenience stores operated by Hudson throughout John F. Kennedy International Airport Terminals 1, 4, 7, and 8, with expansion plans in development. Along with the apparel and confectionery items, travelers will also be able to purchase the book, *City as Canvas: Graffiti Art from the Martin Wong Collection*, which explores the work of young graffiti "writers" in 1980s New York City through the works amassed from East Village artist and collector Martin Wong.

The debut collection draws inspiration from iconic graffiti featured in the Museum's groundbreaking exhibition *City as Canvas* about the birth of NYC street art.

"Given the Museum's vast collection and its reach as both a local and global museum, Hudson is the perfect partner to launch our program, especially given



their customer base and store footprint," said Sheryl Victor Levy, VP Marketing Communications for Museum of the City of New York. "Millions of people travel to and from JFK International Airport, and what better way to take a piece of NYC home with them than with our City as Canvas-inspired product?"

"Hudson is proud to support the Museum of the City of New York and work together to develop a retail collection that is an authentic representation of the iconic

graffiti and street art in New York City," said Joe Landolfi, SVP at Hudson.

"This new partnership highlights our commitment as a company to celebrating and elevating local entrepreneurs, artists, and businesses through uniquely curated merchandise in our stores."

"City as Canvas" launched at JFK and is part of the Museum's larger licensing program with recently announced program partners including JFKIAT branded content and Cortés Filmworks.





# 2024 SUMMIT OF THE AMERICAS

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## DFS Group reopens iconic store in Waikiki, celebrating 60+ years in Hawaii

DFS Group reopened its iconic store in the heart of Waikiki, Hawaii on September 14. Celebrating more than 60 years in the islands, DFS says its Waikiki store is set to redefine the world of luxury shopping for both locals and visitors, offering them a curated selection of more than 100 renowned brands in beauty, watches, fashion, food and more. At the newly reopened DFS Waikiki, everyone is welcome to shop, without needing passports or boarding passes.

DFS is home to the largest beauty hall in Hawaii, a luxury destination for high-end jewelry icons, fine watch assortments and a collection of local treats and services. Many of these exclusive offers are travel retail exclusives, unavailable anywhere else in the islands. Examples include DFS' exclusive Hawaii Market Collection brand, Dior La Collection Prive, Chloe Atelier, Guerlain, along with travel retail assortments for Glenfiddich, Balvenie, and Veuve Clicquot.

DFS also houses the largest collection

of local brands in Waikiki, featuring more than 45 local makers and artisans such as Jules & Gem, Ua Body, Lanikai Bath & Body, Wai Meli, Manoa Chocolate, Coco Moon and more.

"We are excited to welcome back locals and visitors to our iconic Waikiki store, which has been inspired by the beauty and authenticity of the islands to reimagine the DFS Waikiki experience," said Benjamin Vuchot, DFS chairman and CEO. "Hawaii is an important location for the DFS portfolio with its rich history and legacy in the islands. DFS is committed to continuing to introduce the best experience to Hawaii and its locations worldwide."

The luxury store has been thoughtfully reimaged for the next generation of Hawaii shoppers, says the company. The simple and elegant design, with a sustainable approach, yields an elevated organic and bold design inspired by the island's natural beauty. Customers are transported into the depths of the oceans when they walk into the store as the

carpet is adorned with varying shades of blues, skillfully chosen to accentuate the enchanting allure of the ocean and Hawaii's abundant coastal treasures. Complementing this, intricate floral patterns and carefully placed decor serve to celebrate the diversity of Hawaii's natural splendor and its lush vegetation.

"The grand reopening of DFS Waikiki marks a significant milestone in the world of luxury shopping in Hawaii," said Vinay Lamba, President of DFS' Asia Pacific and U.S. regions. "In addition to providing exceptional products and services to its customers, DFS is dedicated to contributing to the local community. For the reopening of our Waikiki store, we've partnered with Nā Kama Kai to upcycle more than 70 locally sourced surfboards into visual merchandising displays for the launch period. These will then be donated to the youth programs of Nā Kama Kai, a local non-profit organization whose mission is to help children foster a connection to the ocean and to teach ocean safety, conservation, and stewardship. We are also selling the Maui Strong t-shirts across our stores in U.S. with all proceeds to be donated to support the rebuilding of communities affected by the Maui fires."

In addition to supporting the community it serves, DFS is also committed to creating enduring employment opportunities. Since reopening, 90 percent of DFS Waikiki's current workforce is made up of former employees, including several management staff with more than 45 years of service.







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## ARI celebrates milestone 25th Anniversary in North America

ARI celebrated the 25th Anniversary of its business in North America at an exclusive “cocktail dinatoire” event hosted at 1769 Distillery in Montreal on September 15.

The event was attended by many partners and local supporters of the ARI business in the region, including airport partners, local suppliers with long-standing relationships, executives from ARI, senior management and colleagues, notably many of whom have been with the business for more than twenty-five years.

Despite all the various global shocks and challenges that have impacted the business over the past quarter of a century ARI has gone from strength to strength in North America.

Ray Hernan, Chief Executive Officer, ARI, commented, “We are privileged and honored to be at this stage in our journey. The partnerships and relationships that we have built over the past two decades is a striking testament to our colleagues and our teams here in North America.

“Together with our partners and colleagues, we have demonstrated all that is great about ARI and evolved in order to do what we do best – deliver an exceptional experience for each customer who passes through our stores. I have enjoyed reflecting on the past twenty-five years of growth in North America and would like to take this opportunity to thank our teams, partners and brands for their continued support and dedication, without

whom none of this would be possible. ARI North America is an integral part of ARI’s heritage.”

The future is certainly bright for ARI in North America, with an extensive refurbishment planned for the Montreal store, a new stand-alone Chanel store just opened in Vancouver earlier this month, and many other exciting opportunities in the pipeline for the future.

“When we look for new opportunities, we need to ensure that they make sense for both us and our partners,” said Jacques Dagenais, Business Relationship Director, ARI. “Our approach is to be agile and innovative. A big focus for us is on our substantial range of local products across each of our locations, to create a unique sense of place for our customers. Quality and excellence are at the heart of all that we do. We may not be the biggest, but consistently strive to be the best.”

Speaking live from the event, Nuno Amaral, Chief Business Development & Operations Officer, ARI, commented, “A lot of the opportunities and growth in the past has been down to the focus, dedication, and commitment to building strong partnerships, and the phenomenal team driving those connections. We are very excited about the plans and ambitions of our team for the future in North America.”

The event was the culmination of a week-long celebration for the team at ARI North America, which included an

in-store event at YUL Montréal-Trudeau International Airport earlier in the week, where passengers were treated to the joy of traditional local entertainment including Cirque tight-rope walking, plate-spinning and hula hooping, maple-syrup crepes and cocktails, all with the backdrop of traditional local music.

ARI’s recent appointment of Glen Morgan as General Manager in North America has brought more travel retail expertise to the team. Since joining in mid-June, Morgan has been leading the team through the busy summer season as passenger numbers in that region continue to grow. “It has been an exciting start to my new role here,” said Morgan during the event. “The team have been hugely welcoming and together, we are focused on not only celebrating the achievements of the past but focusing on the opportunities into the future. We have an incredibly committed and high-performing team in place, with big plans to deliver, it’s an exciting time here in North America.”

ARI first entered North America with a travel retail outlet at Mirabel in 1998, later moving to Montreal in 2004, where it is still a leading operator in that location. ARI currently operates travel retail stores in four airports in North America, located at Montreal, Quebec City, Halifax and Winnipeg, and added a fifth, with the new store opening in Vancouver earlier this month.



## CITRA: Championing small business exports

CITRA Inc., the company founded by travel retail specialist Bart Collins, is a finalist in the 2023 Go Global Awards hosted by the International Trade Council in the Sustainable Solutions category. The winners will be announced at a ceremony held in early November during a 3-day high-level networking program, encompassing panel discussions, conferences, B2B and governmental-level meetings, and a gala awards dinner.

According to the organization's website, the 2023 Go Global Awards is a global platform for businesses seeking to extend their reach and establish a formidable presence in the international marketplace. This government-sponsored event, hosted this year in Rhode Island, USA, invites companies from all over the world to vie for recognition of their outstanding achievements, innovation, and leadership.

Collins, whose TR career included a stint as president of Aer Rianta International Sardana at JFK, has expanded his remit from duty free to help small U.S. companies export their products internationally. He is passionate about the struggles that small U.S. companies face when they export from the U.S. to foreign territories.

Collins says that exports from the U.S., as a percentage of GDP, is around 10%. Exports in the Eurozone, on the other hand, are well over 54% — a huge disparity compared to the U.S. Globally, 95% of the firms exporting are small and medium sized businesses that historically have contributed between 20-40% of total



*Bart Collins, CITRA Founder*

exports. But the United States lags far behind the rest of the world.

"The truth is that Europe does not want to deal with exports from small U.S. companies. They prefer to deal instead with farm, defense and big manufacturers. This is so unfortunate, because as a group small companies in the U.S. pay more in taxes than major multinationals, they hire more people and are less inclined to lay them off when times are tough. Small companies keep this country afloat," explains Collins.

In addition, he points out that the U.S. is not export-oriented at all, and most small companies have no idea how to approach the export market.

To overcome these challenges for his own brands, Collins set up a company in the Netherlands from which he also helps other companies export, providing infrastructure, expertise and consolidation.

"We met with the U.S. Embassy in The Hague about how to stimulate more

trade between Europe and the U.S. We do all the homework and are able to act as a bridge between a small business in the U.S. and the European countries," he says.

CITRA is currently in the process of launching the Anne Klein watch brand from E. Gluck Corporation into the domestic market in the EU. CITRA is also achieving impressive success exporting the healthy vitamin enriched Hylux water internationally.

"WHSmith just extended the listing for Hylux for another year. It is the highest priced water in the assortment but number two in sales," says Collins.

He also represents travel accessories from Cloud and, as one of his most recent brands, has been working with a start-up out of Detroit for a completely sustainable line of baby clothing called ezdoezit.

"I have been mentoring the woman who created the line for the past year and we had a very successful show in Las Vegas. Target is going to take the line and we now intend to take it to the international market. This is the brand that is a finalist in the Go Global Awards in the Sustainable Solutions category."

"I am a firm advocate for small and medium businesses. There are some brilliant inventions out there that deserve a wider audience. It has been a fascinating ride and I am really happy with these companies I work with."

For more information, contact Collins at [bcollins@citra-inc.com](mailto:bcollins@citra-inc.com)



## Spark's Heidi Van Roon talks about Elevating Travel Retail Careers

Vancouver-based Spark Group, which has been supporting travel retail staffing and recruitment in Canada and the U.S. for the past 10 years, is a finalist for the 2023 Frontier Award: People and Planet / Diversity and Inclusion for its campaign called Elevating Travel Retail Careers.

The campaign proposes a modernized Human Resources framework that rests on the values of Diversity and Inclusion, Equity and Equality as a mission critical agenda for our industry, says company President & Founder Heidi Van Roon.

"The airport employment brand is perfectly positioned for a more formalized ESG agenda that emphasizes workforce design for top tier talent. It promises to elevate jobs to careers for our work teams that extend societal benefits to our communities while improving the customer experience in our stores," says Van Roon. "We believe the TR industry has an opportunity to become the most dynamic retail experience anywhere if our people priorities are designed and supported more intentionally."

Van Roon insists that the new era of Travel Retail is rebuilding around People and Planet priorities. Toward that end,



Heidi Van Roon, Spark Group  
President & Founder

Spark proposes that in order to take good care of our customers, we first need to take care of our people who are at the front line of the customer experience working a bespoke magic into every engagement.

Speaking with *TMI*, Van Roon explains further:

"I think especially for North America it will be essential for the industry to elevate the messaging, the positioning and the practices around our employment offers. In broad strokes we really need to move away from a jobs mindset and more competitively towards a careers mindset. In

many cases our roles are under-represented or stigmatized. This perception needs to change.

"The reality is that TR careers have much to offer if we update what we do and build a more intentional plan that ensures top tier candidates for our stores. We want to help amplify this call with one message at a time and many messages over time because I really don't think this will go away. Among the costs that are hardly mentioned are the opportunity costs of attrition, disengaged staff, outdated customer service models and understaffed counters, particularly in the categories that are not self-serve."

Spark prepared a four-minute video that explains the ideas, the priorities, and the action plans around recruiting, staffing, and digitalization for a new era of retail. It can be seen on youtube.

This campaign was also a finalist in the 2022 Trinity Challenge that champions sustainable and innovative industry practices in travel retail. The recognitions to date signal that elevated professionalism in our stores is on the global radar.

For more information, contact heidi.vanroon@sparkgroupinc.com

**BASELINE SUSTAINABILITY VALUES:**

To support the USP of Travel Retail it will be essential to build sophistication, education and motivation into the intersection where labor market dynamics meet consumer behavior. The baseline values for elevating the societal relevance of travel retail careers and by extension the most prestigious customer experiences are:

- Diversity & Inclusion
- Equity & Equality

**Campaign: Elevating Travel Retail as a Career of Choice**



CANADIAN DUTY FREE —

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# 2023

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Left: The Galleria duty free/ duty-paid store will offer an extensive assortment of tax-free goods ranging from premium wine and spirits, tobacco, cosmetics and fashion to sunglasses and confections. Right: Nashville's famed Goo Goo shop, home of America's first combination candy bar, is one of the new shops opened at Nashville International Airport. Below: The Tennessee Whiskey Company store is tailored for both travelers and whiskey enthusiasts.

## Fraport opens seven new specialty retailers at Nashville International Airport

Seven specialty retail shops are now open at Nashville International Airport (BNA), including the first duty free/ duty-paid store in the airport.

The new shopping opportunities reflect the airport's record growth in domestic and international travel. In addition to BNA's first duty free/ duty-paid shopping destination, the new concepts feature Tennessee originals such as the Goo Goo Shop, Musicians Hall of Fame and Museum, and the Tennessee Whiskey Company store.

"With the debut of our duty free / duty-paid shopping experience and even more local offerings, these specialty retailers are bringing a new level of passenger service to our program at BNA," said Matt Jennings, Vice President of Fraport Tennessee, which manages the concession program at the airport. "The new shops are also landing in time for the upcoming opening of the state-of-the-art International Arrivals Terminal.

"Most new shops are locally owned and operated through innovative partnerships, bringing more Tennessee flair and Music City hospitality to the airport," he adds.

In the last 18 months, more than 25 new units have opened.

Passengers will find the latest retail arrivals in Concourse A/B, Concourse B, and Concourse D. Operating hours are 8 a.m. until the last departure of the day. The new shops include:

Concourse A/B: The Galleria Duty Free - Duty Paid (1,058 sf) and Goo Goo Shop (448 sf) devoted to a candy cult favorite in these parts, the famed Goo Goo Cluster.

Concourse B: Time for A Shine (128 sf) professional shoe shine service and repair shop and Musicians Hall of Fame & Museum (696 sf).

Concourse D: Sunglass Hut (814 sf); the Tennessee Whiskey Company (472 sf) tailored for travelers, for whiskey enthusiasts and visitors to explore an expansive array of whiskeys, souvenirs and chilled to-go mixers in its new store, and Donelson Emporium (1,053 sf), a local travel convenience store, including grab-and-go food and drink, electronics, Herschel Supply Co. backpacks, and an expansive selection of souvenirs, beer, and single-barrel and limited-edition liquor.

Fraport USA develops and manages award-winning retail concessions programs at several major U.S. airports, including Nashville, Baltimore/ Washington, Cleveland, New York-JFK Terminal 5, and Newark Terminal B.





## Starboard – Onboard Media joint venture charts a course to preserve Alaska’s heritage & make a meaningful impact on the local economy

Starboard Cruise Services and Onboard Media, sister companies under LVMH Moët Hennessy Louis Vuitton, celebrate a cruising season marked by exceptional cultural enrichment and community support.

Building on Onboard Media’s successful 2022 first-at-sea initiative with various Alaskan organizations, Starboard placed a spotlight on bolstering the local economy and culture through curated, Alaskan-made mementos and vital partnerships with resident artisans across multiple cruise line partners.

“Onboard Media’s groundwork paved the path for our successful joint venture to preserve Alaska’s heritage and invigorate trade through bespoke retail programs,” says Lisa Bauer, President and CEO of Starboard Cruise Services. “This initiative emphasizes the significant value we create for not only our cruise partners and guests but also port communities.”

Onboard Media spotlighted local businesses and the destination’s unique offerings for its cruise partners through a diverse range of multimedia programming touchpoints. Adding an extra layer of authenticity to the cruise vacation, Starboard elevated onboard offerings by procuring artisanal products onboard its various cruise line partners.

“Our informative and engaging touchpoints, coupled with Starboard’s



*In-store merchandise displays of Made in Alaska products.*

assortments, made a meaningful impact on the Alaskan economy. This cruising season was a testament to the remarkable synergy between Starboard and Onboard Media and how seamlessly our offerings intertwine and enhance one another,” said Jeffrey Meister, General Manager of Onboard Media.

### Alaskan Essence

With categories such as jewelry, gifts, books, food items, and body care, guests were treated to an immersive encounter with craftsmanship and tradition through a meticulously curated selection of regional

products. Exclusive offerings from first-at-sea brands, Chugach Chocolates and Prince William Sound Salt Co., showcased ingredients sourced nearby, providing an edible journey into the heart of Alaska’s flavors. Beyond culinary delights, other sea debuts include Bering Sea Designs, signifying “The Spirit of Alaska,” offering distinctive pieces that pay homage to native crafts and Alaskan Reflections enriching the voyage with handmade souvenirs.

“We’re a small chocolate business utilizing local flavors in a state with one of the smallest populations, the largest in land area (more than twice the size of Texas), and challenging transportation. Having our products on [cruise] ships to all reaches of the state [has been] crucially important,” said Ryan Wiswesser, CEO of Chugach Chocolates.

Crafting an immersive experience that thoughtfully engaged every sense, guests were captivated by the region’s breathtaking nature and wildlife captured by Mark Kelley’s photography. Simultaneously, their taste buds were tantalized by Alaska Seafood Company, Inc.’s wild caught, sustainable delicacies and the natural scents of Denali Soaps creatively encapsulated the spirit of the land.

As the season comes to an end, the collaboration between Starboard and Onboard Media serves as a quintessential partnership, showcasing respect to local customs, while improving guest experiences, and boosting a region’s economy.



*Onboard Media’s new Alaska Programming highlights the destination’s unique local offerings and authenticity.*

## CTO's new Secretary-General shares her vision for regional tourism

Dona Regis-Prosper, the new Secretary-General and CEO of the Caribbean Tourism Organization (CTO), outlined her initial plans for leading the intergovernmental body that serves as the tourism development agency for 25 Caribbean countries and territories. She discussed her vision during a live press briefing streaming from Grand Cayman in early September.

Regis-Prosper was appointed as Secretary-General in July. She is the first woman to assume leadership of the organization. Her term officially began on September 1.

Regis-Prosper brings more than 22 years of experience to the role. Originally from St. Lucia, she has lived and worked in multiple Caribbean destinations. She has served as director of marketing and product development for St. Lucia Air and Seaport Authority; director of business development for Margaritaville Caribbean Group in Jamaica; CEO of the Tortola Pier Park in the British Virgin Islands; and general manager of Antigua Cruise Port.

Regis-Prosper takes over the head position from Acting Secretary General and CEO Neil Walters, who is CTO's Director of Finance and Resource Management, and has been filling the position following the retirement of Barbadian Hugh Riley in 2019.

Previous to Riley, the late tourism stalwart Jean Holder and Vincent Vanderpool Wallace, former Bahamas Director General and Bahamas Minister of Tourism, held this top tourism post.

As Secretary-General, Regis-Prosper is charged with providing strategic



*Dona Regis-Prosper*

direction and leadership to the CTO staff, collaborating with more than two dozen member countries and territories, and working closely with partners and

stakeholders to advance the organization's mission.

In addition to re-imagining and transforming the organization, Regis-Prosper's role also involves addressing a range of pressing issues facing the Caribbean's tourism industry, including advocacy, research, airlift, sustainability, and resilience.

Regis-Prosper pledged to have open ears for members' concerns.

"My first order of business has been and will continue to be listening in the coming months. I intend to learn and be informed as much as possible about the challenges faced by each member and to develop workable solutions that will be beneficial nationally and regionally," she assured.



*From left: Dona Regis-Prosper, CTO's new Secretary-General and CEO; Kenneth Bryan, Minister for Tourism & Ports, Cayman Islands and Chairman, CTO's Council of Ministers and Commissioners of Tourism; and Rosa Harris, Director of Tourism, Cayman Islands and Chairman, CTO Board of Directors.*

## Cuba tourism still struggling post-COVID

According to a report in *Travel Trade Caribbean*, Cuba's historically vibrant tourism picture has yet to show any substantial recovery.

While most of the Caribbean islands are enjoying record tourism arrivals exceeding 2019 levels, Cuba is in "the midst of an anguishing crisis," said *TTC*, reaching a little more than one million visitors to date this year, nearly all of which

have come from Canada. The neighboring Dominican Republic, in comparison, has welcomed more than 7 million tourists so far this year.

However, with the resumption of passenger flights from Russia to Cuba on July 1, Cuba is expecting some increases in tourism.

Russian carriers completely halted their regular passenger flights to Cuba,

Mexico and the Dominican Republic in February of 2022, due to the bans imposed by the European Union on the use of its airspace, following Russia's attack on the Ukraine.

