

Pre Singapore Symposium – media release

BAT promises to bring excitement back to the category.

Last year, BAT returned to TFWA's Singapore Symposium with a bang. Their stylish exhibit was greeted by some of Singapore's most elegant ambassadors and once inside it was interactive and surprisingly knowledge enhancing whilst they showed off their highly successful Travel Retail exclusive Dunhill offers to celebrate Dunhill's 100 year anniversary.

This year, BAT promises to raise the bar and launch a stunning new Dunhill Travel Retail exclusive.

Ying May Lim, BAT's Account Manager and Symposium Organiser, comments, "Taste has many definitions. There is literal 'taste', one of our five senses. And then there is the 'taste' that really means 'artistic judgment'. Dunhill's newest Limited Edition is inspired by both and is set to be a major attraction to travelling consumers. Created in a series of three exceptional blends for the palate, they've been inspired by some of the dominant art movements of the 20th Century. They also reflect a long blending history, captured in the over 33,000 personalized recipes found in Dunhill's 'My Mixture' archives".

Ying May goes on to stress how important Dunhill is to BAT's strategy which moves from a focus on volume, to a focus on premium value, "over the last few years, Dunhill's sales mix has become far more premium with over 37% of its sales coming from super premium variants. This new travel retail exclusive is an important part of the mix and when combined to some of the most exciting initiatives to be revealed later this year, Dunhill's sales mix will be predominantly super premium which is better for retailers and more exciting for travelling consumers".

BAT has taken some bold steps with their most International Brand with a tremendous commitment to the Travel Retail and Duty Free industry. Ying May confirmed, "we are concerned retailers are giving less attention to the category and we recognise that we need to give them the reasons to reconsider how much focus they give it. Our new direction brings excitement and interest back to the category, it is right for retailers and it is right for Travel Retail and we are keen to share this with our valued customers at the TFWA Singapore Symposium".



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