Since the resumption of flights to Cuba, Russian visitors are now the second largest group of visitors occupying the tourist hotels in the Cuban resort of Varadero.



## The Bahamas is enjoying “explosive” growth in visitor arrivals

Tourism is booming in the Bahamas, with visitor numbers outpacing projections for the first seven months of 2023, and far surpassing 2019, which was the Bahamas’ busiest year on record.

The Bahamas recorded more than 5.89 million arrivals from January through the end of July and is projected to close out the year at 8 million plus visitors, reports the Ministry of Tourism.

Of the 5,893,118 total visitors who visited The Bahamas in the first seven months of the year, 1,133,494 arrived by air and 4,759,624 by sea. July year-to-date overall arrivals are pacing 59% ahead of 2022 and 30% ahead of 2019, the busiest year on record.

Comparing 2023 overall arrivals by month, March arrivals peaked at 951,311, making it the busiest arrivals month in Bahamas history.

Overall tourist spending is also up significantly. Major large New Providence hotels experienced increased occupancy and length of stay rates for 2023, eclipsing corresponding periods for 2019 and 2022. Average Daily Rate (ADR) is up an average of 59% compared to 2019 and Room Revenues are up 42% for the same period.

More than 60% of visitors came to The Bahamas for the first time, with arrivals from every region showing an increase over the same period last year.

The Port of Nassau welcomed the largest share of cruise arrivals, followed by The Berry Islands (Coco Cay), Bimini (Mainland and Ocean Cay), Half Moon Cay, Grand Bahama and Abaco (Castaway Cay), respectively. Overall, Cruise arrivals January through July, are up 72.1% over the corresponding period last year, and

43% ahead of the 2019 historic cruise arrivals figures.

Overall Air stopover arrivals, which represent “heads in beds”, surpassed same period 2022 numbers by 24%, and matched 2019 figures.

The destination’s biggest market for visitors remains the United States, representing 90% of overall visitor arrivals, followed by Canada and UK/Europe.

The Latin America market is gaining momentum in its steady return to pre-pandemic stopover levels.

From January through July, 70% of all stopover visitors came to The Bahamas primarily for a vacation, 15% for weddings and honeymoons, 6% to play in casinos, 4% for business and 5% for “other/undisclosed” reasons.

## BermudAir launches first year-round, direct U.S.-Bermuda air service

The first Bermuda-based airline with year-round service and catering to business and tourism, launched at the end of August, when tickets went on sale for BermudAir’s first three direct routes between Bermuda L.F. Wade International Airport (BDA) and Boston Logan International Airport (BOS); Fort Lauderdale-Hollywood International Airport (FLL); and Westchester County Airport (HPN).

Service connecting BDA to BOS and HPN commenced on August 31, with service to FLL beginning on September 22.

These new direct services offer travelers from these popular East Coast cities and surrounding areas greater access to Bermuda, providing a premium travel option with average flight times of around two hours.

The phased introduction began using Embraer E175 aircraft service with a standard 88-seat configuration. Only 44 seats are sold for each flight – all with both window and aisle access and space for carry-on bags. Introductory fares start at \$199 USD, including taxes.

Following delivery of custom-made, innovative seating suites in November, BermudAir will usher in a new era of business class air travel with the introduction of Aisle Class, an innovative 30-seat configuration that is a first for a



short-haul airline,

“Our mission to elevate the travel experience for everyone and provide well-timed, traveler-centric, stress-free flights on these new routes is just the beginning. Establishing this year-round service is a first step in our journey to redefine the travel experience and we look forward to rolling out our phased introduction of BermudAir’s Aisle Class,” said BermudAir Founder and CEO Adam Scott.

BermudAir is additionally committed to the local community through its dedication to sourcing services and partnerships within Bermuda, including the hiring of local crew, collaborating with Bermuda service providers for onboard food and beverage services, and sourcing local ingredients. The goal is to ensure

the inflight experience reflects the island’s renowned hospitality with premium on-board menu offerings and attentive, friendly cabin crew.

### World Class Executive Team

The executive team at BermudAir brings decades of commercial airline experience, including with United Airlines, British Airways, Virgin Atlantic and Silverjet. Additionally, the leadership team boasts a wealth of broader travel industry, and financial services experience, including Mark Bergsrud, chief commercial officer, who was previously CEO of Servy, the hospitality-industry technology services company that developed Grab, a self-service solution for airport concessions.

## St Maarten's airport, largely destroyed by Hurricane Irma in 2017, set to open new Departure Terminal in November

The new departure hall of St. Maarten's Princess Juliana International Airport (PJIA), including new airport stores, is set to open by November 1, 2023.

Princess Promenade, the retail division of International Liquors and Tobacco Trading, was awarded the duty free concession at the airport, where it will operate both a walk-through departures store and an arrivals store located within the baggage claim area.

The airport's reconstruction project, which commenced back in September 2021, is now in its final stages, announced the airport's operating company PJIAE, which had initially planned for the renovation to be completed in February 2023. The announcement marks a major milestone for the airport, which was largely destroyed by Hurricane Irma back in 2017.

The new departure hall includes a terrazzo floor, which gives the new departure hall a "modern and sophisticated look," say the airport officials. New elevators have also been integrated into the terminal's layout to optimize passenger flow. The hall will also deliver "cutting-edge amenities, spacious waiting areas, advanced security check-points, and streamlined boarding processes," along with new airport stores.

Starting in October, arriving passengers will be processed through a newly built Temporary Arrival Facility (TAF), which will be equipped with immigration counters, a baggage claim area, and customs facilities.

### Phased opening

The reconstructed terminal building will be opened in a phased approach.

Phase one is the new state-of-the-art departure hall set to open on Nov. 1. A new Check-in Hall will open in December 2023.

Phase two will be the construction of an upgraded Arrival Hall, offering improved baggage handling systems, efficient immigration and customs processes, and enhanced passenger facilities, scheduled for completion by the second quarter in 2024, in time for summer travel.

PJIAE says that careful planning and coordination will be undertaken to ensure that construction activities do not hinder the airport's operations and that passengers continue to enjoy a seamless travel



experience.

"The phased approach to rebuilding the new terminal reflects PJIAE's dedication to upgrade towards world-class airport standards while adapting to the evolving needs of the aviation

industry. This transformative project aims to position the airport as a hub of convenience, comfort, and efficiency, allowing passengers to travel with ease and confidence beyond the Caribbean region," says the PJIAE management.

## ILTT's Princess Promenade wins duty free retail concessions at St. Maarten's Princess Juliana International Airport

Princess Promenade, the retail division of International Liquors and Tobacco Trading N.V. (ILTT) in St. Maarten/ St. Martin, has been awarded the duty free retail concessions at the soon-to-be-reopened Princess Juliana International Airport in St. Maarten.

With the airport's reopening scheduled for November 2023, Princess Promenade is gearing up to redefine the travel retail landscape by offering an unparalleled shopping experience to both departing and arriving passengers, says the company.

In partnership with Princess Juliana International Airport, Princess Promenade will operate a spacious 284-square-meter (3150 square feet) walkthrough store, strategically positioned beyond security in the international departure area.

This flagship store will feature an extensive array of world-class liquors, premium tobacco products, and confectioneries.

The store's design, layout, and carefully curated product selection are

meticulously crafted to cater to the tastes of global travelers, said the official announcement.

In a pioneering move for the company, Princess Promenade will also operate an exclusive arrival duty free store, located within the baggage reclaim area.

Promenade's unwavering commitment to offering exceptional products and unparalleled customer experiences," said a company spokesperson. "We are excited to collaborate with the airport and the community of St. Maarten to provide travelers with a shopping environment that epitomizes luxury, quality and convenience.

This outlet will cater exclusively to arriving/stay-over and transiting passengers, offering a selection of Champagne, liquors and tobacco products. The arrival duty free store is designed to provide a shopping experience that complements the overall journey of travelers, allowing them to acquire products conveniently upon their arrival.





Thank you



# THE BRAND BUILDING FORCE IN THE CARIBBEAN AND MEXICAN TRAVEL RETAIL MARKETS

**Tairo International**

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## Rouge Duty Free: Redefining Success and Expansion in the Caribbean

Rouge Duty Free has emerged as a formidable player in the Caribbean duty free market, marking its journey with an impressive network of 20 points of sale across the region. With a presence in Grenada, St. Martin, St. Maarten, Grand Cayman, St. Thomas, St. Croix, Tulum, and St. Barth, Rouge has undoubtedly become the new face of the Caribbean duty free shopping experience.

Rouge's strategic choice of locations in popular Caribbean destinations has allowed it to tap into the tourism market effectively," explains Raymond Kattoura, whose company Duty Free and Travel Retail Group manages the business for Rouge in the Caribbean. "Our stores offer a diverse and exclusive product range, providing travelers with a unique shopping experience at duty free prices. Rouge stores are known for their elegant and inviting store layouts, creating a sophisticated shopping atmosphere. And our collaborations with globally renowned brands make the Rouge stores a go-to destination for luxury goods.

"But more than that, Rouge actively engages with local communities, contributing to their economies, fostering goodwill, and providing employment opportunities to locals, which fosters a sense of community. In most of our locations, the Rouge stores have become a leading retail option for the local population as well as tourists," Kattoura continues.



*The beautiful Maison Rouge in the historic district of downtown Christiansted, St. Croix offers top luxury shopping.*

"We prioritize customer satisfaction, offering exceptional service and personalized recommendations, and our staff members undergo rigorous training to ensure they provide knowledgeable and friendly shopping experience."

Rouge Duty Free's journey from a newcomer to a major player in the Caribbean duty free market is nothing short of remarkable. Its strategic approach, commitment to customer satisfaction, and dedication to innovation have made Rouge the new face of duty free shopping in the Caribbean.

This year expansion will be very special for Rouge Duty Free, as it launches its Luxury District in Grenada's world-famous Port Louis Marina, at the Silver Sands complex. The Luxury District will

encompass seven shops that will include Sunglasses, Tobacco, Liquor, Fashion, Handbags, Beauty and more.

"The project will be ready by January/February 2024 in a luxury park with restaurants, cafés and a prestigious country club," Kattoura tells *TMI*.

"Our knowledge and experience of the region have helped make Rouge one of the largest duty free operators in the Caribbean, tapping and controlling markets like no one did before," he continues. "Catering to visitors but concentrating on the emerging local market gives us an upper hand and facilitates our growth."

Kattoura says that it is now time to open second and third stores on most of the islands where they operate, in order to reach their clients and better serve them.

"We are also adding several categories this year. We will be personalizing several brands in Grand Cayman, St. Croix and Grenada. And of course, our most prestigious plans will be on our Luxury District Fashion Boutiques that will open at Port Louis. We are negotiating with the world's top designers with shops at Miami Fashion District and St. Barth, and brands that fit in this Luxury Mega Yacht Marina."

With this project, Rouge will reach its target of 27 shops three years ahead of schedule. Rouge expansion will continue with new openings in 2024 and 2025 in Grand Cayman, St Croix, and St Thomas.



*Rouge Duty Free will be opening seven new shops (shown in purple) in the Silver Sands project at the Port Louis Mega-Yacht Marina in Grenada.*

Shop	Rouge Mix	Area (sqm)	Product
1	Maison Blanc	34.21	Fashion Jewellery
2	Cigar Shop	25.32	Cigar Shop
3	Sunglass Shop	25.32	Sunglasses
4	Luxury	27.47	Sailing Sportswear
5	Liquor	35.95	Liquor
6	Wine	35.95	Wine
7	Sun-time	28.15	Beachwear
Total Rouge Area		212.4 (55%)	





# ROUGE

Le parfum. *La couleur.*

Rouge, the Beauty and Luxury expert  
is now serving Grenada and St. Croix with fine wines & spirits

Now open in St. Croix, Maison Rouge Gallery of Fine Fragrances, Skincare,  
Accessories, Liquor, Luxury Boutique Hotel, Bistro and more...



Grenada St. Thomas St. Croix Sint Maarten St Barth Tulum, Mexico

Contact: [kattoura@dfrg.us](mailto:kattoura@dfrg.us)

## The impact of devaluation on duty free sales

Duty free sales in Argentina have held up remarkably well since residents and international travelers returned to the country's airports, seaports, and border stores once COVID-19 restrictions were relaxed. Even though international air passenger numbers are still about 20% below pre-pandemic figures, suppliers tell *Travel Markets Insider* that sales are close to 2019 levels and some admit they are seeing growth.

Brazilian and Argentine visitors along with a few Paraguayans are also back in numbers at border stores in Argentina and Brazil in Puerto Iguazu and Foz de Iguacu. Travelers report long lines to pay at the London Supply flagship store in Puerto Iguazu.

Local and international travelers are also opening their wallets at the Downtown, Airport and Free Zone stores in Tierra del Fuego. Operators won't quote figures, but the shops have been busy, and tourists are in a purchasing mood. In their 2023 Half Year results, Dufry commented that Argentina was one of its best performing markets, due to local currency developments.

Most analysts took this comment to refer to a local regulation that permits the company to invoice in Argentine Pesos

(converting prices posted in USD at the official rate). This gives travelers, local or international with pesos in their wallets or in their credit cards, the chance to buy at a rate below the grey market rate that most use as the "true" rate.

The jury is still out on what happened after the "surprise" devaluation on August 14th following an unexpected victory from right wing Libertarian candidate Javier Milei in the Presidential Primary elections. The official dollar moved to \$365 ARS; at the same time the Blue (or the grey market) Dollar moved to \$790 ARS, to fall back in recent days to 710/720. The devaluation was not accompanied by any other noticeable economic measures to protect the economy and most analysts were predicting even higher inflation and a 2-3 point fall in the country's GDP.

Whereas travelers paying in US Dollars are still paying the same price, those paying in Pesos are now paying 21% more than they were pre- August 14th. No one is saying if this has had a negative effect on sales. Local residents with confirmed air tickets are still traveling and shopping in the duty free stores in Ezeiza and Aeroparque. It is unclear if they are buying the same quantities as originally planned.

The biggest medium-term worry is how the devaluation will affect future air ticket sales. December, January, and February are major months for southern hemisphere summer air travel but the presidential elections taking place in October make the impact on air travel and duty free sales during the season more uncertain.

Another indirect result of the currency imbalances in the region is the mass arrival of Uruguayan, Paraguayan and Chilean shoppers to buy all sorts of goods in Argentina. Border towns are extremely busy as non-Argentine shoppers take advantage of multiple exchange rates to buy in Argentine stores. Reports of five to six hour queues at international road bridges to cross from Uruguay to Argentina are not an exaggeration. Buquebus and Colonia Express are also seeing heavy traffic from Uruguay to Argentina as shoppers and travelers cross the River Plate to shop or merely enjoy a great weekend at a decent price. Although the Uruguayan tourists are traveling to take advantage of local market prices, the duty free stores onboard the ferries are also seeing more people take advantage to purchase goods not available in their home country.

JG

## New flagship vessel for Buquebus

Argentine-Uruguayan ferry company Buquebus is set to launch the world's biggest sea going catamaran in early 2025. The vessel temporarily identified as INCAT Hull 96 is currently under construction in Australia by Incat Tasmania. The new vessel will operate on the Buenos Aires-Montevideo route.

The ferry will be the world's first zero emission ferry and will be fully battery powered, with e-motor driven Wärtsilä waterjets as the main propulsors. The battery modules and energy storage system package are four times larger than on any electric/hybrid ship currently operating. The boat was originally designed to be powered by Liquid Natural Gas, but Buquebus asked the shipbuilder to modify the design to incorporate the latest technology, in this case designed by Finnish company Wärtsilä.

The vessel will be 130 meters long



and will accommodate 2,100 passengers and 226 vehicles. The current Buquebus flagship Francisco measures ninety-nine meters.

The boat is scheduled for launch in Q4 of 2024 and Buquebus is planning to start service with the vessel in early 2025.

The duty free shop will be the biggest duty free store onboard a ferry and will

measure 2100sqm, double the size of the shop onboard the *Francisco*, which currently connects Buenos Aires and Montevideo

Duty free concession manager Bernabel Trading / Rio de la Plata Duty Free is already talking to its leading customers about the vessel but has not announced an exact launch date.

JG



## Jose Luis Donagaray steps down from ASUTIL after more than two decades

It is the end of an era at ASUTIL -- the South American Duty Free Association (ASUTIL) -- with the announcement last month that Jose Luis Donagaray is stepping down from his role as Secretary General after more than 20 years in October.

Donagaray will be succeeded by another familiar personality working in support of South America's duty free and travel retail business-- Carlos Loaiza Keel has been named Executive Secretary, and will assume his new position in October.

Donagaray -- dedicated, affable, hard-working and always accessible to those of us in the media who needed assistance or information -- was praised by ASUTIL's Board of Directors for his "unwavering service."

In the official announcement, the Board said: "José Luis has played a fundamental role in the success and sustained growth of ASUTIL during his tenure. His visionary leadership, tireless dedication, and unwavering commitment to the organization's mission have been

exemplary and have left a legacy that will guide us in future challenges and opportunities."

Donagaray led the Association through some of its most formative and memorable endeavors, and always maintained the very special spirit in which the group had been created.

Carlos Loaiza Keel -- who has been instrumental in the development of Uruguayan border duty free association CEFSU (the Uruguayan Chamber of Entrepreneurs of Free Shops) since its establishment in 2010, has worked closely with ASUTIL over the years. As General Secretary at CEFSU he has developed a productive relationship with authorities from Uruguay and Brazil as well as with the different companies involved in the sector.

We at *Travel Markets Insider* join with the ASUTIL Board in thanking Jose Luis Donagaray for his exemplary leadership and wish him a well-deserved retirement.

"His legacy will endure in



ASUTIL and continue to inspire us in our commitment to being the association that achieves the highest degree of excellence, influence, and international representation for all companies and institutions within the Travel Retail market," concluded the statement from the Board.



*Carlos Loaiza Keel will succeed Jose Luis Donagaray (top right) as Secretary General of ASUTIL this October.*

## Manceñido goes to L'OCCITANE

Rodrigo Manceñido has left the General Manager post at Argentine duty paid specialist ShopGallery to return to the perfumes and cosmetics business. Manceñido has been appointed Regional Director Travel Retail (Latin America) for L'OCCITANE Group. He will manage the wellness and natural beauty business for L'OCCITANE from the company's Miami offices.

Prior to his spell with ShopGallery, Manceñido spent several years looking after brands such as Christian Dior, Givenchy, Kenzo, and Fendi.

Corporacion America, owners of ShopGallery, have named Lucas Rudi to the post vacated by Manceñido. Rudi has more than 20 years' experience in Aeropuertos Argentina 2000 (AA2000); his most recent post was Commercial Manager at Ezeiza International Airport.

JG

## La Petisquera- Mannah Group to enter Border Duty Free in Brazil in major project *John Gallagher reports*

“La Petisquera,” the well-established South American travel retailer founded by the Mannah family in 1970, is entering the Brazilian border duty free business in Foz do Iguaçu. The company has a long history of successful operations in Paraguay, in Ciudad del Este with border and airport shops, and currently operates four downtown stores in the city. The Mannah Group also operated the Departures and Arrivals Duty Free Shops at the Silvio Pettirossi International Airport in Asuncion for several years.

Under the brand “La Petisquera Duty Free do Brasil,” the new duty free shop will begin operations with an 1870sqm (20,000 sq. feet) exclusive shopping precinct within the Dreams Park Entertainment Center in the Brazilian city of Foz do Iguaçu. It is expected to go live early in the second quarter of 2024, offering all core duty free categories to cater to tourists mainly from Brazil, Argentina and Paraguay and their families.

Dreams Park, located on the main highway from the city of Foz do Iguaçu to the city’s airport, opened a little more than a year ago. La Petisquera will anchor the new retail section of the project. The Park is being developed as a major tourist destination in the region with a wide range of entertainment activities, which include a 5-Star Hotel, Wax Museum, Dinosaur Theme Park and an extensive range of food and beverage outlets including a Harley Davidson Restaurant & Bar and an Ice Bar to name just a few.

The Mannah Group’s Mohamad “Alejandro” Mannah, one of the founding members of the Ciudad del Este border shopping area, says that the Brazilian border shop regulations around the ‘Lojas Francas’ concept presents a significant opportunity for his company.

“Along with our partners, we are developing a world-class Duty Free environment in Foz do Iguaçu. This is one of the most important tourist and shopping destinations in Brazil, which is visited by several million travelers on an annual basis. People come here in cars, buses and planes from Argentina, Paraguay, Brazil and beyond. Now in addition to great and varied tourist sites, we can give them a great shopping experience. We believe this is the next logical step towards the evolution



of our company to become an even more significant player in the Duty Free / Travel Retail business in the region.”

The Mannah Group has formed a joint venture company with senior industry leaders to execute the project successfully. The joint-venture members are Sanlar Holding AG, founded by Carlo Bernasconi, a duty free industry veteran bringing expertise in shop design, merchandising, and international management standards. Pablo Lesme, a senior duty free and consumer business executive in the region, brings in depth knowledge of the local duty free market and will be responsible for the management of the company. The joint-venture is further joined by Mazenta Retail Private Limited, an emerging travel retail company from India, operating duty-paid

shops in 10 Indian airports.

Mannah said, “The tourists who come to this region tend to be regional, but we are seeing more and more from North America, Europe and further away. Our team will make sure we will have the right product selection for all visitors.”

A spokesperson for Dreams Park commented, “We are pleased to have been able to find the perfect duty free partner for our ambitious plans to develop Dreams Park as the most exiting entertainment and amusement destination for visiting travelers in this highly popular tourist destination, Foz do Iguaçu. With ‘La Petisquera’ bringing the best brands and retail offers in an exciting shop environment, we believe Dreams Park will deliver an unparalleled shopping and entertainment experience.”





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## The new Latin American Shopper: m1nd-set ASUTIL study analyzes the LATAM duty free shopper

A highlight of the 2023 ASUTIL Conference held in Buenos Aires in June was the presentation of the findings of a new study conducted exclusively for ASUTIL by travel retail research specialist m1nd-set.

m1nd-set owner & CEO Dr. Peter Mohn revealed new insights into Latin American shopper behavior in the post-pandemic world, where shopper preferences and behaviors have undergone significant changes worldwide.

Here are some highlights of the study.

Today international travelers in LATAM are 39 years old on average and tend to travel in standard cabin class for leisure purposes. The gender split is almost equal between male and female. The vast majority travel with the partner or family.

Two thirds (67%) of all travelers interviewed are planning on traveling internationally again in the next 6 months.

Most travelers spend a lot of time at the airport before departure -- 51% of respondents spend 2.5 – 3 hours-- and are regular DF visitors. While purchases in 2023 tend to happen less often instead, those interviewed indicated that the likelihood of shopping more in the next 6 months is increasing.

### The LATAM traveler vs global

Compared to travelers globally, in LATAM, travelers are more likely to:

Travel for Leisure (83%) compared to global (74%), whereas they are less likely to travel for business (17% vs 26%).

Travel with partner/family (71% vs 56%), hence less likely to travel alone (17% vs 26%)

Spend more time at the airport before departing (2.5-3 hours) (51% vs 43%)

### The LATAM Traveler: Comparison of 2022 vs Pre-COVID (2018-Q1 2020)

The average age of travelers in LATAM had decreased drastically in 2021 – 2022 and then normalized again in 2023 but remaining below pre-COVID levels. Compared to pre-COVID, the shares of Millennials and Gen Z travelers have increased.

Similarly, the share of female travelers, which had reached the lowest peak in the post COVID time, increased again in Q1 2023 to reach gender equal split.

Shopping is a key activity during the trip for the majority of travelers in LATAM, especially after relaxing activities and culinary experiences. More than 8 out of 10 tourists who did shopping during their trip (at any stage) consider this activity as an important part of the trip, higher vs global average. 60% of travelers mention Shopping as an activity during their trip; and 84% rated shopping as very important (45%) or extremely important (39%).

### The LATAM Duty Free Shopper

Compared to the profile of all travelers in LATAM, DF shoppers tend to be younger, more likely to be female, and flying premium cabin class for business purposes, and finally traveling internationally more often.

The distribution of segments among travelers in LATAM shows that Price Sensitive Shopping Lovers represent nowadays the biggest share, higher vs global. Emotional Brand Image Seekers, Local Touch Seekers and Rational. Pre-planners are almost equally important, highlighting how varied the attitude towards shopping are in this region.

The distribution of segments vary widely between demographic groups, travel habits and categories of shoppers. For example, younger generations tend to be Rational Pre-Planners and Emotional Brand Image Seekers, whereas older travelers are more Price Sensitive Shopping Lovers and Local Touch Seekers.

Slightly less than half of travelers in LATAM visit the DF shops, and among them half end up purchasing some DF products, thus resulting in a purchase rate of about 3 out of 10. Average spend per passenger in the region is lower compared to global average.

The Perfume category registers the highest footfall and the second highest purchase rate. Confectionery is the second most visited and the most purchased one, resulting in among the highest conversion rates after Tobacco.

The greatest share of travelers' wallet is dedicated to Perfumes, followed by Alcohol and Skincare. Shoppers in LATAM are more likely to assign a higher share of their spending to Alcohol and Confectionery compared to global travelers.



*Dr. Peter Mohn, m1nd-set owner and CEO*

### Appeal factors to purchase in Duty Free

Having time to kill, browse around and convenience are the key reasons for choosing to buy in Travel Retail vs other channels. These airport's characteristics are significantly more important for travelers in LATAM vs global, who indeed tend to spend more time at the airport before departing.

As seen so far, dwell time characterizes shoppers in LATAM airports and it is a crucial element for footfall. On top of that, shoppers in the region visit the DF shops looking for promotions. They are also more likely than passengers worldwide to visit because of shops' attractiveness and driven by a purchase in mind.

The top 3 drivers to purchase in DF shops in LATAM are value for money, novelties and unique/TR exclusives – following the global trend. Interestingly, shoppers in the region are more likely to be driven in their choices by instore elements such as sales staff's recommendations and attractive displays / digital screens.

Half of international travelers in LATAM buy for self-consumption and a quarter makes purchases with a gifting purpose. Shoppers in the region are more likely than global to buy for sharing.

As shoppers in LATAM dispose of a high dwell time and are influenced by attractiveness, display, sales staff, ads etc, they consequently are more open to



novelty: about 8 out of 10 buyers buy products / brands never bought before.

Brand remains a key element in the decision-making process: it is among the top drivers to purchase, it influences the planning level and travelers perceive its reputation as very important. On the other hand, DF shoppers are also open to discover new brands.

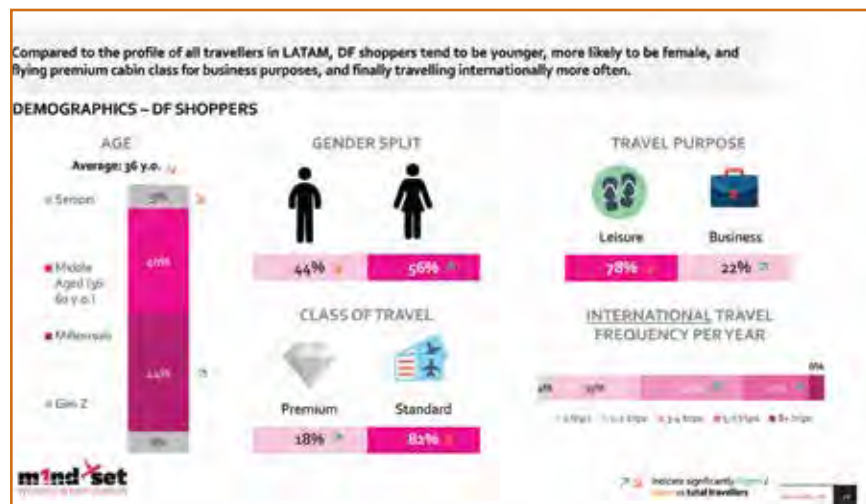
A greater share of DF shoppers in LATAM airports notice touch points compared to global average. Given their strong engagement within the retail environment, they are more likely to be exposed to information inside the DF shop, and online.

### Online pre-ordering

Special promotions exclusively offered online motivate half of users to pre-order online. Other relevant influencing factors, in LATAM particularly, relate to the ease of browsing the website and variety of products / brands.

### Sustainability

Around 6 out of 10 travelers think it is important to find products with reduced packaging, eco-friendly ingredients or eco-friendly production processes when shopping in Duty Free stores in LATAM airports.



## Brazil names a new Minister of Ports and Airports as government tries to build back Galeão traffic numbers

Brazilian President Luis Inacio “Lula” Da Silva has appointed Silvio Costa Filho (Republicans-PE) as the new Minister of Ports and Airports. Costa Filho succeeds Marcio France, who will take charge of the newly created Ministry of Small and Micro Enterprises.

Lula’s move to appoint a center right politician to this post seems to be part of his overall strategy to create and strengthen a support base to get a series of diverse projects approved in the Brazilian Parliament.

Costa Filho said in his acceptance speech: “We will conduct a dialogue with all workers, the national productive sector, state governors and mayors, throughout Brazil, so that we can collectively advance the country’s economic and social development agenda.”

Lula has taken a vastly different route on airport privatization from the previous

Bolsonaro government, and does not seem to be as big a fan of privatization.

The first challenge facing Costa Filho will be to determine the strategy for the two Rio de Janeiro airports, which under Bolsonaro were to be privatized.

Instead, Lula appears to be working to rebuild traffic at underused Galeão International Airport. Earlier this year, the Brazilian government advised they would restrict traffic movements at the Santos Dumont domestic airport to 10 million pax per year, in a bid to divert traffic to the larger Galeão.

The previous administration’s plans to tender Santos Dumont have also been put on hold and the concession holder at Galeão is reconsidering its decision to return the airport management concession to Infraero, the state-controlled airport controller. Total passenger traffic reached 5.7 million last year, whereas current

capacity is in excess of 35 million.

Galeão operator RIOGaleão, controlled by Singapore’s Changi Airport Group, announced its intention to return its concession last year, due to falling passenger numbers; the current contract is valid until 2039. However, the new panorama could mean a substantial increase in passenger throughput and the airport concession may become more profitable.

Airport industry observers are also commenting on a possible new role for Infraero, which has lost power as Brazil’s airport privatization program accelerated. Local analysts say that Infraero is looking to expand outside of Brazil, and may bid on an airport tender announced earlier this year by the Government of Angola. As Angola is another Portuguese-speaking country, this theory could make sense.

JG



*The new Wella Professionals hair care POS units with Duty Free Americas in Miami International Airport. Wella Company began launching hair care into travel retail earlier this year.*

## The allure of beautiful hair in travel retail

It's all about the hair! Not only do today's consumers long for "shampoo-commercial-worthy hair," (quoting Spate) but they see healthy hair as integral to today's well-being journey. Consumers are looking for hair care products that cater to a range of needs, targeting various hair and scalp problems while providing multiple benefits from revitalization to anti-ageing. Whether you consider it the "skinification of hair," or a "hair-evolution," the hair care market is burgeoning, and many travel retailers want to take part in the trend.

The global hair care market was valued at US\$91.60 billion in 2022 and is anticipated to grow from US\$99.53 billion in 2023 to US\$147.49 billion by 2030, according to Fortune Business Insights. That translates into a CAGR of 5.8% during the forecast period.

In the United States—the largest hair care market by value in the world—sales are expected to grow from US\$16.17 billion in 2023 to US\$19.20 billion by 2028, at a CAGR of 3.49% during 2023-2028, according to an analysis from research firm Mordor Intelligence.

Retailers like Sephora and Ulta are reporting record numbers of searches

for hair care products on their websites. According to data from Spate, a beauty trend tracker located in NYC, hair care is chalking up record numbers of online searches across the board, from topics ranging from washing hair in a bowl and steaming caps, to problem-solving and revitalizing and anti-ageing. Consumers are looking for shampoos that address concerns like frizz and damage, along with scalp care and hair loss prevention. According to a Spate report in June, for example, monthly consumer searches for revitalizing products is experiencing a YoY growth of +38.0%.

In another important trend, NPD reports that consumers are willing to pay more for hair care products that work for them. In a study issued last year, NPD forecast that hair care sales will surge 15% over the next two years, and that 90% of U.S. consumers continue to show strong purchase interest for hair-related products.

So what do hair care products have to offer the traveling public and how should travel retailers attract this consumer? And which travel retailers have begun testing the category?

### Premium is critical

Operators and suppliers agree that products must be premium and offer something special to attract the travel retail customer.

Traveling consumers are looking for high quality products and professional endorsement that can support trusted professional quality, explains Marco Vitale, Head of Global Travel Retail & OPI EMEA Business Expansion Director at Wella.

"Professional is the new Premium," noted Vitale, who is spearheading the launch of Wella Professionals and Sebastian mega-brands into travel retail.

"Our expansion in Travel Retail officially started at the beginning of this calendar year, a few months after a very successful, first-ever attendance at TFWA Exhibition in Cannes in 2022. Thanks to the partnership with some of the key players in the channel (Dufry, Gebr. Heinemann, DFA, Viking Lines and many others), we are gradually entering top airports, cruise ships, duty-paid stores and all other relevant channels," he said. "We believe there is a perfect match between Travel Retail and our brands."





*Duty Free Americas already carries several hair care brands throughout its outlets in the U.S. and Latin America. Shown here, L'Occitane and Moroccan Oil at Miami International Airport.*

In the Americas, Wella Professionals & Sebastian are presently rolling out with Duty Free Americas (DFA), in its airport locations in Miami and Atlanta.

### DFA sees potential

DFA's Vice President of Purchasing, Joseph Falic, confirms that DFA sees the hair category getting much stronger. "We have introduced several brands over the past few years and currently carry Moroccan Oil, Sebastian, Wella Professionals and Kérastase in a couple of locations as well as products from L'Occitane, Kiehl's, and a few others.

"We recently launched two more in our shops in the U.S. airports, some of our U.S. border shops, as well as in Panama. We also carry many hair care products in our border shops in South America. We are always looking to offer new products that are extensions to the current beauty category," Falic tells *TMI*.

In fact, the Falic Group recognized an opportunity to invest in the haircare category and five years ago purchased an online only company that sells direct to consumers.

"The company has since expanded the product range carrying everything from our famous hair tools, shampoos, hair vitamins, and even hair extensions," said Joseph Falic.

### Cruising opportunities

The cruise channel offers an exceptionally promising venue for premium hair care assortments.

The extended time onboard provides guests with ample opportunity to experiment with interesting new products.

Starboard Cruise Services says that 80% of its onboard shops have specially curated haircare assortments across 13 of their cruise line partners.

"Starboard is committed to offering an inclusive selection of high-quality products that cater to diverse hair types and needs," says Karla Nedeski, Senior Buyer. "Our overall mission is to deliver 'Beauty for All' and empower individuals to embrace their unique beauty and feel confident in their own skin. We strive to create a vibrant and inclusive world where everyone feels welcome and valued."

As part of this mission, Starboard's curated haircare assortments range from accessible price point brands such as Moroccan Oil, Mario Badescu, L'Occitane and Malin + Goet to high-end price point brands such as Sisley.

Starboard sees the current hair care trends as part of a larger focus on clean beauty and sustainability.

"The renewed interest in haircare coincided with consumers' focus on health, well-being and sustainability. We're also seeing a shift in consumers who care about brands that have integrity and want to engage with those that truly align with their personal values," she explains.

"As we head into 2024, we're seeing consumers seeking out hair products that contain natural ingredients to repair, protect and grow. We have integrated our focus on clean beauty and sustainability into our haircare selection and continue to grow our offering with some of the top performing brands in today's market."

### Caribbean Hair Vibes

Travel retail distributor Tairo International, which specializes in the Caribbean and Mexican market, including airports, cruise ports, cruise ships and downtown stores, represents Moroccan Oil in this market and has seen first-hand how interest in hair care is growing in the channel.

"Our prestige hair care business with Moroccan Oil is booming," confirms CEO Robert Bassan. "The brand is doing exceptionally well on the cruise ships, where it is one of the top-selling brands. We have Moroccan Oil listed with Starboard, Heinemann and Harding.

"We are also very excited to be launching the Wella hair care products into the Caribbean. Hair care is becoming an important part of the wellness trend and consumers are very interested in wellness. Plus hair care is huge in Latin America, and the Caribbean is a popular destination for Latins," said Bassan.

Tairo's sister company, Somar Distribution, carries an extensive portfolio of consumer care brands, such as Clairol and Clairol Professional, with a large selection of products for women of color. Somar distributes these in drug stores, supermarkets and pharmacies in the Caribbean.

"This business was booming during COVID-19, when so many people began doing their own hair care at home," said Bassan. The business is still performing strongly, he said.

Rouge Duty Free, with beauty stores on the islands of Grenada, St. Croix, St. Thomas, St. Maarten, Grand Cayman and Tulum, Mexico, is stocking its stores with high luxury hair care collections.

"We already added a Hair Care section, and last May launched Leonor Greyl, one of the best hair products in the world, along with a list of other brands," noted Raymond Kattoura, whose company Duty Free & Travel retail Group Inc. helps manage the business for Rouge Duty Free.

Kattoura says that French luxury brand Leonor Greyl is a pioneer in natural luxury haircare, creating sustainable haircare products for everyday beauty



*L'Oréal pioneered selling hair care in travel retail in the Americas with tailor-made Kérastase Studios, like this one opened in Sao Paulo Duty Free with Dufry in 2018.*

and professional stylists since 1968. The brand is rooted in nature and luxury, using the best natural ingredients enriched with proven botanicals and essential oils gathered from sustainable sources worldwide.

### The airport approach

Not all duty free operators have embraced the hair care trend. New York-based International Shoppes (IS), which operates duty free concessions at JFK, Bradley International and Houston Intercontinental airports, does not have hair care as a key category due to lack of demand.

"Although we carry a few SKU's in L'Occitane, hair care sales are quite low," noted IS Beauty Buyer Marlene Friedman.

"And we have had no call outs for hair care from our store managers during our touch base meetings," she added.

In sharp contrast, L'Oréal Travel Retail pioneered the advent of prestige hair care into airport duty free in South America in 2015 with Grupo Wisa in Mexico City Airport and with Dufry in Rio de Janeiro and São Paulo.

L'Oréal announced in 2014 that it would be launching its Kérastase brand – the world's number one professional hair care brand—using tailor-made dedicated Kérastase Studios for hair care; and would retail treatment brands Vichy and La Roche-Posay, through Dermacenter flagship "shop-in-shops," in some of the most prestigious global travel retail locations. L'Oréal opened the first two doors – one Kérastase Hair Studio and one Dermacenter—in Hong Kong with DFS

Group that November.

L'Oréal opened its first Kérastase door in Americas travel retail with London Supply in its Puerto Iguazu store in March 2015, followed by the airport openings in Mexico and Brazil.

L'Oréal has continued to develop its Kérastase travel retail business through a combination of the effectiveness of the products, its luxury instore image and its professional approach, which begins with a hair diagnosis.

### Optimizing assortments and promotion

As mentioned earlier, in order for a hair care brand to attract the traveling consumer, it has to offer something special and appeal to trending codes, ranging from treatment benefits to sustainability and luxury.

### Bosley MD

One such brand is Bosley MD, the global thinning hair authority, which has just begun shipping orders to travel retail operators in Latin America through International Brand Builders Inc. Bosley MD provides holistic hair growth solutions for men and women from supplements and FDA approved regrowth solutions to daily haircare with botanical DHT inhibiting ingredients.

"Our products are created in collaboration with Bosley doctors and are stylist approved. Our brand was originally distributed in the professional channel so we are the go-to hair growth brand for the stylist. We now have an omni-channel approach and our products can be found in specialty retail as well as the

drug channel," commented Ana Lamarre, Account Director International.

Bosley MD had to put its plans to enter this channel on hold during the pandemic but has now shipped its first orders into LATAM, and says it will be presenting to other Travel Retailers in the coming months.

With 70 Bosley hair restoration clinics across the U.S. and more than 45 years of experience in the hair thinning space, Bosley MD is unique in the category "because we offer the experience and expertise of a doctor in a bottle," said Lamarre.

"Travel retail is an intriguing channel for our business because it allows us to



*Bosley MD offers unique hair care products that treat thinning hair.*





*The Wella Company is also now launching its care & styling brand Sebastian into travel retail in the Americas using new custom-made POS units, like this one with DFA in Miami.*

showcase our products and introduce our brand to a wide range of potential customers.

“This exposure in airports, duty free shops, and other travel hubs can significantly increase brand visibility and sales opportunities. Travelers often have time to browse and shop while waiting for flights or during layovers and this captive audience is more inclined to explore products, making it an excellent channel for showcasing our offerings. We also believe that having a presence in travel retail can enhance our brand’s prestige. Being available at prestigious airports or duty free stores can elevate the perceived value of our products.”

Bosley MD has a variety of sizes and presentations optimal for travel retail, from travel sized kits to full sized items for border stores and retailers with repeat customers.

“Our Hair growth kits offer consumers a chance to test out our volumizing system that is comprised of our top selling shampoo, conditioner and leave in

thickening treatment,” adds Lamarre.

### **Wella Professionals & Sebastian**

Wella Company’s Marco Vitale noted that the success the company has had with new listings since the beginning of the year clearly shows the growing interest from retailers in the hair category.

“On top of that, we feel there is also the need and curiosity to feature something new in the channel in terms of offer to passengers, especially after the COVID crisis,” Vitale tells *TMI*. The Wella Company brands meet this need.

“Wella Company has more than 140 years of Hair Expertise. We have professional brands in our portfolio that have always served salons’ needs. However, within our large assortment we have many products that can be sold to end consumers as well within the Wella Professionals and Sebastian mega-brands.

“Our brands have more than 140 years of history with trusted professional quality. We have a portfolio covering a wide range of hair benefits from care (with Wella Professionals) to care & styling (with Sebastian) but also different price points, in order to meet the needs of all our prestige

hair care consumers,” he explains.

With so many options to choose from, how is Wella Company developing assortments specifically for travel retail?

Vitale says that working together with their education team, they only select best-selling SKUs and proved regimen to offer to their travel retail partners.

“These can be modulated depending on the retailers’ needs and space available,” he notes.

The Wella Company works with Premier Global Trading, Inc. as their service agent in travel retail in the Americas.

### **THG: Christophe Robin and Grow Gorgeous**

“The evolution of the haircare space within Travel Retail should take into account both the essence of the brand and the allure of the consumer experience,” advises Esther Fockenoy, Head of Global Travel Retail for THG, which is now launching two of its highly-rated hair care brands into travel retail: Christophe Robin and Grow Gorgeous.

Both brands are currently listed with travel retail operators in Romania and South Africa and with WHSmith, and will be introduced to Canada’s border duty free stores as part of the Frontier Duty Free Association’s Brand Discovery Program.

“Christophe Robin takes center stage as our premier professional haircare brand, serving both professionals and consumers alike. In contrast, Grow Gorgeous exclusively caters to the direct-to-consumer market,” explains Fockenoy.

“Our product range is meticulously



*THG is launching two of its luxury hair care brands into travel retail: Christophe Robin and Grow Gorgeous.*

crafted to address a spectrum of hair related concerns, including scalp well-being, hair vitality and frizz control. On the other hand, our restorative formulations are a hit with individuals contending with hair damage, often stemming from factors such as heat styling, chemical treatments or environmental stressors.”

Fockenoy points out that while THG’s hero products address universal haircare challenges that resonate with consumers worldwide, it is essential to recognize that preferences for specific products can vary based on cultural, regional, and individual differences.

Tackling the challenge of presenting the optimum hair care assortment in the travel retail environment, Fockenoy observes that elevating the haircare segment in the Travel Retail landscape requires a nuanced process, particularly when deliberating over the optimal arrangement – whether to curate according to brand identity or product categories.

She leans towards allocating dedicated spaces for each brand within the Travel Retail store as it offers a more immersive and impactful customer experience.

“This curated approach promotes rapid brand recognition, helping customers easily identify their preferred labels and leisurely explore the array of offerings. This strategy also offers a canvas for captivating brand narratives, enabling deeper connections with consumers,” she says.

Other presentation options include interactive elements such as a ‘hair health bar,’ and a dedicated section for travel-essentials.

THG has some high profile activations underway to bring its brands to the traveling consumer’s attention, including an ambitious project in collaboration with WHSmith that includes digital screen videos on shop windows for Grow Gorgeous. The company is also implementing eye-catching mega and branded shelf strips with more activations in 2024 in partnership with other companies.

“To bring all of these initiatives to fruition, we’re currently placing a strong emphasis on education and staff training. This is vital in ensuring that we have the most knowledgeable and enthusiastic brand ambassadors in the field,” said Fockenoy.

### It’s a 10

With its cult-classic product, the Miracle Leave-In, It’s a 10 has grown



exponentially becoming a global brand now sold in over 73 countries. More than 10 million bottles of the product are sold annually and It’s a 10 products are sold in more than 25,000 salons and 15,000 professional chains like Ulta in the U.S.

“We would love to have the same success with our products within the travel retail sector. We believe that professional haircare should be accessible to travelers everywhere to experience the magic firsthand that is It’s a 10,” comments It’s a 10 founder & CEO Carolyn Aronson.

It’s a 10 started its venture into Travel Retail in late Spring 2023, and since has been working with several key retailers in all segments from airports, cruise and border doors to start launching this fall with an expanded roll out in 2024, says Aronson.

“Earlier this year we announced our partnership with International Brand Builder’s Inc. and are thrilled to expand the loyal customer we’ve gained over the last 17 years of business and furthering success of launching in over 75 countries this year.”

Founded by a hair stylist/salon owner who has been in the industry 38 years, at its core, It’s a 10 is a professional haircare brand with a focus on high-quality mid-priced prestigious products sold at salons and through leading professional retailers Sally Beauty and Ulta Beauty.

“Our direct-to-consumer channel is also very strong, with all products available on It’s a 10’s website. Our hero products are our Miracle Leave In’s, Miracle Blow Dry H2O Shield, and Miracle Shine Spray,” Aronson explains.

“We travel often and noticed there were no shops in airports carrying quality haircare. To fill this gap, we’re bringing our products to more travelers, leveraging our travel sizes that are well suited for travel



retail. Expanding into this market helps us reach more consumers internationally and domestically and after experiencing the product firsthand, will ultimately become loyal consumers to the brand,” she continues.

For travel retail, the company has created a travel retail assortment that focuses on travel size products, sets and travel duos in its bestselling collections. They are also developing creative gondolas and shopping experiences.

“We expect many retailers to display products with creative signage that emulates the It’s a 10 brand and shows the importance that everyone look and feel their best during travels and beyond,” she says.

### And the future?

While interest in listing hair care in travel retail is definitely on the rise, even an operator like DFA, which has been selling hair care for several years, is still expanding cautiously.

“We are only looking to add the biggest brands in the category as it is still new and the travelers are not expecting to see these in the duty free shops,” explains Joseph Falic.

“The category in general is growing but we are not promoting it separately. We are slowly expanding within each brand some of the premium product offerings mentioned above (anti-aging shampoo, hair loss prevention, etc.),” he says.

But the opportunity for growth is enticing.

“As an integral part of everyone’s wellness and beauty routine, the haircare industry is expected to grow over \$17B in the next five years,” concludes Starboard’s Nedeski.

*Lois Pasternak*



## Vincent Boinay takes new role as L'Oréal makes key executive appointments

Vincent Boinay, who has been General Manager for L'Oréal Travel Retail Worldwide since 2014, has been appointed President of L'Oréal's North Asia Zone and Chief Executive Officer of L'Oréal China, under a series of top level moves announced within the Groupe's Executive Committee. The changes are due to take place in Q1 2024.

Boinay will succeed Fabrice Megarbane, following his appointment as Chief Global Growth Officer. Megarbane, who joined L'Oréal in 2000, has been CEO of L'Oréal China since 2019, and President of the North Asia Zone since 2021.

As Chief Global Growth Officer, Megarbane will be in charge of leading transformation projects and animating the Group's zones. L'Oréal CEO Nicolas Hieronimus said that the group's business in China has doubled in sales and seen record market share under Megarbane's leadership, while sustaining an ambitious sustainability agenda.

Megarbane will succeed Frédéric Rozé, who has announced his intention to retire at the beginning of next year, after 38 years with the Groupe.

Speaking of Boinay, Hieronimus said the he "transformed our Travel Retail business, strengthening the Group's global leadership in the sector and making it a major contributor to L'Oréal's growth and bottom line."

Boinay has "significantly transformed



*Emmanuel Goulin, left, succeeds Vincent Boinay, right, as President of Travel Retail for L'Oréal.*



this unique entity, to build a geographical footprint that spans both continents and consumers, with an obsession of 'beauty for all travelers,'" says the official announcement.

Boinay will move to Shanghai in the near future and will fully assume his new responsibilities at the beginning of February 2024.

The group has also appointed Emmanuel Goulin as President of Travel Retail, succeeding Boinay. Goulin will join the group's Executive Committee.

Goulin is currently General Manager of L'Oréal Italy. He joined the group in 2000, and in 2016 was appointed Managing Director Travel Retail – Asia Pacific Zone. Under his leadership, the group has seen

double-digit growth for almost 3 years, coupled with a significant improvement in employee engagement.

In light of the increased complexity of the Chinese market, Laurence Ma, currently General Manager of L'Oréal Luxe China, will be appointed to the newly created role of Deputy Chief Executive Officer in Charge of Divisions – L'Oréal China.

Ma will continue to manage L'Oréal Luxe China, and will lead the other three Divisions, allowing them all to benefit from her extensive experience, rich people-skills, unique drive and winning mindset.

All the appointment will become effective at the beginning of 2024.



*Fabrice Megarbane, left, has been named Chief Global Growth Officer, succeeding Frederic Roze, center. Laurence Ma, right, has been appointed to the newly created role of Deputy Chief Executive Officer in Charge of Divisions - L'Oréal China.*

## Molton Brown to showcase the power of its fragrance expertise at the TFWA World Exhibition

Molton Brown will return to the TFWA World Exhibition this year to share its fragrance first focus with partners and highlight the power of the Fragrance category as a driver of growth and omnichannel engagement across the business. Riviera Village (RF15)

As a creator of British fragrance crafted with care for more than 50 years, Molton Brown will showcase its scent portfolio, highlighting the ideals of quality and individuality, which were imbued in the brand by its founders more than half a century ago.

In addition to exploring Molton Brown icons such as Orange & Bergamot, Re-Charge Black Pepper or Coastal Cypress & Sea Fennel, visitors to the stand will get a chance to discover the newest fragrance collection from Molton Brown, Wild Mint & Lavandin, which is now available with selected Molton Brown travel retail partners.

Molton Brown recognizes the unique opportunity the Fragrance category has as a driver for growth in travel retail. In Cannes, the brand will share with partners its plans to build on its impressive heritage and leverage fragrance in a way that is exciting and engaging for customers and



build business both online and offline for partners.

This will be supported by the brand's focus on its iconic collections and a dedication to sustainability, which has been a hallmark of the brand since its inception in 1971.

Despite challenges in the travel retail sector and the wider economy, Molton Brown has remained focused on re-energizing its offer and presentation in key locations over the past year, as seen in the unveiling of the new flagship store at London Heathrow Terminal 5 earlier this year.

This year, Molton Brown will be sharing its stand with luxury skincare

brand Sensai. The two Kao-owned brands are working together to build on their existing partnerships and opportunities in the market to create a stronger business for each company, and enhance the fragrance and skincare offer across travel retail.

Sophie Sponagle, Travel Retail Sales Manager, Molton Brown, says: "The TFWA World Exhibition in Cannes is always the best place to explore new opportunities in the travel retail sector and we are delighted to be returning to the Palais to connect with both existing and new partners and discuss our visions for the future.

"I am especially delighted that we are appearing at the show in partnership with Sensai, which is a really special opportunity for us to build both brands' business in the market while also showcasing the power and opportunity presented by true partnership.

"Across travel retail, our airport and cruise business remains key, as we look on track to return to 2019 performance levels next year. However, we are also looking at new areas where we can capitalise on growing interest in the domestic market to leverage our fragrance expertise in a travel environment."

## Chanel unveils travel retail Fragrance & Beauty Boutique at Vancouver International Airport (YVR)



Chanel unveiled a new Travel Retail Fragrance and Beauty Boutique at Vancouver International Airport in partnership with Aer Rianta (ARI) on September 5, 2023. The Boutique is located at DTB Pier C Level 3

The new Boutique showcases the House of Chanel's creations including men and women's fragrances, makeup and skincare, and will give travelers the opportunity to discover the latest collections and essentials in beauty, experience the holistic line of beauty N°1 de Chanel, and exclusive and limited distribution creations like Les Exclusifs de Chanel and Les Eaux de Chanel.



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## Elizabeth Arden harnesses history & heritage to drive new business era

Elizabeth Arden is embracing a new business chapter following its exit from Chapter 11 earlier this year, which will be reflected in its enhanced presence at the TFWA World Exhibition in 2023.

The group will present its Revlon offer via a new stand (U1) in the Ambassadeurs Village, while its flagship Arden portfolio will be showcased at the Villa d'Estelle, located just in front of the Palais des Festivals.

"This year we will be present in Cannes with double the space we had in 2022," noted Céline Moittié, Elizabeth Arden Marketing Director EUTR. "This underlines our commitment to – and aspirations for – the global travel retail channel."

Arden will preview several novelties during the show, including a new Retinol + HPR single-dose Ceramide Capsule; a new addition to its iconic Eight Hour skincare collection; and a new White Tea Eau Florale extension to its successful women's fragrance portfolio.

Importantly, the Villa setting will showcase Arden's rich history and heritage



– and highlight how the group will build on both to deliver its bright new vision for the future.

The space will incorporate six separate meeting areas, a picturesque terrace, and the signature Arden Red Door, which is perfect for photo opportunities. A dedicated Travel With Arden corner will show off the group's travel retail exclusives and new, impactful "from takeoff to touchdown" travel campaign concept.

The Villa will also display a special mural that re-imagines the famous 'Jimson Weed' flower painting created by American artist Georgia O'Keeffe, which was commissioned in 1936 by brand founder Elizabeth Arden herself, to decorate the exercise room of her famous New York Fifth Avenue salon. Arden paid US\$10,000 for the artwork – which at the time was a landmark woman-to-woman transaction fee.

The original Red Door salon was the first to promote a holistic concept of beauty, which combined inner health with outer beauty, and included a special gym area for physical exercise.

"Elizabeth Arden was a true trailblazer, and our new pipeline of product innovation will continue that pioneering tradition," Celine Moittié explained. "The travel retail channel has been identified as a key priority for the brand, and we look forward to sharing our exciting launch and promotion plans with our business partners in Cannes, and to exploring new opportunities for international expansion."

## Coty and Gucci Beauty launching new additions to the fragrance line-up

Coty's Gucci Beauty is expanding two of the Gucci fragrance collections with new additions.

The company is expanding the Gucci Flora franchise with Gucci Flora Gorgeous Magnolia Eau de Parfum. The latest chapter of the Gucci Flora continues to feature Miley Cyrus, who debuted as the face of #FloralFantasy in 2021, stepping out of the house and into the outdoors, radiating confidence and an intuitive mindset.

The fragrance comes dressed in the House's iconic Flora pattern, featuring vibrant blooms and rich hues in purple on both the bottle and outer packaging. The scent is built around the fruity, floral sweetness of Magnolia Alba enhanced with dewberries, and drying down with patchouli, blond woods and musk.

Gucci Flora Gorgeous Magnolia launched in August in all travel retail regions.

Gucci Beauty has also issued two new fragrances in the Gucci Guilty collection: Gucci Guilty Elixir de Parfum Pour Femme and Pour Homme. The Gucci Guilty campaign features Grammy Award-nominated musician A\$AP Rocky, Golden Globe and Emmy Award-winning actress Julia Garner, and Oscar-nominated actor, director and producer Elliot Page. First launched in March 2023, this bold and tender campaign continues to encourage the viewer to embrace their truest self and explore deeper connections.

The new additions will be oncounter in TR Europe in September, TR Asia Pacific January 1, 2024 and TR Americas February 1, 2024.







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THE NEW FRAGRANCE FOR MEN

## Duty Free Dynamics welcomes new CEO and enhanced commercial and logistical structures as it expands its geographic footprint

The appointment of Martin Mairal as CEO of Duty Free Dynamics in April marked the beginning of a new phase within the company.

Under his leadership, in this initial stage, DFD said that it is focused on three fundamental pillars. First, the company is working to further increase the added value that DFD offers to brands, by generating additional volume of business for them, while ensuring a consistent brand image and an exceptional experience in all territories where it operates. Second, DFD says that it aims to strengthen strategic alliances with its network of retail operators, by providing them with logistical support through its global platform, as well as commercial and marketing support, and offering new business opportunities and partnerships. And third, the company is driving expansion by extending the commercial platforms in Barcelona to service the EMEA market, and by establishing teams in APAC in 2024 based directly on the existing platforms in those regions.

Martin Mairal's experience has been a significant facilitator for DFD's current expansion process.

"Since my arrival, I've focused DFD's team efforts on delivering excellent service to both brands and distribution partners,"

Mairal tells *TMI*. "Regarding brands, we've onboarded such relevant names as Adidas and Lamy. Additionally, we've streamlined and, in some cases, renegotiated our brand portfolio. Concerning our distribution partners, we have shortened delivery times and reassigned budget allocations to provide more direct support to our partners, and improved data analysis to provide better guidance to our clients, optimizing assortments and stock levels.

"Furthermore, international expansion with DFD's introduction to EMEA has been a significant pillar since my joining in April. We've bolstered both the commercial and logistical structures and are working on long-term agreements with operators in all territories."

Mairal says that DFD is intentionally taking a gradual approach to entering the EMEA market because it wants brands to achieve excellent results in this expansion.

"Our strategy is to collaborate with the top 5 distribution partners, most of whom we already have relationships with, to ensure the volume we need. Simultaneously, we closely monitor smaller regional operators, allowing us to more surgically test niche brands. Additionally, we leverage our presence in Barcelona, Zurich, and Dakar to provide personalized service," he explains.

With its roots still in the Americas, DFD continue to place the bulk of its attention on brands outside the core duty free products.

"Fashion and accessories brands are experiencing significant growth in the Americas, as we forecasted in our 2023 master plan," says Mairal. "This category is on the rise, and having internationally recognized brands such as New Era, Champion, Skechers, Ecco, Clarks and the recent addition of Adidas, gives us a significant competitive advantage due to



*Duty Free Dynamics CEO Martin Mairal*

their high demand. Furthermore, we expect to announce the addition of luxury brands soon, and we anticipate they will have a substantial impact."

### Participation in Cannes

Duty Free Dynamics will be showcasing its product portfolio in Cannes.

"The TFWA exhibition in Cannes always presents an excellent opportunity to convene with our clients and showcase the latest developments from the brands we represent. It's a perfect occasion for them to select the most suitable assortment for their consumers. Additionally, it provides an ideal environment for discussing future plans and devising joint strategies in a relaxed setting, away from the offices and daily routines. With our recent expansion into EMEA, we are not only welcoming global distribution partners who are already familiar with our exhibition but also forging alliances with new players from all territories," concluded Mairal.



*Duty Free Dynamics most recently added globally-known sportswear brand Adidas to its portfolio.*



# LIVE WITH CONFIDENCE



## Go Travel: It's all about the journey

With a sleek new look and streamlined logo in a variety of colors, Go Travel is launching a serious effort to communicate its industry-leading position for travel accessories when it comes to quality, selection, and sustainable supply chain solutions.

The family-owned and operated company created the world's first travel accessory collection in 1978 and since then has expanded and evolved into a multi-category travel company with a global footprint. Go Travel has sold more than 250 million products since the start of the company. With more than 200 products in the assortment, Go Travel products are sold in 150 countries, through a supply chain of warehouses and production facilities that span the world.

In January of this year, in a move to further strengthen its global presence, the company appointed travel retail specialist Denz Van Der List to the position of VP of Sales. Van Der List joins Cynthia Mitchell, Go Travel Senior Sales Manager for the U.S., and Les Roner-Hansen, VP, Sales Latin America and Caribbean, with their respective teams, both of whom have been with the company for the past ten years, during which time they have built the brand into a powerhouse in the Americas.

Go Travel has a multi-category range of products, which the company divides into Comfort (including pillows sleep masks, and blankets), Luggage Accessories, Electricals, and Everyday Essentials. Each category sports complementary packaging

which unifies the brand.

"From the beginning, Go Travel has the vision to create a coordinated range of travel accessories for each category; that was the premise on which the company was built. And it is still the vision today," explains Mitchell.

"We're focusing on the demographics of customer groups, whether they be Gen Z, Millennials, Gen X or the Baby Boomers," continues Van Der List. "With our four product categories we have a full assortment that we can offer our customers."

Go Travel is presently sold in 18 of the top 20 airports in the world (2022). The quality and integrity of every product are assured through rigorous compliance with an intensive ESG program. The company supply chain is focused on optimizing transportation and logistics networks, so it can respond quickly to changing market and customer needs.

"We view this supply chain as a major element in our business," says Hansen. "These facilities combined with a significant investment in stock enable us to give unrivaled service, even in challenging conditions."

### The product journey

"Every one of our products takes the same journey, from CAD drawing to delivery to the distribution center," says Van Der List. "The journey starts with the design team in London – we have more



*Denz Van Der List, Go Travel VP of Sales, with Les Roner-Hansen, VP, Sales Latin America and Caribbean, at the ASUTIL Conference in Buenos Aires in June.*

than 50 patents granted around the world and some 300 design registrations. We research all the latest global registrations, and all new products are tested to be in compliance with all the regulatory bodies where the products are sold. Our products are manufactured in socially compliant





factories through long-term partners. Quality Control inspections are regularly reviewed, and reports are audited to ensure safety. Then they are distributed globally, using data-driven analysis. Go Travel has warehouses – in the UK, Poland, USA, and the Far East.”

“Go Travel products are safety first and certified, which you can see by the check on our packaging. We follow testing regulations from the UK, Europe and Australia since those are some of the toughest ones. Our adaptors and cables are also certified by Apple,” adds Hansen.

### Ensuring sustainability

“Environmentally, we have started to redesign all our packaging to ensure it can be fully recycled by the end of 2025. In the past year, we have reduced the plastic packaging for our travel pillows by 99%. The plastic packaging in more than 50% of the products in our electrical category has been reduced by 100%. All Single Adaptor plastic packaging will be reduced by 80% to a PET Pin Cover and recyclable FSC card by 2024. The goal is to reduce single-use plastic by 85% throughout our product packaging range by 2025,” says Van Der List.

Market-wise, Van Der List says that Go Travel will target growth in Asia, the Middle East and continue to expand in the



*Go Travel's tiered travel pillow offer comprises Memory ZZZs, Memory Dreamer and the premium Ultimate 3.0.*

Americas in the coming year.

While the duty free market is key for the company's more premium product lines, duty-paid operators might opt for the basic line. Go Travel has introduced a tiered strategy for its travel pillows to further expand its presence in the global travel retail marketplace.

“We have three core travel pillows at three key price points. Our mission for the GTR market is to maximize opportunities to sell the right product in the right place at the right price,” says Van Der List.

The current line starts with Memory ZZZs – an affordable, entry-level product

focused on value for money; Memory Dreamer – a mid-level, contemporary design, comfort product; and Ultimate 3.0 – a premium product, luxurious feel, high-end design details, and ultra-comfortable. Go Travel also has American versions of the pillows: ZZZs, American Dreamer, and Ultimate 3.0 supplied from its U.S. production facility.

The team look forward to showcasing Go Travel's environmentally sustainable package updates made across the product portfolio in Cannes. Go Travel will be exhibiting in Cannes at Yellow Village B24.

## Victorinox unveils I.N.O.X. Chrono to spearhead new chapter for its watches category

Victorinox' latest watch collection, I.N.O.X. Chrono, underlines the brand's dedication to meeting the highest standards of quality, says the company.

In the I.N.O.X. Chrono collection, which pays tribute to the famous Swiss Army Knife with the integration of the popular Alox pattern, carved shapes, strong geometrics, innovative materials and industrial codes rooted in the brand are combined with Swiss precision.

“2023 marks the beginning of an important new chapter for Victorinox as we unveil an exciting evolution in our watches portfolio,” says Victorinox Head of Global Travel Retail & Fragrance Sales Gloria Dix. “This new design direction is an important step for the brand's aspirations in travel retail and provides us with an opportunity to strengthen our presence in



watches as part of a strong multi-category portfolio.”

The case features strong shapes and curves, and the reworked signature bezel looks as if it has been carved out by a sharp pocketknife. The Swiss Army Knife itself is evoked in the counterweight of the second hand. The heart of the watch consists of a chronograph movement and antimagnetic protection avoids time inaccuracy, ensuring

absolute punctuality and reliability.

Victorinox Head of Category Watches Arianna Frésard commented: “For I.N.O.X. Chrono, we have blended elegance, strong geometrics, and industrial codes in a combination of functionality, resistance, and innovative material mixes. The outcome reflects our industrial-derived ability to deliver modern sophistication.”

### Personalized options

I.N.O.X. Chrono watches can be customized with a wide range of easily interchangeable straps, including paracord, rubber, leather and wood, and come with a 5-year warranty.

The new Victorinox I.N.O.X. Chrono will be showcased on Victorinox's booth at TFWA World Exhibition (Bay Village, Bay 5).

## Travel Blue Group introduces sustainable water bottles to travel retail



As part of the Our Blue Way initiative, Travel Blue Group is launching a sustainable hydration solution for the travel retail market.

The range of high-performance and reusable stainless steel water bottles reflects the latest wave of anti-plastic action, as operators reduce their environmental footprint and seek to achieve their sustainability goals.

Travel Blue Group's 500ml bottles are made from high quality stainless steel with double-walled vacuum technology, keeping drinks hot for up to six hours and cold for

up to 12 hours. Strong and sturdy but still lightweight, the bottle features a screw top lid with a silicone seal and is offered in four retro color ways. The bottle is tested and complies with the highest safety standards and the range is supplied with a dedicated POS solution.

Most airports already provide water refilling stations for passengers and are expected to go further, following the lead this summer by Los Angeles World Airports which introduced an airport-wide retail ban to sell single use plastic (SUP) bottles and Schiphol Airport Retail which also banned SUP water bottles in its flagship store.

"Every year, around 500 billion SUP water bottles are used. Of these, approx. 117 billion are used by travelers," says Travel Blue Group Managing Director, Daniel Levin. "These numbers are staggering and show the scale of the problem and the huge importance of encouraging everyone to move to reusable bottles."

"Travel Blue Group is at the forefront

of sustainable travel technology and our core values are innovation, sustainability and social responsibility. Our Blue Way and commitment to reducing plastic waste is a mission to assist customers to achieve their sustainability goals. We believe that SUP bottles will be banned from more and more airports around the world in the next two years and we will assist our customers wherever we can, providing the tools they need."

Travel Blue Group claims it is fully committed to converting as many existing products as fast as possible to recycled or recyclable material and introducing new products that fulfil their sustainability mission.

Levin says: "Supported by our amazing global team, we provide a complete solution with dedicated point of sale and in-store display stands. We look forward to showcasing our innovative products at TFWA Cannes this year, showing a global retail audience that embracing a sustainable future is a huge commercial opportunity."

## SKROSS to introduce new travel product category in Cannes

World Connect AG, the technology and adapter accessories specialist, has expanded the product ranges available for its flagship brand, SKROSS, and launches a new lifestyle range, SKROSS Travel – which the company says is designed to make the travelers life more comfortable.

The new range – along with new products in their core categories and POS display units– will be presented at the TFWA World Exhibition in Cannes at Blue Village - C14.

"We have created a set of new and spectacular travel products that link the iconic genuine design to functional, classy looking yet comfy items," says the company.

SKROSS explains that the new SKROSS Travel range is a natural evolution of 'Swissness,' and takes inspiration from the iconic Swiss Army Blanket. Known to every Swiss military, this woolen blanket was introduced to the Swiss Army at the end of the 19th century and represents a genuine yet simplistic example of true Swissness. Their idea was to use the same design concept and translate it into a fresh, modern yet timeless shape.



Alongside the new Swiss Army Blanket, SKROSS is introducing the Original SKROSS Travel Pillow, in a unique mini rectangle shape available in color combinations of grey and red and carrying the SKROSS logo design.

The SKROSS Travel lifestyle range also includes a Deluxe Sleep Mask, designed for an ultra-comfortable sleep in the style of ski goggles; Luggage Tags made from leather and felt; and Luggage Straps designed for luggage safety and convenience.

"The new SKROSS Travel lifestyle range complements our existing adapters and charging accessories perfectly. Our aim is not to be another full range travel accessories provider in travel retail. However, we recognize that there is space

and need for a selected number of comfort items that not only feel great but also carry a great brand story with it. We are looking forward to presenting our unique story to our travel retail partners during Cannes," said Sam Gerber, Managing Partner at World Connect AG.

"It's a great way to launch our plans to expand the SKROSS travel retail distribution network with a new consumer-facing traveler ambassador program also launching this year," he said.

SKROSS also announces that the SKROSS travel blanket been nominated for the Frontier Award and the SKROSS travel pillow, the SKROSS travel blanket and the SKROSS Bluetooth audio adapter are nominated for the Travel Retail Award.



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*T.S.M. Custom Millwork created this Woodford Reserve activation for DFS in JFK Terminal 4.*

## From Canada to the World ... T.S.M. Custom Millwork builds TR business

Canadian furniture building specialists T.S.M. Custom Millwork has been working with travel retail operators for more than a quarter century. While it was first focused on the land border operators north of the border, its builds are now featured with almost every border and airport operator in North America.

The company has grown, changed

names, and ventured south as it has built its business for more than twenty years, Jeff Mackie, T.S.M. Custom Millwork President/CEO tells *TMI*.

“T.S.M. started over 25 years ago as Tom Stevenett Carpentry and focused mainly on Canadian Land border duty free stores. Tom retired in 2014 and Norm Menger (his long standing employee) and

I took over as partners. Norm handles the production and I manage the business including sales, marketing and project management,” says Mackie.

“We tend to do most of our business within the liquor category with Diageo, Pernod Ricard, Brown Forman, William Grant, etc. (about 75%) but we do



*T.S.M built this Peller Estates Winery and Wayne Gretzky Distillery kiosk at Dufry's Terminal 1 Transborder at Toronto International Airport.*





manufacture for some of the larger fragrance and cosmetic houses including Estée Lauder, L'Occitane and PUIG.”

Mackie says that today 99% of its business is in travel retail, with 70% coming from the United States, 20% from Canada, and 10% from Mexico and the Caribbean.

The company specializes in creative design, technical drawings, manufacturing and installation for projects in the travel retail market.

Mackie tells *TMI* that his company

offers a full range of services from initial concept to installation.

“Coordinating all aspects, we oversee each project from start to finish to ensure that we meet client expectations – resulting in a seamless transition from shop to site, managed diligently by our project management team.”

T.S.M. has built some of the most memorable activations featured in North America airports recently, with many new developments still in the pipeline.

“One of our most exciting builds

lately was this past spring for Woodford Reserve in JFK T4 DFS store. We have also been tasked with producing the vast majority of the custom liquor brand fixtures for the new Boston Dufry Connoisseur collection store for Pernod Ricard, Diageo and Brown Forman in addition to the Johnnie Walker store in store in the same terminal,” he says.

“We have worked with almost every major brand in the past and pride ourselves in our relationships with both the brands and the operators.”



*T.S.M built these units in travel locations throughout North America. Clockwise from left: Remy Martin Gondola and Martell Column, Dufry, Vancouver International Airport; Macallan Gondola, Dufry, Toronto International Airport; Wisers, Windsor Ambassador Bridge Duty Free, Canada; Woodford Reserve, DFS, JFK Terminal 4; The Glenlivet, Chivas, Jameson, DFS, JFK Terminal 4.*



*Maker's Mark launched its Wood Finishing Series with a special boutique with International Shoppes JFK Terminal 1 in November 2022.*

## U.S. whiskey rides high in the Americas

*U.S. whiskey has rebounded well across the Americas this year as the purchasing habits of traveling consumers become increasingly more adventurous, writes Joe Bates.*

The U.S. whiskey category enjoyed a very strong period of recovery in the duty free Americas market last year as international travel in the region rebounded from COVID-19, and consumer demand for American whiskeys continued to grow. According to data from research firm the IWSR Drinks Market Analysis, sales volumes of U.S. whiskey in the Americas travel retail market soared 94% in 2022— a better performance than the overall spirits category, which grew 74% worldwide over the same period.

The category has continued to fare well in 2023 although growth has been

limited in the case of some in-demand brands by supply constraints.

“Year-to-date, we are seeing 21% growth versus 2022 in the American whiskey category,” reveals Robert de Monchy, managing director of duty free drinks distributor MONARQ Group, whose U.S. whiskey portfolio includes Jack Daniel’s, Woodford Reserve, Houston-based Yellow Rose whiskey and Uncle Nearest, a Tennessee whiskey. “The growth is across the board in the cruise channel, as well as at airports.

“Our American whiskeys can now be found on Royal Caribbean, Virgin Voyages and Disney Cruise lines,” de Monchy adds. “We have partnered with Starboard Cruise Services and Heinemann Americas for duty free retail stores onboard cruise ships. We have also supported key airport retailers such as DFS USA, [Newark airport retailer] EJE Travel Retail and International Shoppes with our American whiskey portfolio.”

Manuel González, brand marketing director GTR at Beam Suntory, the owner of Jim Beam, the best-selling bourbon in travel retail, as well as Maker’s Mark and several small-batch bourbons, is also bullish about the Americas region.

“We have enjoyed a very positive performance versus 2022, with a +32% volume increase in GTR Americas. Overall, growth is in line with company projections. However, some challenges regarding liquid availability occurred at the beginning of the year.”

A major focus this year for Beam Suntory is to continue its work to make Maker’s Mark a “global whiskey icon”, a brand-building exercise González says involves consumer-first brand experiences and exciting new product development such as the recent city-themed Wood Finishing releases which saw New York and Sydney limited editions being released last year. Singapore, London and Frankfurt expressions are in the pipeline for 2023.

González also reveals that an ultra-premium Maker’s Mark release is planned for GTR this year. Cellar Aged is a blend of 11 and 12-year-old bourbons. “We are able to release this unprecedented version of a much older Maker’s Mark thanks to our proprietary cellar built into the limestone face of Star Hill Farm that drastically changes the aging environment compared with our outdoor rick houses,” he explains.



*Uncle Nearest Tennessee Whiskey has been a bright spot in MONARQ Group’s U.S. whiskey portfolio, which also includes Jack Daniel’s, Woodford Reserve, and Yellow Rose.*





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Woodford Reserve debuted a Sensory Lounge Experience at JFK Terminal 4 in April.

### Stock availability remains a problem

González's mention of albeit temporary stock availability issues is a theme others in the industry echo. According to the Kentucky Distillers Association, bourbon production has skyrocketed over 360% since the turn of the millennium; a record 11.4 million bourbon barrels are ageing in the U.S. state but supply is still failing to keep up with demand.

"Sazerac has made huge strides in

terms of investment to set down against stock," says John Kilmartin, vice-president of sales at travel retail drinks agency Duty Free Global, whose U.S. whiskey portfolio includes Sazerac-owned Buffalo Trace, George T. Stagg, W. L. Weller, 1792, Blanton's and Eagle Rare. "However, when you are ageing whiskey, you can't just turn the taps on. The demand is there now and more liquid is becoming available but we could probably double or triple it and move it through the [duty free] channel.

"I think from a GTR perspective, transplanting back to what I see internationally both in the on-trade and off-trades, there's been an explosion in demand for American whiskeys," Kilmartin adds. "We look for that exploratory phase that non-Americans maybe go through which would be Scotch whisky, then Irish and maybe into Japanese. I think consumers are also now beginning to understand the uniqueness and complexity of American whiskies.

"I definitely think that's translating into the success we're having in travel retail in the Americas and outside America.



Sazerac announced a \$600 million investment in November 2022 which will be used to construct 20 new barrel storage warehouses.

So, I'm happy to say that although it's early days, I genuinely think American whiskeys, bourbons, ryes, American malts, and blends are all going to keep growing."

### U.S. whiskeys grow Latin American footprint

In a face-off between Scotch and U.S. whiskey in Latin America, it's Scotland's most famous export that would emerge as the victor. Last year, the re-exporting hub of Panama was the seventh biggest value market for Scotch whisky worldwide, while Mexico was the ninth biggest volume market, according to the Scotch Whisky Association. Yet U.S. whiskey is gaining ground in the wider region, a trend which is filtering down into duty free sales trends. According to IWSR, sales in Latin America duty free (including the Caribbean and Mexico), grew 114% last year.

"There's definitely demand if you look at the Caribbean when you consider all the [U.S.] snowbirds who travel there," reveals Duty Free Global's Kilmartin. "There's an opportunity there and then if you consider the number of Latin Americans that are living and working in the U.S., traveling backwards and forwards. We see big potential in markets like Brazil, Mexico and Argentina. I think we'll see very positive growth figures coming out over the next five years."

Beam Suntory's González is also upbeat about the Caribbean's performance this year—the company forecasts that Jim Beam will grow its duty free sales there by 16% in 2023 versus 2022. The Caribbean-oriented cruise sector is set to be another strong performer with forecasted growth of 18% this year with sales volumes expected to be higher than in pre-COVID 2019.

In contrast, David Rodiek, VP managing director GTR of Brown-Forman, the owner of Jack Daniel's, the best-selling U.S. whiskey in duty free, as well as Woodford Reserve bourbon, takes a more cautious view of the continent's progress. "Latin America's recovery had a slower path than other regions due to longer lead times, the FX rate and macroeconomic impact. However, Jack Daniel's and Woodford Reserve demand remains strong in duty free and domestic markets."

Rodiek explains that Brown-Forman is planning to leverage its ongoing sponsorship of the Formula One McLaren motor racing team, which was announced last year, with Q4 activations at the arrivals zones of two Latin American airports whose cities are hosting F1 races in the



coming months— Mexico City (October 29) and Sao Paulo (November 5).

### U.S. whiskey makes ground north of the border

Despite possessing its own vibrant domestic whisky market, Canada continues to be a fertile market for U.S. whiskey distillers. According to the Distilled Spirits Council of the U.S., Canada was the fifth biggest export market for U.S. whiskey last year with exports worth \$80m, up from \$68m in 2021. This upward trajectory was also mirrored in the country's duty free market which continued to recover from the effects of COVID.

Brown Forman's Rodiek says both Jack Daniel's and Woodford Reserve have shown good duty free growth in Canada this year, especially in the airport channel where COVID-19 travel restrictions were removed before the border store sector. "Toronto [airport] is driving the growth there, with Vancouver [airport] further behind as we await the return of travelers from China. On the borders, where COVID restrictions were in place until October 2022, there's been a slower recovery."

At Ontario-based Ambassador Duty Free, liquor & tobacco category manager Mike Maskery reveals overall liquor sales at his border store are up over 50% year-on-year despite some COVID vaccination requirements remaining in place until May. The operator currently has 29 different American whiskey SKUs on offer compared to 64 Canadian whiskies, the retailer's top-selling spirits category. The five top-selling U.S. whiskey SKUs are Buffalo Trace, Woodford Reserve, Jack Daniel's 1.5 liter, Jim Beam and Jack Daniel's 1 liter.

"In our store, the customers are going towards the craft labels rather than the big-name brands," Maskery reveals. "Most of these are highly allocated worldwide and very hard for us to get in-store. For example, our allocation of Blanton's bourbon for all of 2023 was 54 bottles."

### Traveling consumers become more adventurous

Maskery's observation that more and more travelers are in exploration mode when purchasing in duty free is a pertinent one. For decades, Kentucky bourbons and Tennessee whiskeys were the two main U.S. whiskey styles which traveling consumers recognized and even today, the big brands of Jim Beam, Jack Daniel's, Buffalo Trace and Wild



*Flavored whiskeys have been a growth area for International Shoppes with Fireball first to market. Tastings have been key for the brand as seen above at JFK Terminal 5.*

Turkey dominate duty free shelf facings. Yet now new regional whiskey styles are emerging thanks to the proliferation of craft distilleries in every corner of the country.

These craft distillers are experimenting with different grains, mash bills, fermentation techniques, aging methods, and finishing techniques to create unique and flavorful whiskeys. Some of the most popular styles include the revival of rye whiskeys, mesquite wood-smoked single malts, peated single malts and corn whiskeys.

Scott Halpern, executive vice president at International Shoppes, which runs duty free stores at U.S. airports such as New York JFK, Washington Dulles and George Bush Intercontinental, has noticed how travelers are becoming more experimental in their purchasing habits.

"You have your Jack Daniel's, Maker's Mark and Jim Beam— they always do well for us. But we also see that a lot of people are exploring and wanting something that they cannot get back home.

"That's been the story for us for a long time. They're looking for a bottle of old faithful and a bottle of something new and unique. We have quite a few New York bourbons, for instance. People buy those; that's great. We also have some Texas whiskeys that appeal to the Far Eastern market and those equally do well. People buy them as gifts or as a memento of where

they were."

Halpern says International Shoppes offers travelers an in-store range of 30-40 small-batch specials. "We try to mix and match a bit," he explains. "In that setting, it works. They are all unique brands you are not going to get anywhere else in the world."

Flavored U.S. whiskeys are another growth area for International Shoppes, according to Halpern. "Fireball was the first to market. It really pushed the envelope on flavored North American whiskey. I don't drink them personally but it is amazing to me how much Fireball and Jack [Daniel's] Fire that we sell... We also fought really hard to get Skrewball [Peanut Butter] whiskey about a year ago. It's done very well. It's a peanut butter [flavored] whiskey. It's an acquired taste and requires a different palate but it has shown that it has done very well.

"The market is changing," he concludes. "Where vodka was 10 years ago with every flavor under the sun came up, you are starting to see that and there's probably going to be a little push towards that in the bourbon world."

### Rabbit Hole Whiskey jumps into U.S. duty free

A clear sign of the growing international popularity of U.S. whiskeys is the increasing number of overseas



*Rabbit Hole made its travel retail debut at JFK Terminal 4 in partnership with DFS.*

“Following on from JFK this summer, our next activation, in partnership with DFS again, will showcase the core range in LAX, Tom Bradley International Terminal, in October, through to December,” she reveals. “This is a prime occasion for gifting as we enter the festive period.”

“Celebrity Cruises will be launching the Rabbit Hole Single Barrel range, setting sail from November 2023,” McCann adds. “This small-batch bourbon will be available for purchase on board the new [Celebrity] ship, The Ascent. Cocktail listings and a flight program will also feature onboard—something to satisfy the curious mind and those already familiar with American whiskey.”

With 31.5 million guests expected to take a cruise this year, the cruise line sector will likely prove one of the fastest-growing markets for U.S. whiskeys in the Americas travel retail this year. Given U.S. whiskey’s ongoing renaissance, the wider post-COVID outlook for the category looks bright too—IWSR predicts U.S. whiskey will grow at a CAGR of 9% in the Americas travel retail channel over the next four years.

“American whiskey is establishing itself and it’s going to be one of those rising categories,” says Duty Free Global’s Kilmartin. “We’ve all been talking about ultra-premium agave for a number of years. The trajectory it’s been on didn’t happen yesterday or the day before. It’s been something building for 20 years and I think American whiskey is heading in that direction as well.”

acquisitions in recent years such as Diageo’s acquisition of Texas craft distiller Balcones and Campari Group’s purchase of a majority stake in Wilderness Trail Distillery in 2022. A year earlier, Pernod Ricard USA’s New Brand Venture division took a controlling stake in the award-winning bourbon producer Rabbit Hole Whiskey.

In July this year, Rabbit Hole Whiskey made its travel retail debut at JFK International Airport Terminal 4 in partnership with DFS Group. The launch centered on four of the distiller’s stand-out expressions: a four-grain triple malt bourbon (Cavehill), a sour mash rye whiskey (Boxergrail), a high-rye bourbon (Heigold) and a PX sherry-finished bourbon (Dareringer).

“Rabbit Hole works exclusively with malting houses across the U.S. and

Europe,” explains Pernod Ricard GTR Group Brand Director Lisa McCann. “This is done to capture the most distinct flavors and is unique to the industry. We use malted grains to add depth and diversity to the palette; an exciting process when 49% of the bottle is left to experimentation.

“Continually pushing the boundaries of flavor, Rabbit Hole Whiskeys are always 110-proof at barrel entry,” she adds. “Not conforming to the industry maximum 125-proof standard, Rabbit Hole Whiskeys do this to enhance their flavor notes. As a general practice, we believe that adding water before the aging process has peaked changes the physical structure of the spirit, facilitating a better interaction with the barrel as it matures.

McCann says the JFK launch was a “great success” with DFS requesting the launch activation period be extended.

## Jack Daniel’s Single Malt’s global launch gets underway

Jack Daniel’s held on to its position as the second best-selling spirit in travel retail last year, according to the IWSR Drinks Market Analysis. The big GTR launch for Brown-Forman’s flagship brand this year is undoubtedly the travel retail exclusive Jack Daniel’s American Single Malt which from June onwards began rolling out to over 40 leading international hubs such as Singapore Changi and London Heathrow. The global launch will reach an estimated 13 million traveling shoppers and involve

60,000 tastings.

Made with 100% American malted barley, the new Jack Daniel’s expression is softened using the whiskey house’s traditional charcoal mellowing process; aged in American oak barrels and then finished in ex-oloroso Spanish sherry casks. The distinctive decanter-style bottle of the new whiskey features an embossed distillery stamp of America’s first registered distillery and a natural cork stopper.



*Brown-Forman GTR launched Jack Daniel’s American Single Malt with a pop-up at London Heathrow this September.*



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*The Shed Distillery is located in Drumshanbo, Ireland, which gives Drumshanbo Gunpowder Irish Gin its name.*

## Drumshanbo Gunpowder Irish Gin takes “Curious Journey” to success

When long-time spirits executive Pat Rigney opened the Shed Distillery in Drumshanbo, Ireland in December 2014, his goal was to create one of the best gins in the world. Now, nearly a decade later, with growing sales near and far from its rural Ireland base and awards and accolades draped over the familiar blue bottle, Drumshanbo Gunpowder Irish Gin is fulfilling Rigney’s dream.

“We established the business in 2014 with a vision to create Drumshanbo Gunpowder Irish Gin to compete with the best gins in the world,” Rigney, Managing Director and Founder of The Shed Distillery, tells *TMI*. “In addition to that, we wanted to create a whiskey distillery that would compete at the highest end, which for Irish whiskey is a single pot still, which we’ve also done, and a vodka brand, Sausage Tree, that would also compete with the best. But the primary focus is Drumshanbo Gunpowder Irish Gin.”

Gunpowder is available in more than

80 countries. In travel retail, it is listed with operators like Aer Rianta, DFS in the Americas, Dubai Duty Free, Lotte Singapore, Heinemann, Dufry, Lagardere and Tallink amongst others.

The brand has also had particular success in the United States, Gunpowder’s biggest and most important market.

“We are thrilled to have had great success around the world, particularly with our U.S. domestic partners Palm Bay International and Marc Taub. His team have done a really wonderful job bringing us to a position of being in the top six premium gins in the United States according to *Impact Databank* for 2022, with a view of consolidating and improving on that position in 2023 and beyond,” says Rigney.

Outside the United States, Rigney tells *TMI* the other big markets for Gunpowder are Canada, continental Europe, and Ireland.

“We’re doing particularly well in

Europe, Australia, New Zealand. We’ve just launched in the Philippines, which is a big gin market in a very significant way. We’re in South Africa, Nigeria.

“The target markets that we are looking at are in Latin America. Brazil would be very interesting to us. We want to start developing Mexico; we’ve just started there. So basically the whole planet eventually and that’s what we plan to get to.”

Before opening The Shed Distillery, Rigney already had a long history in the spirits industry. In the 1990s he was Executive Director of Baileys inventing the twin-bottle Sheridan’s Cream Liqueur. He then created the Boru Irish vodka brand. His work with these brands led him on the “curious journey” to the botanicals that would one day make up Gunpowder gin.

Gunpowder gin fuses oriental botanicals with local Irish ones. The gin takes its name from Gunpowder tea, which Rigney saw on one of his trips to Asia.



*Pat Rigney opened The Shed Distillery in 2014 with the goal of turning Drumshanbo Gunpowder Irish Gin into one of the best gins in the world.*



### **Travel Retail with Duty Free Global**

Global Travel Retail is another key target market for Gunpowder. The brand has had success growing the brand with its strategic partner in the market: Duty Free Global.

This January, The Shed Distillery renewed Duty Free Global's contract to represent Drumshanbo Gunpowder Irish Gin in the Global Travel Free Channel for a further six years.

Gunpowder has been a major success story in the channel since commencing in 2016, says Rigney.

"The goal at The Shed Distillery has

always been to create remarkable brands that can compete, on a global scale, with the best in the world. To achieve this, we need partners with a similar mindset and aligned values. Barry and the team at Duty Free Global truly reflect the Shed style of agility and passionate dedication. The travel retail channel has been key in the growing success of Drumshanbo Gunpowder Irish Gin, which is providing employment to over 80 staff members back in Drumshanbo," says Rigney. "We have no doubt that the proud work carried out by Duty Free Global has contributed towards the recent win of 'Spirit Brand of the Year'

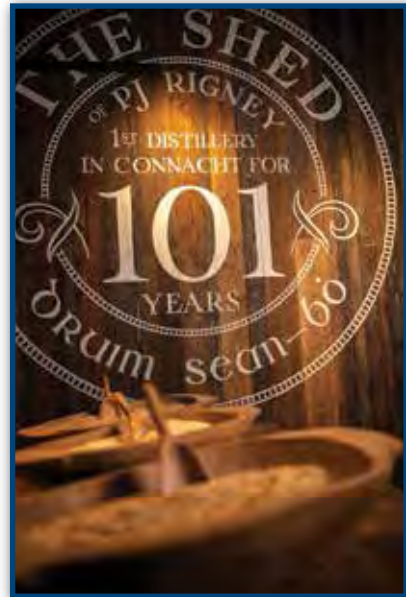
at The Wine Enthusiast's Wine Star Awards in San Francisco. We are very proud to continue our collaboration with Duty Free Global into the future."

Gunpowder is the number-one selling SKU in all of Irish travel retail, says Rigney, adding that the brand's success in Ireland and around the world is down to consumer interest in the brand from its "stunning" packaging to its authentic story.

"The fact that it comes from a real place really resonates with consumers. And the brand responds really well to promotion, all the different activities and visibility around the brand. And that is



*The Shopping China team visiting The Shed Distillery*



*The Shed Distillery was the first distillery opened in Connacht in more than 101 years.*

why in travel retail it seems to perform particularly well, being the number one selling SKU in Irish travel retail in a very short period of time, and actually maintaining and sustaining that,” says Rigney. “There is a lot of gift-giving around our brand.”

Rigney’s goal is to continue growing

the brand with new expressions, including travel retail exclusive formats.

“Our ambition is to be within the top eight to 10 premium gin brands in the world on a global basis and sustain that into the future and become a very key part of the category. And to do that we will need to continue to promote the brand, but also

to innovate, particularly in travel retail, with new expressions, different packaging, new formats. We like to think we’re quite agile, also very professional with how we go about our business. And we’re very resilient.

“Duty Free Global and Barry Geoghegan has been an outstanding partnership in the travel retail space. We’re thrilled to be working with them. We’ve had great success already and I know there’s only better days to come,” says Rigney.

#### **Ten years and beyond**

Next year will be the tenth anniversary for the Shed Distillery, which was the first distillery opened in Connacht in more than 101 years, and Rigney has plans for the distillery and the gin, whiskey, and vodka to be around for years to come.

“We are coming up on a big anniversary next year, our tenth. We opened on the winter solstice, December 21, 2014. So I guess we will celebrate on the winter solstice, which in Ireland has a particularly deep meaning going back to pagan times. The winter solstice is the shortest day of the year, but it’s also the beginning of light and a brighter future, so we will definitely do something special,” says Rigney.



*Gunpowder Gin is the top selling SKU in Irish travel retail, shown here with ARI at Dublin Airport.*



“We’re based here as a social enterprise. This land is owned by the community. We have a 35-year lease which repeats. We’ve invested here, we employ local people. We have created a brand built around a curious mind, PJ, who happens to be me, having traveled around the world with great interest in the industry since the early 80s with the vision to create this brand.”

The Shed Distillery is also increasing the production of its whiskey. Drumshanbo Single Pot Still Irish Whiskey has been triple distilled at the Shed Distillery using Malted Irish Barley, Un-malted Irish Barley and Irish Barra Oats. Aged in Sherry Oloroso and Kentucky Bourbon casks with no added color and no chill filtration, this 43% Single Pot Still has been distilled by its Head Distiller, Brian Taft.

“We’ve doubled our production this year. We’ve doubled it again for the end of next year. But we are very much focused in that special single pot still space in terms of quality, premiumness, very much like our Drumshanbo Gunpowder Irish Gin. So that’s the area we want to play.

“The ambition is to really create

something that will be here for years and years to come that will continue to excite consumers 100 years from now the way that we’ve excited consumers this far, and

that’s something that I’m very committed to, and to create that environment so that we’re always surprising and delighting our customers.”



*The brand was awarded Spirit Brand of the Year at the 2022 Wine Enthusiast Wine Star Awards.*

## BBC Spirits appoints Duty Free Global as Global Travel Retail Partner

Duty Free Global has been appointed by BBC Spirits as its Global Travel Retail partner for Etsu Japanese Gin, Hinotori Japanese Whisky and Goalong Chinese Gin and Whiskey.

Barry Geoghegan, Founder of Duty Free Global commented: “The whole team at Duty Free Global are delighted to commence our partnership with the exceptional portfolio of BBC Spirits. We had the pleasure of visiting Bogdan, European Sales Director Romain Papillon and all the team at BBC recently at their HQ in Bordeaux and we were incredibly impressed by the quality of the liquids, branding and huge category knowledge. Bogdan has been one of the world’s biggest advocates of Asian spirits and the possibilities of products from Japan in particular (and more recently China) in becoming global brands. We receive in the global travel retail channel huge requests for top quality brands from these countries and to work with the best specialist in this subcategory is indeed an honor. We look forward to sharing these great liquids with our GTR friends in Cannes very soon.”

Bogdan Tanasoiu, President and

Owner of BBC Spirits said: “At BBC Spirits, we are eagerly looking forward to opening a new chapter for our brands in collaboration with the Duty Free Global team. After five years of sharing our passion for Asian Spirits with strong domestic partners, we believe it is now time to let them shine in the TR industry. Romain and I will have the pleasure of

joining Barry’s talented team in Cannes at the DFG booth to introduce our unique selection, which includes Etsu Japanese Gin, our flagship brands that have achieved strong performance in domestic markets, Hinotori Japanese Whisky and its limited editions, as well as the pioneering Goalong Chinese Whiskey and Gin. We look forward to seeing you all in Cannes!”



*Bogdan Tanasoiu, President and Owner of BBC Spirits, with Barry Geoghegan, Founder of Duty Free Global.*

## Ian Macleod Distillers eyes Americas expansion and appoints DISC Americas TR distributor

Ian Macleod Distillers (IMD) has appointed premium wines & spirits distribution business, Distribution Spirits Company (DISC), as its exclusive distribution partner for Americas Travel Retail.

This appointment comes as IMD expands its Global Travel Retail presence beyond EMEA and Asia Pacific, where it is already well established.

In line with IMD's domestic presence, DISC will initially focus on the U.S. Travel Retail market, in particular key airport hubs and cruise ships.

Over the past six years, IMD has focused on building a strong presence in EMEA and Asia Travel Retail with its award-winning brands, including Edinburgh Gin, Glengoyne Highland Single Malt, Tamdhu Speyside Single Malt, Rosebank Lowland Single Malt, King Robert II, the number one value whisky in Global Travel Retail and IMD's Speciality Malt Collection. The company has a particularly strong franchise in UK Travel Retail with Edinburgh Gin.

"We have had a great deal of interest in our brands from key operators in the region and we are now ready to step into Americas Travel Retail via our partnership with DISC," says Ian Macleod Distillers'



Left: Juan Gentile, DISC founder. Right: William Ovens, Ian Macleod Distillers' Global Travel Retail Director



Global Travel Retail Director, William Ovens. "This is a hugely exciting new chapter for IMD and the development of our Global Travel Retail business. We see great potential for our brands in this market; there is a lot of experience within the DISC team and we look forward to building the business together."

Based in Miami, DISC was established in 2021 by Juan Gentile (formerly SVP Americas Travel Retail with Edrington) in partnership with regional distribution company, Promo International Inc.

DISC operates in both the Caribbean domestic markets and the Travel Retail channel, where the business leverages Juan Gentile's extensive knowledge, proven track record in building premium brands and excellent industry relationships.

"We are delighted to partner with IMD," says Juan Gentile. "There is strong synergy between our companies and we look forward to bringing its exceptional portfolio of premium brands to Americas Travel Retail and to building a great partnership in the future."

## Haleybrooke to rollout 6 SKUs of Centinela Tequila inbound from Miami

After a "soft launch" for Centinela Tequila at the Summit of the Americas in April 2023, the brand is now ready for a full launch in travel retail and duty free in the region, according to Patrick Nilson at Haleybrooke International, the agency for Centinela in Travel Retail and Duty Free.

"At the Summit we featured only three SKUs, but from the interest in the brand during our meetings, we decided to include all six SKUs in our launch," Nilson told *TMI*.

The initial three SKUs included Centinela Classico Blanco and Reposado, along with Centinela Eterno Cristalino, which Nilson says can light up and is "one of the most beautiful bottles in the tequila category."

Haleybrooke is now offering Centinela Premium Blanco, Reposado and Anejo in addition to the initial three. The six SKUs in the launch have very attractive suggested



duty free retail price points that range from US\$29 to US\$65.

"All six SKUs are now available not only EXW Mexico but also inbound from the ICDF warehouse in Miami. Our focus for the launch will start in the USA since 60% of all tequila is consumed in the USA but tequila is growing worldwide so we will be looking to partner with select key

Travel Retail and Duty Free operators around the world," noted Nilson.

"Tequila is the fastest growing liquor category in Travel Retail and we are very pleased that Centinela is a very big brand in Mexico and that they have the largest inventory of aged tequilas in the world with over 69,000 oak barrels of tequila aging in their warehouse in Mexico which guarantees supply for our duty free customers."

Casa Centinela, founded in 1904, is one of the oldest distilleries in Mexico. The company owns its own agave fields in the highlands of Jalisco, and has one of the largest inventories of aged tequilas in the world.

Besides producing for their own brands, including Cabrito Tequila, which is one of the top 5 selling tequilas in Mexico, they supply to well-known super premium tequila producers.



## Ian Macleod Distillers brings three new exclusive single malt Scotch whiskies to TFWA Cannes and unveils new look Edinburgh Gin

Ian Macleod Distillers (IMD) is featuring three new and exclusive Single Malt Scotch whiskies and new Edinburgh Gin packaging at TFWA Cannes 2023.

The new single malts include two ultra-premium luxury expressions - one from Tamdhu Speyside Single Malt Distillery and one from Rosebank Lowland Single Malt Distillery.

IMD's Global Travel Retail Director, William Ovens says: "We have been enjoying positive momentum for our single malts, Tamdhu, Glengoyne and Rosebank, so much so that demand now exceeds supply for the existing expressions. We have seen particular success in Asia Pacific and undertaken several successful projects and activations with leading operators. The new releases from Rosebank and Tamdhu allow us to maintain this momentum and build the luxury franchise in Global Travel Retail."

The first release from Rosebank's Remarkable Casks Collection is created from a vatting of five hand selected casks and is 31 Years Old and limited to 700 bottles (ABV 46.8% / 70cl / RRP c. £2,500). It will be available within select luxury Travel Retail operators.

Tamdhu 46 Years Old is an ultra-premium Global Travel Retail exclusive single cask bottling from the New Dedication Collection, officially launching early in 2024. Only 100 numbered bottles

will be available worldwide. Tamdhu 46 Years Old (ABV 46% / 70cl / RRP c. £16,000) is presented in an individually hand-blown, cut crystal decanter and wood and brushed metal octagonal box and leather case.

IMD will also launch Tamdhu's Cuatro Reserva expression, which celebrates the distillery's unique commitment and dedication to maturing exclusively in exceptional oloroso sherry oak casks.

IMD will also reveal new packaging and branding for Edinburgh Gin, including a new bottle design, the first change since IMD took ownership of Edinburgh Gin in 2016.

The central product focus will be a new flavor, Strawberry & Pink Peppercorn, which will be widely available from December 2023, following a period of customer exclusivity. Strawberry & Pink Peppercorn (ABV 40% / 1L / RRP c. £33.50) is hand-crafted using a blend of traditional gin botanicals, mixed with bright, fresh notes of strawberry and balanced with subtly sweet and spicy pink peppercorns.

William Ovens says: "Edinburgh Gin is the number one Super Premium gin in UK travel retail and our star performer this year. We are extremely excited about rolling out the stunning new packaging, which will take the brand to the next level;



within this we are sure the new Strawberry & Pink Peppercorn will be a huge hit with both existing and new partners.

"We are really looking forward to TFWA Cannes and discussions with customers and business partners. We are particularly excited about our launch into Americas Travel Retail, in partnership with DISC. We identified the Americas as a significant opportunity a few years ago and now, with DISC, we are in a good place to move forward in this important region. We are hoping our brands will gather similar momentum there to that which we now enjoy in Asia Pacific."



## Tito's Handmade Vodka 'Ugly Sweater' Collector's back for 2023

Tito's Handmade Vodka is introducing the latest addition to the Tito's Ugly Sweater collection, which will be available on Tito's bottles in global duty free this holiday season.

The knitted sweater design is adorned with festive decor, with the iconic Tito's Handmade Vodka logo on one side, and the Tito's "Vodka for Dog People" moniker on the other. This year's sweater marks the 7th year that Tito's Handmade Vodka has

introduced this special holiday collector's item.

Tito's Managing Director International, John McDonnell says: "Every year our loyal fans look forward to the new design for the Tito's Ugly Sweater, it's truly become a coveted collector's item. This season's rendition will surely create high visibility displays in duty free stores across the globe."



## The Macallan launches new GTR exclusive Colour Collection

The Macallan has introduced The Macallan Colour Collection, a new range of age statement whiskies which celebrate the brand's commitment to natural color and reflect the influence of sherry seasoning.

The GTR exclusive Macallan Colour Collection comprises five age statement single malt Scotch whiskies. From the gold oak of the Colour Collection 12 Years Old to the burnished chestnut of the Colour Collection 30 Years Old, the range spans the radiant tones of the whisky spectrum, to showcase the natural tones derived from maturation in The Macallan's sherry seasoned oak casks.

The Macallan Colour Collection marks the return of age statement whiskies to The Macallan's global travel retail offering.

### New visual look

The Collection also features a new visual identity inspired by the brand's heritage and spiritual home, The Macallan Estate, and highlighting its intrinsic connection to nature.

Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail said: "The Macallan Colour Collection is a visual representation of our acclaimed Six Pillars, and allows travelers to explore

our commitment to natural color and the influence of sherry seasoning in a rich and compelling way.

"The range is a prism through which travelers can immerse themselves in the craftsmanship of The Macallan, exploring the characteristics which make our single malt whiskies so unique, while underpinning our renowned quality and character."

### Influence of oak casks

Crafted predominantly from sherry American oak casks the Colour Collection includes a subtle touch of European oak which the company says achieves a harmonious and beautifully balanced range of whiskies.

Kirsteen Campbell, Master Whisky Maker at The Macallan, said: "The Macallan Colour Collection is a visual celebration of our commitment to natural color and sherry seasoning, with each of the five distinctive whiskies taking travelers through a compelling sensory journey of the remarkable spectrum of natural hues derived from maturation in The Macallan's sherry seasoned oak casks.

"It is these exceptional oak casks which are the single greatest contributor to the quality, flavors and distinctive aromas

at the heart of our single malts.

"Deepening in color with age, each expression tells its own story and is a prism through which consumers can explore the unique characteristics which underpin the exceptional craftsmanship, renowned quality and rich character of our single malt whisky."

### David Carson art

The Macallan Colour Collection is a collaboration with U.S. graphic designer David Carson, who took inspiration from Jerez, a land of historic vineyards and fine wines where The Macallan's sherry seasoned oak casks are crafted.

A series of immersive digital exhibitions celebrating The Macallan's exclusive partnership with David Carson will take place in London, Shanghai, Dubai, Singapore and Los Angeles, allowing The Macallan community to be immersed in David's creativity and experience the elements that inspired the Colour Collection.

The Colour Collection will be available in The Macallan Global Boutiques and in key airports and travel destinations around the world from September 2023.





Senior representatives from Duty Free Americas and Edrington celebrated the opening of the first shop-in-shop for The Macallan in Americas Travel Retail at Panama's Tocumen Airport on Aug. 14. Kicking off the official ribbon-cutting ceremony were (from left) Edrington Americas Travel Retail Customer Marketing Manager Diego Rey and Regional Commercial Manager Jennifer Fujitani; Duty Free Americas Vice President Dov Falic; Edrington Americas Travel Retail Commercial Manager Anthony Dieppa and DFA General Manager Tocumen International Airport Yorvis Campines.

## The Macallan and Duty Free Americas partner to open first shop-in-shop in Americas Travel Retail in Tocumen airport

The Macallan has unveiled its first shop-in-shop in the Americas Travel Retail channel at Panama Tocumen International Airport (PTY) Terminal 2 in partnership with Duty Free Americas.

The opening marks the latest chapter in the long-term collaboration between Duty Free Americas and the Edrington-owned distiller, following the launch of The Macallan Boutique at New York John F. Kennedy Airport.

The new shop-in-shop showcases The Macallan's renowned single malts in a sophisticated setting, featuring its core range as well as travel retail-exclusive releases and limited-edition expressions.

Leon Falic, President, Duty Free

Americas, said: "We're delighted to expand our partnership with Edrington and offer The Macallan's prestigious whiskies at this elegant new shop-in-shop at Tocumen Airport.

"It's an especially exciting launch as it represents a first in the Americas Travel Retail channel for The Macallan, continuing the momentum of our joint efforts on opening the first and only The Macallan Boutique in the Americas Travel Retail at JFK Airport – a landmark opening itself.

"With a shared commitment to delivering excellence and the highest quality whisky, our partnership with The Macallan is moving from strength

to strength as DFA continues to play an integral role in The Macallan's expansion strategy into the Americas."

Jeremy Speirs, Regional Managing Director, Global Travel Retail at Edrington, commented: "The opening of The Macallan's first shop-in-shop in Americas Travel Retail further strengthens our partnership with Duty Free Americas, building on our successful collaboration for The Macallan Boutique at JFK Airport.

"The stunning space will enable travelers at Central America's busiest airport to learn more about The Macallan's history and craftsmanship, as well as discover channel-exclusive products and limited releases."



## Brugal unveils limited-edition Colección Visionaria

Dominican ultra-premium rum brand Brugal has unveiled the first edition of a limited-edition sipping rum collection, Colección Visionaria. Crafted using the world's first Aromatic Cask Toasting technique, Colección Visionaria was developed by Brugal family member and fifth generation Maestra Ronera, Jassil Villanueva Quintana.

Brugal rums are 100% Dominican. For this first edition of Colección Visionaria, Brugal hand-selected one of the island's most cherished treasures, cacao beans, and infused the toasted casks with their distinct nutty, velvety and fruity aromas.

At \$100 per bottle, only four batches of the rare expression rum will be distilled and sold worldwide.

Colección Visionaria is a collection of rums entirely inspired by their homeland. Colección Visionaria 01, Cacao, is reminiscent of Villanueva Quintana's upbringing and heritage.

"One of my most cherished childhood memories is walking amongst the cacao trees surrounding my family home. I remember the lush and green cacao fields, the bittersweet scent of the cacao pods, and the rich aromas of roasted beans,"

says Jassil Villanueva Quintana. "It's this memory I wanted to recreate with the first edition of Colección Visionaria."

The collection, crafted by the fifth generation of family maestros, embodies Brugal's visionary spirit and over 135 years of wood and cask expertise, says the company. Each generation of Brugal family Maestros has played an essential role in carrying out the brand's legacy and passion for rum-making. Villanueva Quintana has uncovered a new wave of rum making with Brugal's innovative cask toasting technique used to craft Colección Visionaria.

Completely unique to Brugal, the toasting process begins with the selection of the finest virgin European oak casks, which are then toasted with hand-picked Dominican cacao beans – infusing them with its organic, aromatic notes. The cacao beans are then removed before the rum is added into the toasted casks, saturating the liquid with the aromas created by the toasting process before they are aged under the Dominican sun. This new technique adds a layer of depth and complexity to the liquid without the cacao beans ever touching the rum directly. The result is a rich, elegant, and well-rounded sipping



rum, without any added sugars or additives.

Each batch of the exclusive bottling is presented in beautiful bottles wrapped in navy blue netting, an elevated version of Brugal's iconic protective netting. Sealed by hand and personally signed by Jassil Villanueva Quintana herself, each bottle also displays the batch number on the label.

Colección Visionaria Edición 01, Cacao is the first limited-edition releases across the Colección Visionaria collection and will be available at select retailers across the U.S.

## Bottega brings two new products to Cannes

Italian winery and distillery Bottega is launching two new products in Cannes.

Lemon Spritz, available in cl 20 bottle and in cl 25 can, is a ready-to-drink cocktail with a low alcohol content thanks to the use of only lemon infusion instead of Limoncino. Its pleasantly refreshing taste makes it a new and interesting version of the traditional Spritz, says the company. Lemon Spritz derives from the combination of white sparkling wine, infusion of lemons organically grown in Sicily (the same used for Limoncino) and mint. Its bubbles comes from the sparkling wine and not by the addition of carbon dioxide.

Green Gin The Wild Bottega is a distilled dry gin produced using water from the Alps and botanicals from different regions of the Italian peninsula: the balsamic notes that can be derived from the mountain landscape, the hints of fresh and

dry vegetables characteristic of flat areas, and the typical notes of the Mediterranean scrub.

"In the last 3 years the GTR market, more than the domestic ones, has been subject to strong fluctuations. Our company, thanks to the careful collaboration of the main operators, has overcome the difficult moment and returned to pre-pandemic levels. Perhaps the so-called new normal consists in the ability to quickly adapt to sudden changes due not just to the market as to external events. Lemon Spritz and Green Gin The Wild

Bottega are expression of this sentiment," says Sandro Bottega, President of Bottega S.p.A.





# Family Brands

## ALLIANCE

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## Johnnie Walker unveils GTR exclusive Blue Label Xordinaire

Johnnie Walker has unveiled a new luxury Scotch Whisky exclusively for travelers across the globe - Johnnie Walker Blue Label Xordinaire.

The all-new blend has been created using only 1 in 10,000 casks from the Johnnie Walker reserves of aged Scotch from across Scotland and finished in former French XO Cognac casks.

The arrival of this travel retail exclusive began in September at Singapore's Changi Airport, Terminal 1: a new one-of-a-kind immersive experience that is available to Changi passengers which is the centrepiece of a series of activations coming to airports around the world over the coming months including Paris, London, Dubai, Taiwan and Hainan.

The Diageo Global Travel team invited key stakeholders, media and influencers to be among the first to explore the new experience. The vibrant activation in Changi, inspired by a Parisian hotel, features a unique elevator experience. Travelers were invited to enter the elevator to explore the Johnnie Walker Blue Label Xordinaire world before being directed to the sample bar, where they will open the digital guest book for an immersive tasting with a bespoke chocolate pairing created by renowned French chocolatier, Arnaud Larher and Johnnie Walker. Passengers can then purchase a bottle of Johnnie Walker Blue Label Xordinaire and explore the

luxury gifting and personalization station, including a personalized luggage tag.

A 3D interactive installation in the Jewel retail complex supports the campaign alongside impactful OOH media placements throughout Changi airport. A highly targeted social media campaign will also engage with Changi passengers.

Commenting on the launch of this new beacon of luxury from Johnnie Walker Blue Label, and Diageo Global Travel's biggest exclusive to date, Andrew Cowan, Managing Director, Diageo Global Travel, says: "Johnnie Walker Blue Label Xordinaire represents a new variant for the Johnnie Walker Blue Label house, it is our biggest global launch in Travel Retail ever. And, of course, Travel Retail was the original launch place of Johnnie Walker Blue Label just over 30 years ago.

"Our vision is to confirm and enhance Blue Label's position as an enduring icon of luxury, expanding its allure by welcoming spirits enthusiasts of all kinds into the world of Johnnie Walker. By introducing this exciting new expression of Blue Label, we have created a global travel exclusive that caters to aficionados seeking exclusivity as well as for those searching for something with a sweeter and smoother flavor profile."

Johnnie Walker Blue Label Xordinaire is a permanent part of the Johnnie Walker portfolio of Blended Scotch Whiskies.



Emma Walker, Johnnie Walker Master Blender, says: "This is a luxurious and vibrant Scotch bursting with notes of dried fruit, toasted toffee and sun-ripened black cherry. Bright orchard fruits shine through velvety smoothness, with flashes of peach and soft spice surging upward. A sumptuously smooth Scotch with a soft spice after-taste, Johnnie Walker Blue Label Xordinaire truly is an exuberance to be shared."

Johnnie Walker Blue Label Xordinaire is bottled at an ABV of 40% and is available across key airports across the globe at a RRP of £335/\$399 for a 1L bottle.

## Brown-Forman announces Airline exclusive 100% recycled Jack Daniel's 50ml packaging

Brown-Forman has announced a new Jack Daniel's Tennessee Whiskey 50ml bottle produced from 100% post-consumer recycled (PCR) plastic for airlines, representing a step forward in the company's sustainability journey. The new 50ml bottle will replace the existing 15% PCR bottle across all U.S.-based airlines, beginning with Delta Airlines in late Summer 2023.

"The Jack Daniel's 50ml 100% PCR bottle initiative is part of Brown-Forman's broader commitments to environmental responsibility and highlights our ongoing efforts to reduce our environmental footprint and promote a circular economy," said David Rodiek, Vice President, Managing Director Global Travel Retail, Brown-Forman.

This change in packaging is projected to reduce the annual use of first-use plastic material by up to 220 tons across all U.S. domestic transportation sales of Jack Daniel's Tennessee Whiskey 50mls. Additionally, the new airline-specific packaging will result in an estimated greenhouse gas (GHG) emissions reduction of 33% for the primary package when compared to the existing package.

Andy Battjes, Brown-Forman Director of Global Environmental Sustainability, Global Supply Chain and Technology, said: "Increasing the PCR content of our packaging is an important piece of Brown-Forman's sustainable packaging strategy. We anticipate extending the use of 100% PCR plastic to other products and package formats in the future."







## The House of Suntory announces Legent Yamazaki Cask Finish Blend

The House of Suntory has announced the launch of Legent Yamazaki Cask Finish Blend, a limited-edition whiskey, which the company says breaks new ground in the bourbon category. In addition to selections of bourbon matured in French Oak wine casks and Spanish Oak sherry casks, this unique blend also features a selection of bourbon aged in Spanish Oak sherry casks previously used to mature The House of Suntory's flagship Yamazaki Single Malt Japanese Whisky.

Legent Yamazaki Cask Finish Blend (57% / 114 Proof) will be available for a limited time only online and in selected domestic markets. The global travel retail roll-out incorporates the U.S., Australia, Singapore and India. The RRSP is USD\$200.

"Partnering with Fred Noe, Seventh-Generation Master Distiller of James B. Beam Distilling Co, on Legent Bourbon was an honor and an exciting opportunity to create something special that represents East meets West," said Fifth-Generation Chief Blender of Suntory Whisky Shinji Fukuyo. "Taking it one step further to create this limited-edition release that is finished by the climate of Yamazaki Distillery creating its unique matured aroma and reimagined with our blending techniques has been an exciting endeavor. The result is a first-of-its-kind whiskey

with new layers of rounded and complex flavors."

Legent Yamazaki Cask Finish Blend starts as Kentucky Straight Bourbon crafted from American grain. Following eight years of aging in Kentucky, it then traveled to the outskirts of Kyoto for finishing and blending at the Yamazaki Distillery, which was identified by Suntory as an ideal environment for maturation due to its distinct seasons and warm, humid climate.

It is also where Suntory developed its signature concept of Tsukuriwake or "diversity of making," which involves creating and harmonizing many different types of whiskies to create a subtle, refined and complex profile.

For this Legent release, Fukuyo matured the limited-edition bourbon in carefully chosen French Oak wine casks and Spanish Oak sherry casks to impart rich notes and a vivid spiced finish. The additional reserve is then selected for finishing in the exceptional and rare, former Yamazaki Spanish Oak Casks to introduce a full-bodied, malty depth and infuse nuanced layers of complexity. Finally, the three uniquely finished selections are blended with more eight-year-old Kentucky Straight Bourbon, resulting in an ultra-premium, harmonious balance of oaky warmth, smooth brightness, and a distinctly long finish with hints of spice.

"The travel retail channel has played a key role this year in celebrating The House of Suntory's 100th anniversary of pioneering Japanese spirit, and I am delighted that Suntory's Legent Yamazaki Cask Finish Blend will also be showcased in selected travel retail doors," noted Beam Suntory Brand Marketing Director Global Travel Retail Manuel Gonzalez.

"This prestige limited-edition release is a very special blend – on every level – and illustrates perfectly how we are harnessing The House of Suntory's exceptional history and heritage to create new and exciting liquids that encapsulate the craftsmanship and quality that has always been associated with the brand. I have no doubt that this new whiskey will prove hugely popular with our discerning passenger clientele, add value to the category, and further drive commercial success."

Legent Bourbon, launched in 2019, was the first innovation from Fred Noe, Seventh-Generation Master Distiller at James B. Beam Distilling Co., and Shinji Fukuyo, Fifth-Generation Chief Blender of Suntory Whisky, marking the first Kentucky Straight Bourbon to be blended with Japanese expertise. The Legent Yamazaki Cask Finish Blend is its first limited-edition release.

## Bacardi GTR launches Patron El Cielo

Bacardi Global Travel Retail is launching Patron El Cielo, a prestige silver tequila, which the company says will help super-charge the tequila category in travel retail.

Translating to “the sky” in Spanish, Patron El Cielo is an unaged, four-times distilled silver tequila that is crafted in the smallest copper pot stills at the Patron Hacienda distillery in the Jalisco Highlands of Mexico.

The multi-layered distillation used to create Patron El Cielo –and which the company says is unheard of in the industry – opens up the natural sweetness and smoothness of the agave, with perfectly balanced complexity to achieve a light tasting and radiantly smooth body.

It took Master Distiller David Rodriguez and his team over 150 tasting sessions to perfect the final liquid.

“This is the perfect moment to release Patron El Cielo into Travel Retail,” said Bacardi Global Travel Retail Global Head of Marketing, Ignacio Vazquez. “With the rebound in leisure travel, there’s a wonderful sense of excitement amongst spirits shoppers looking for new discoveries on their travels and innovation in their favorite



super-premium and prestige categories, driven by the surge in elevated cocktail-making. The Tequila category is on fire right now, with +9% CAGR predicted over the next three years. Our ambitions for Patron are huge and we will continue supercharging the category with innovations that make consumers fall in love with our tequila portfolio. The unique stand out in the prestige price tier created by Patron El Cielo is a great example of how we intend to deliver continued growth for our retail partners.”

The liquid is housed within an iconic

glass bottle (70cl) decorated with gold designs inspired by the volcanic tahona stone used in the artisanal production process, agave fields and natural light found within the homeland of Patron.

Tequila is the fastest growing spirits category globally, expected to reach \$26bn in sales by 2027. Global Travel Retail is the fastest growing tequila market, the 4th largest globally and, with the tequila landscape premiumizing, Bacardi sees a tremendous opportunity for Patron Tequila to further accelerate its explosive growth as the leading super premium tequila.

## Bacardi buys Ilegal Mezcal

Bacardi Limited has announced that it has completed the transaction of Ilegal Mezcal which makes it the sole owner of the super premium artisanal mezcal.

The transaction follows a successful relationship in which Bacardi partnered with Ilegal since 2015.

The super-premium plus mezcal category is growing at a fast pace and is expected to grow at a CAGR of 16% over the next five years according to IWSR. Between now and 2027, the agave category – which includes both mezcal and tequila – is expected to be the sixth largest category globally, and it recently overtook American Whiskey to become the second largest category (by value) in the U.S. At 86% of global market share, the United States dominates the super-premium mezcal category. (Source: 2022 IWSR).

Bacardi says it believes that Ilegal “has the credentials to own and lead the super-premium mezcal category at a global level. Ilegal perfectly complements our

portfolio and bringing it into our business sets the brand up for even greater growth as mezcal captivates more and more consumers.”

Ilegal also prides itself on being a responsible and sustainable business. They work with fourth-generation maestros mezcaleros in Santiago Matatlán, Oaxaca, Mexico. Ilegal Mezcal is double distilled in small batches using 100% Espadin agave. Ilegal Mezcal is 100% natural and uses no artificial colors, yeasts, flavors, or additives. It is certified as artisanal mezcal by the Consejo Regulador del Mezcal (CRM).

John Rexer created Ilegal in 2006, after years of working with small distillers in Oaxaca to make mezcal for his bar in Guatemala. He has worked closely with the distillers in Oaxaca to create sustainable jobs, and to be a positive force in protecting the environment and preserving local culture. Rexer will continue to guide the vision of the brand.



“We are excited about the next stage of the journey. Success for Ilegal goes beyond seeing more of our bottles on shelves; it’s about building our business the right way. We will always be committed to artisanal production, the Oaxacan community, and our core values. Being a part of Bacardi will bring Ilegal to a larger audience while maintaining our commitment to sustainability and growing the business responsibly,” says Rexer.



## Rémy Cointreau Global Travel Retail returns to Cannes with new leadership team

Rémy Cointreau Global Travel Retail (GTR) has announced its newly appointed GTR leadership team will be in Cannes to showcase its latest product innovations.

Overseen by Ian McLernon as CEO for EMEA, Asia Pacific and Global Travel Retail, the refreshed leadership team is comprised of Fida Bou Chabke, CEO, Global Travel Retail; and Alice Hoffmann, Marketing Director, Global Travel Retail.

Ian McLernon commented: "This is a key moment for Rémy Cointreau as we reaffirm our long-term commitment to global travel retail at the industry's premier showcase in Cannes. Our dynamic new leadership team is set to breathe new life into our efforts to grow the Group luxury brand portfolio in this strategic channel. Through investing in our TFWA presence, we aim to strengthen our valued partnerships by creating an exceptional journey of brands portfolio discovery. We look forward to meeting with key stakeholders to build a bright future for our brands within global travel retail."

Fida Bou Chabke added: "We are thrilled to showcase our brands and novelties at TFWA. I look forward to meeting with our partners and representing Rémy Cointreau Global Travel Retail on this occasion. With travel retail's post-pandemic rebirth, this event is an unrivalled platform to demonstrate how our offer meets the key priorities of clients and partners: in particular how we are bringing innovative retailtainment concepts and a



strong sustainable mindset to the channel. We also have ambitions to strengthen our brand awareness, hopefully becoming top of mind in the luxury shopper journey, historically focused on fashion and cosmetics."

Rémy Cointreau will unveil and showcase upcoming brand campaigns and innovations from The House of Rémy Martin, featuring Rémy Martin and Louis XIII Cognacs. The company will also debut Réserve de la Terre, a new organic champagne from Champagne Telmont. Key brands, including Bruichladdich, Metaxa, St-Rémy, Mount Gay Rum, Cointreau and The Botanist Gin, will also be on show as they preview their upcoming novelties, including a new range for Bruichladdich.

Rémy Cointreau has invested in an exhibition booth covering a floorspace of over 350 square metres, located within the Marine Village (3 Floor: Foyer 1A + 1B), which is anchored by the Rémy Cointreau bar, and features private experiential zones for the Group luxury brand portfolio.

In line with the Group's commitment to sustainability, the Rémy Cointreau exhibition space has been created with responsible design, transportation and construction principles in mind. The booth uses responsibly sourced timber, all elements are either fully reusable or recyclable, and low-energy LED lighting and water-based paints have been used throughout.

## Champagne Lanson launches Le Black Creation

Champagne Lanson is featuring its new Le Black Creation at its stand in Cannes (Blue Village, C8).

Le Black Creation will replace Le Black Label in travel retail when stocks run out and will be listed everywhere Le Black Label was: Lagardère, Heinemann, Dufry, Dubai Duty Free, Tallink etc. The company says it will organize staff training on Le Black Creation to ensure they can talk to travelers about the cuvée with confidence.

Le Black Creation is the brut of Maison Lanson reinvented. Hervé Dantan, Maison Lanson Winemaker, has redefined Le Black Label with Le Black Création, Each Création comes with a number in

reference to the number of harvests that have taken place since the House was founded in 1760.

Hervé Dantan reinvents Le Black Création each year while respecting the style of Maison Lanson. He selects grapes from a hundred Crus that will be used in the Black Création blend.

Transparency has been at the heart of the process for several years, says the company. Maison Lanson has introduced a QR code on the back label unveiling the secrets behind Le Black Création.

"Recreating the finest expression of the Lanson style with each harvest is a duty of memory and a challenge that requires

creativity and humility towards nature. Each Création is unique and writes a new page in our story, one that we share with the utmost transparency," says Dantan.



## Loch Lomond Group appoints Luke Maga to spearhead growth in Global Travel Retail

Independent distiller Loch Lomond Group has appointed well-known industry executive Luke Maga to the role of Managing Director, Global Travel Retail & Africa, Middle East & Indian Subcontinent.

A veteran of the travel retail spirits category, Maga joins Loch Lomond Group from CVH Spirits – formerly Distell International – where he spent a decade building distribution and marketing programs for brands including Amarula, Deanston and Bunnahabhain.

Based out of Loch Lomond Group's Scottish head-office at Loch Lomond Distillery, Maga will be responsible for implementing and executing a global growth strategy centered on premiumization and market expansion. The GTR team within Loch Lomond Group will be focusing efforts on driving distribution of the portfolio into Asia-Pacific and the Americas in the near future.

Loch Lomond Group's travel retail

business centers primarily on its three single malt brands, Loch Lomond, Glen Scotia Single Malts, and Littlemill.

Lomond Single Malt recently announced that it had renewed a five-year partnership with The Royal & Ancient Golf Club (The R&A) as the Official Spirit of The Open – the oldest golf tournament in the world. Already a large amount of activation for Loch Lomond has taken place within the GTR space, with its sponsorship of The Open in July celebrated across UK airports.

The GTR business will also continue to have access to small parcels of luxury brand Littlemill, a silent distillery rich in history and highly prized by connoisseurs.

The company also recently launched exciting niche spirits brands Noble Rebel Blended Malt Whisky, Spearhead Blended Grain Whisky and Ben Lomond Gin, all of which showcase the creativity and commitment to quality that is at the heart of

Loch Lomond Group's ethos. In 2021, the company expanded beyond spirits with the acquisition of Champagne Piaff, a young, dynamic and highly distinctive brand in a growth category within travel retail. Champagne Piaff is set to launch with World Duty Free in October.

Luke Maga comments: "I'm delighted to join Loch Lomond Group and play a part in the growth of its multi-awarded portfolio of brands in global travel retail and across the IAMEA region. The company strongly believes in the importance of the channel and has ambitious investment plans around brand-building and consumer engagement, so it's an exciting time be coming onboard. I'm looking forward to reconnecting with industry peers and partners at TFWA in October."

Loch Lomond will be exhibiting in Cannes at Bay 31, Bay Village.

## Justin Weston joins Duty Free Global as SVP Middle-East and Asia Pacific and CMO

Duty Free Global has appointed Justin Weston to the dual role of Senior Vice President Middle-East and Asia Pacific and Chief Marketing Officer, effective September 1, 2023.

Weston brings an impressive resume to his new positions. He is an experienced luxury sales and marketing executive with a long career spent living and working across Europe, the U.S., the Middle East and Asia Pacific, a region where he has particularly long-standing working relationships and contacts. He moved to Dubai in 2022, a return to a region he knows well from his childhood spent accompanying his British Diplomat father.

Previous positions include working with British conglomerate Jardine Matheson in Australia, Hong Kong and Japan; with LVMH Group in France; and in the Napa Valley wine country in the U.S.

After this he joined the Remy-Cointreau Group, initially as the effective CMO of the Liqueurs & Spirits brands and then as CEO of Cointreau.

In 2014, Weston moved to Singapore

to set up the global duty free operations for William Grant & Sons. Next came four years as Managing Director, Asia for Campari, where he set up a new RTM across the region. In 2021, Justin joined Actavia, a consulting firm specializing in RTM and brand building, initially in Singapore, before moving in August of 2022 to Dubai to set up their office there.

"I am delighted at this opportunity to work with Barry and his team at Duty Free Global, both as their 'man-on-the-ground' in the re-accelerating of Middle East and Asia Duty Free markets and to support more broadly the many excellent global brands that DFG represents," commented Weston.

"I have always believed that Duty Free can play a key role in wider brand building efforts as well as afford numerous opportunities for interaction with consumers. Barry and DFG have an enviable reputation in Duty Free and I look forward to building on that."

Barry Geoghegan commented: "On behalf of all the team at Duty Free Global

(DFG) we extend our warmest welcome to Justin. We believe with Justin's vast 25-year experience in building luxury global liquor brands he will add a huge amount of knowledge to our channel dedicated team at DFG.

"In his dual role with DFG we are delighted to have Justin head up the strategically crucial Middle East and Asia Pacific region. Justin's many years living in the region in Hong Kong, Japan, Singapore, Australia and Dubai give him a first-hand understanding of the nuances and culture of the region which will be a huge asset to the DFG team.

"Allied to his regional role Justin's many years as a luxury marketer in the wines and spirits business will prove invaluable to our brand partners as we jointly develop the best in class marketing approach to succeed in the channel."

The Duty Free Global team will be exhibiting in Cannes at stand J35 in the Green Village.



## Helping the small brand compete against the big boys: Walter Aguilar shares his successful secrets in a best-selling book

Independent global brand consultant Walter Aguilar has written a book which quickly became an Amazon best seller when it was released earlier this year. Aguilar, who has a long history of working with luxury brands in all key product categories along with time on the retail side of the business, tells *TMI* that his particular career journey gives him the perfect set of tools to help a brand go to the next level.

"The book is called *Create: Luxury Brand*. It is for any entrepreneur who wants to position their brand or company in a better way. It has all to do with branding, some basic principles, some real true stories, especially cases that I worked on. And cases of other successful brands, like LVMH," says Aguilar.

"The book is mainly geared towards somebody who has a brand and wants to take it to a different level. The book is not for experts. It is more for people who are already selling. It is more for brands that are just going to be created, or have been here for a while and are trying to globalize," he says.

"If someone has a brand that is just starting they don't have the budget, the network. They don't have all the resources that the bigger brands have. I have learned how to be a small brand and compete with the big guys, so why should I not share that?"

In his book, Aguilar explores the fundamental principles that drive the success of luxury brands, including their unique positioning, exclusivity, and storytelling. He delves into the psychology of luxury, understanding the emotional connection that consumers have with luxury brands and how to create that connection for your brand.

"Whether you are a new entrepreneur, a marketing professional, or a seasoned business owner looking to take your brand to the next level, this book provides you with the tools and insights needed to create a luxury brand that resonates with your target audience and stands the test of time."

Aguilar's luxury brand bona fides began with the introduction of Ron Zacapa Centenario into the worldwide travel retail industry. He ended up helping to create the super- and ultra-premium rum categories.

"My first nine years were mainly focusing on perfume, cosmetics, and

accessories. And then I focused on liquor and tobacco. What I learned from the perfume companies helped me a lot when we were trying to build the ultra-premium rum category," says Aguilar.

"When I first got Zacapa it was \$17. I said we needed to push to create the ultra-premium rum category as Grey Goose did with vodka. That brand inspired us to position Zacapa as a leader, to create this ultra-premium rum category, which was not commercial then. We opened Shanghai, Beijing, Dubai. We opened all the key airports. We made a case study for Dufry Mexico, and then we became the reference with Zacapa for the ultra-premium rum category."

"The brands that I have helped in the past include Zacapa, Botran on a global basis, and Cihuatan, which was coming from a non-traditionally known rum producing country to become a very important rum brand now."

Today Aguilar is an independent global brand consultant through his company AguilarW & Co.

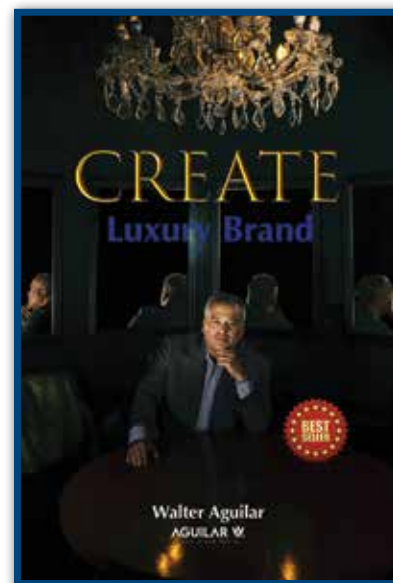
"I help brands achieve specific objectives through a global network that I have. I also do branding, positioning, communicating. I have a team in various countries and continents that help me with specific projects. Some projects are just in Latin America, some are global, some are branding, some are travel retail. If the company has an export or marketing department I work very closely with them. I help them to make fewer mistakes and get there faster more efficiently with a lower budget," he says.

"I've worked directly with brands and negotiated with key luxury brands, including all the top perfumes and cosmetics, liquor, and confectionery brands."

Aguilar is currently working with Ron Carupano from Venezuela and Sliabh Liag Distillers from Ireland.

"With Carupano I am working on a global basis to enter international markets. We've launched Japan earlier this year. We're now in Mexico, Australia. And we've launched in Costa Rica and Honduras," he says. "With Sliabh Liag Distillers I work specifically for Latin America."

Aguilar has also recently began



consulting for Oliver Rums.

Aguilar says the environment is different today than it was when he first brought Zacapa to the market.

"I think now it is different than 20-30 years ago. It is interesting how it has evolved. But today I think you can actually compete and win. Today a brand can actually communicate with the consumer and listen to them. You have to understand what people want, what the consumer needs. I think in today's world a new emerging brand can compete and make it if it has discipline, a clear plan, and is surrounded by the correct professionals."

Publishing his book has given Aguilar more visibility and helped grow his brand.

"I was invited to be a speaker at eWMS (electronic World Marketing Summit) in November directly by Philip Kotler, the father of modern marketing," he says. "I am also working on a publication with them and leading university INCAE to write a success case of the work that has been done with brands from Central America that will be used as study cases in universities."

Aguilar's book is already a successful case study.

"The book became a bestseller in Amazon. It's absolutely crazy. So I wrote it in English. And then I published it also in Spanish soon after that. It's an e-book and now available in hardcopy."

## Leonidas celebrates 110th anniversary with new Snacking range

Belgian chocolatier Leonidas will unveil a travel retail-exclusive Snacking line in Cannes, which complements the core gifting range.

The new range not only adds snacking and sharing to the brand's traditional gifting line-up but also expands its offer at dedicated placements such as the checkout area.

Leonidas' Global Travel Retail Sales Manager, William Legallais, said: "This Snacking range targets incremental sales and increased basket size in travel retail and is a strong point of sale product. There is no intention to cannibalize our existing products. This new line complements our core gifting range which proudly wears our stand-out blue and gold colors.

"We have a strong line-up of products ready for the TFWA World Exhibition and are looking forward to sharing this and other innovations with retailers and guests at the event as confectionery continues to be a leading driver in global travel retail."

Leonidas cites research by m1nd-set indicating that, at 29% of duty free buyers, confectionery is one of the most purchased categories globally, claims the second highest footfall (23%) and the second highest conversion rate (48%).

Confectionery sales are back to pre-COVID levels, particularly in Europe, and the category attracts strong interest from Gen Z and Millennial consumers, according to the m1nd-set research.



### Leonidas Snacking

Pochette Snacking includes Orangettes, Crousty, Sea Shells, Stones, Mendiants and Marshmallows. All products are alcohol and Palm Oil free, contain 100% Pure Cocoa Butter and Sustainable Cocoa and are made in Belgium.

Orangettes offers 14 candied orange peel pieces coated in dark chocolate and Mendiants 12 dark, milk and white chocolate discs decorated with pecan nut, almond, hazelnut and dried fruits. The Crousty box contains 21 crunchy biscuit and praliné treats, coated in milk & dark chocolate, while Stones holds 50 almonds coated with milk, dark or blond chocolate.

The Seashells box contains 15 milk chocolates, with praliné and a caramel flavor, and Marshmallows offers 8 marshmallows, with floral honey notes coated with dark & milk chocolate.

The Snacking range will be available in travel retail from October.

Celebrating its 110th anniversary this year, Leonidas has also revamped its core range to feature its blue and gold brand colors, with sleeves added to highlight product details. The brand refresh, in April this year, aimed to highlight Leonidas' premium quality and will also be a major feature of the Leonidas stand in Blue Village D24.

Leonidas will also reveal a new line for children available in global travel retail beginning in October, which actually targets adults buying for those younger travelers.

The new line centers on eight colorful

and fun animals which are available in various shapes and sizes and include chocolate balls, milk chocolate and marshmallow teddy bears and chocolate pencils. Packaging also features children's favorite animals, including lions, unicorns, pandas, dinosaurs, hippopotami and monkeys, in cones, pencil cases, cubes and bags.

At Cannes, the brand will also highlight its strong sustainability strategy.

"Sustainability is an everyday mindset at Leonidas," Legallais added. "We place the future of the planet and the satisfaction of our customers on an equal footing and do all we can to produce chocolates and pralines in the most environmentally responsible way possible.

"We are aware that the road is still a long one, but we have already undertaken several steps and made changes that allow us to attain our objective: to contribute to leaving future generations a world that is more sustainable."

Leonidas has used certified cocoa in its products since October 1, 2021. "Thanks to this certification, the living and working conditions of 2,450 cocoa growers and their families have been improved," Legallais said.

He also noted that "not only is the cocoa in our chocolate of sustainable origin, but the same is true of our packaging." The majority of the brand's cardboard/paper packaging is FSC-certified while using PET or polypropylene, made up of at least 50% recycled materials and 100% recyclable.





## Ritter Sport reveals three new products for TFWA World Exhibition

German chocolate company Ritter Sport is set to launch three new products – Tasty Vibes, Fruity Yogurt Mix Pouch and a refreshed travel retail-exclusive Vegan Tower – at this year's TFWA World Exhibition in Cannes. According to Ritter Sport, the new products are in line with the company's focus on development and its assortment strategy.

The company expects the products to strengthen its perception towards 'Chocolate full of Joy and Goodness' and underline a focus on innovation in the confectionery category. Ritter Sport believes the portfolio newcomers will achieve incremental distribution and volume and increase the brand's overall on-shelf brand visibility.

All three lines contain 100% certified sustainable cocoa and underline Ritter Sport's status as a carbon neutral company. Product launches will be backed by promotional activities and updated POS and consumer touchpoints.

Nicole Miltenberger, Ritter Sport's Marketing Management Global Travel Retail, said: "We are looking forward to welcoming guests to our stand (Mediterranean Village N18) at TFWA World Exhibition. We believe these new products are stand-out winners for travel retailers. They not only showcase the brand's determination to innovate and stay one step ahead of trends, but they also meet the current demands of traveling consumers.

"The new tastes are on-trend, and our packaging is colorful and contemporary and show, once again, Ritter Sport's determination to maintain a high profile in the travel retail sector."

The limited-edition Tasty Vibes concept is set to replace the brand's Taste the World line which launched earlier this year. A travel retail edition expected to roll out into global travel retail from late January 2024, Tasty Vibes introduces three new flavors and a completely new design concept. It is expected to roll out into



global travel retail from late January 2024.

Tasty Vibes brings music and chocolate together in three flavors: Chill out Creamy Milk, Groovy Crunchy Pretzel (combining milk chocolate with chunky pretzel) and Funky White Lemon (with a fresh and fluffy lemon mousse in crisp white chocolate).

Ritter Sport is extending its Choco Cubes assortment with a new travel retail-exclusive Fruity Yogurt Mix Pouch, a mix of 20 Choco Cubes that do not contain artificial coloring and flavoring and are presented in a paper-based bag. The brand noted Choco Cubes' strong performance in the channel and, until now, the lack of a light fruity mix.

"Ritter Sport is looking to strengthen the Choco Cubes product line-up as we know that small bites are performing very well in travel retail," explained Miltenberger. "With every bite, traveling consumers can savor the perfect balance of creamy yogurt and juicy berries, creating a truly unforgettable chocolate experience."

Ritter Sport's travel retail-exclusive Vegan Tower offers a new flavor mix. The tower was successfully launched last year, with 5 pieces in 3 different flavors (2 x Salted Caramel, 2 x Smooth Chocolate, 1 x Roasted Peanuts). For 2024, Ritter Sport will introduce two new flavors – Crunchy Almond and Crispy Cookie

Ritter Sport's booth will spotlight the brand's core messages - colorful, joyful



and modern – in an environment designed to welcome customers into the Ritter Sport 'living room'.

Sustainability, which the company says is deeply rooted in the brand's DNA, also plays a key role in the new-look stand. Ritter Sport's exhibition furniture has been upcycled; the floor and overall construction can be reused at other trade fairs, with recycled materials used wherever possible.

At TFWA World Exhibition, Ritter Sport aims to develop ideas with important key accounts and distributors through partnership discussions. "Everything looks set to be right back on track this year, so the focus for 2024 is very much on the traveler," said Jan Pasold, Managing Director, Global Travel Retail Ritter Sport, adding that Ritter Sport's focus is on developing existing key accounts, markets and regions. "We see a lot of potential there. We are significantly better now than in 2019 and 2022; for us that means no more looking back and comparing with pre-COVID pandemic performances. It is all about looking ahead to a very positive future."

Looking at market developments, Pasold added: "Asia is getting back on track, distribution in the USA has grown, and we also cracked the MEA in the second half of the year. Ritter Sport products are now available in Dubai and Muscat, and discussions are ongoing with retailers in the region."

## PVM focuses on kids gifting for Chupa Chups at TFWA WE

Perfetti Van Melle (PVM) is launching new kids gifting products for Chupa Chups at the TFWA World Exhibition in Cannes, this October.

The new Chupa Chups kids offer includes a 'mini suitcase' carrying games and lollipops. The handy lunchbox-sized (126 x 91 x 67mm) case includes 8 lollipops in Strawberry flavor as well as Tic Tac Toe and Find the Match memory card games.

Hello Kitty and The Smurfs have partnered with Chupa Chups and has launched two new themed coloring kits. Each contains four markers, four lollipops and a themed coloring book.

PVM's new GTR Director, Michiel Goedvolk will be in Cannes for the first time. "We have a range of new activations lined up for 2024. These are designed to showcase our brands Mentos and Chupa Chups in the traveler environment and make an impact on the shop floor to drive sales.

"New concepts have been developed that are aimed at gifting, snacking and refreshment like our Mentos Mints flip top tins or Chupa Chups suitcase.

"In the area of visibility, we will also

help our partners leverage the brand power of Chupa Chups and Mentos with eye catching and interactive displays and other engagement tools," he said.



## Ricola has best years ever in travel retail



Swiss Herb specialist Ricola hopes to explore new travel retail opportunities at the TFWA World Exhibition and build on its current success.

The company has declared that 2022 and 2023 have been its best years in travel retail to date. After building a successful range of travel retail exclusives for the airport channel over the last few years, it

is now looking at products tailored to other channels such as border

shops and ferries and will be showing these new innovations to potential partners in Cannes.

Visitors to Ricola's stand will be able to see its best-selling products including the brand's 75g tins (Original Herb, Lemon Mint and Cranberry), 4 x 40g Box

Multipack, and the 250g Original Herb Tin.

Andreas Reckart, Ricola's Head of Travel Retail, says: "We are thrilled to be returning to Cannes at the peak of our travel retail performance. We are expecting a very busy week and are looking forward to buyers from Asia being back in full force. China is a key market for us and business there has been growing very dynamically on the domestic side and we are now making it a key target for our travel retail business. So far we are listed with CDFG and in Cannes we are hoping to expand our listings in key Chinese travel retail locations."



## Food Accademia brings La Dolce Vita to TFWA Cannes 2023

Food Accademia, specialist suppliers of premium Italian food & drinks brands, brings some of the finest Italian fayre to Cannes this year, which it says heralds a significant opportunity for operators to attract travelers with a passion for fine Italian products wherever they are in the world.

Food Accademia currently markets 40 brands, supplying both retail and food service outlets globally.

The company will showcase six brands in Cannes. New for 2023 are Calugi Stefania Truffles, truffle-based premium products and Le Cocktail, a ready to drink premium cocktail offered in glass tubes and in cans. These will be displayed alongside Flamigni, panettone and Italian Aperitif savoury snacks; Cà dei Frati wines, DiVò by Terre Gaie wines, the only quality wines bottled in a 375ml aluminium bottle and Casa Gheller, Villa Sandi Prosecco from



the Valdobbiadene hills. Food Accademia has developed its range to include more high quality, typical Italian products, in line with changing passenger demand.

As part of its retail offer, Food Accademia does all the preliminary work, allowing category managers to select efficiently the best products to suit their stores.

“Food Accademia specializes in



bringing authentic, fine Italian food, confectionery and wine & spirits to the travel retail stage. From the start, our ambition has been to present buyers with a portfolio of Italian excellence that is unique to the sector. La Dolce Vita - a beautiful landscape, a good bottle of wine, good food, clothes and cars are always more desirable when they have the word Italian next to them!” says Food Accademia CEO, Fabrizio Canal.

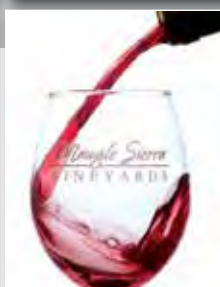
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## TFWA World Conference to feature a double Pulitzer Prize-winner, a leading thinker on the interface between culture and global business and a former White House geopolitical advisor

The keynote speaker at the 2023 TFWA World Conference will be American journalist and author Bob Woodward, whose reporting of the Watergate scandal and the 9/11 attacks won him Pulitzer Prizes in 1973 and 2003. He is a best-selling author who has written about nine U.S. Presidents, the CIA and the Supreme Court among other subjects, and will bring his unique perspective on U.S. and global politics. His thoughts on the shifting relations between the superpowers will be of special interest.

Other speakers at Conference, which kicks off the week's events, include:

Erin Meyer, an INSEAD professor and author of several best-selling business books including "The Culture Map: Breaking through the Invisible Boundaries of Global business," as well as the New York Times best-seller "No Rules Rule." Meyer studies the impact of cultural differences in global organizations. Among the themes she will address are leadership, business trends and the future of work.

Dr Pippa Malmgren is an author and entrepreneur who has advised governments on both sides of the Atlantic on trade and industry, and has herself founded and helped tech startups as well as being named one of the UK's Fifty Top Inspiring Women. Malmgren served as special assistant to U.S. President George W. Bush and as a non-executive member of the Department of International Trade in the UK. She will share her expertise on geopolitical risks and trends, economic policy, Brexit, and tech innovation.

Kicking off the Conference, TFWA President Erik Juul-Mortensen will welcome delegates to Cannes and present the annual state-of-the-industry address. BBC journalist and presenter Stephen Sackur will return to moderate the event.

The Conference will run from 9:00 to 11:45 am on Monday, October 2, in the Grand Auditorium of the Palais des Festivals.



**Erik  
Juul-Mortensen**



**Pippa Malmgren**



**Bob Woodward**



**Erin Meyer**

### TFWA Workshops:

TFWA Airport Forum workshop (Majestic Hotel, Tuesday October 3, at 8:00 am) will explore the findings of ACI's ANARA working group on the future for non-aeronautical revenues. It will also present an exclusive report commissioned by TFWA from global consultant Kearney on how the duty free & travel retail

sector can ensure it remains an attractive investment opportunity for brands and retailers.

'Duty Free: Trusted, Transparent, Secure', an update on TFWA's anti-illicit trade campaign, will be held from 8:00 am on Wednesday, also at the Majestic Hotel.



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