**Julie Lassaigne**
Deputy Secretary General
European Travel Retail Confederation

# Informing consumers in duty-free and travel retail in the digital age

02 October 2018, Digital Focus Workshop
TFWA World Exhibition & Conference, Cannes

# Challenge: Increasing demands on product information at regional and national level

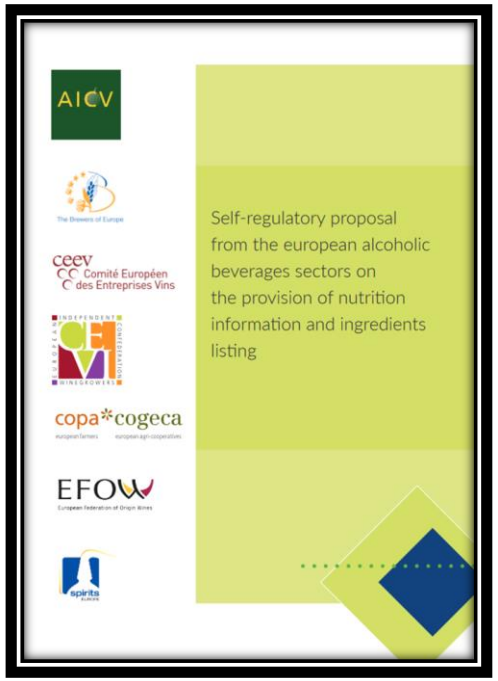
European Commission

## NEW EU FOOD LABELLING RULES
from 13th December 2014

## Alcohol brands could abandon airports over duty-free reform

January 13 2018


THE TIMES




European Commission | SCCS

**OPINION**

**on**

**Fragrance allergens in cosmetic products**



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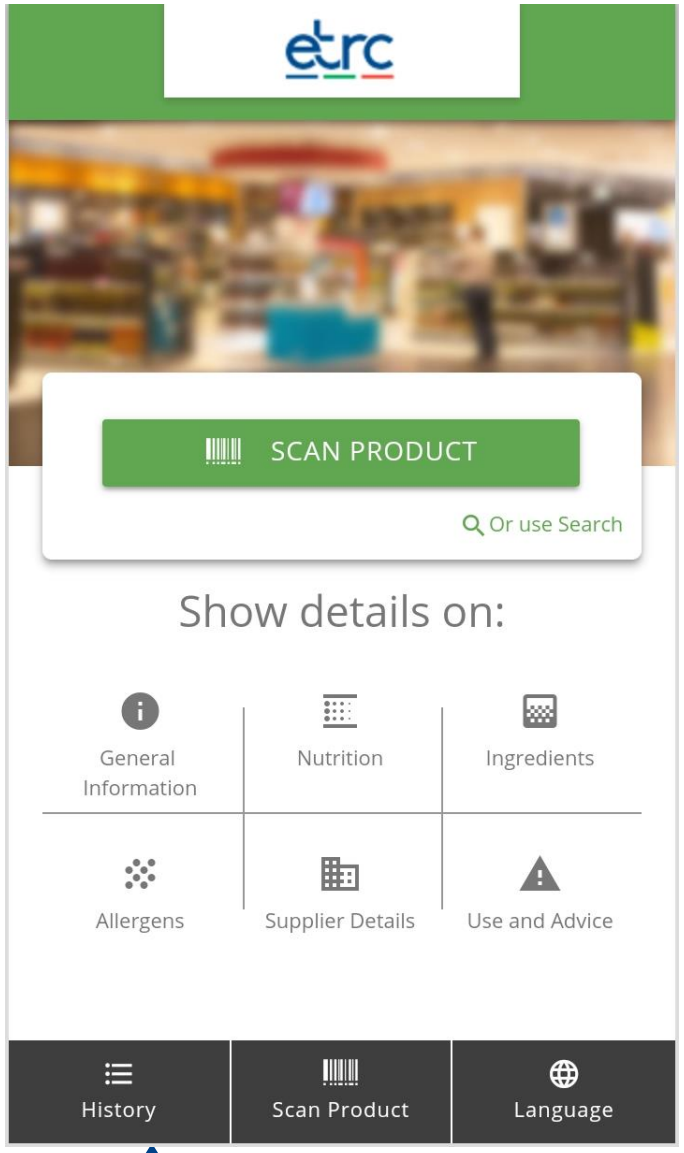
# Impact on Duty Free & Travel Retail

- Impossible to meet local language requirements on label
- Onerous supply chain requirements
- Travel Retail Exclusives at risk

**Achieve recognition of digital labelling as an alternative compliance tool for product information in travel retail**

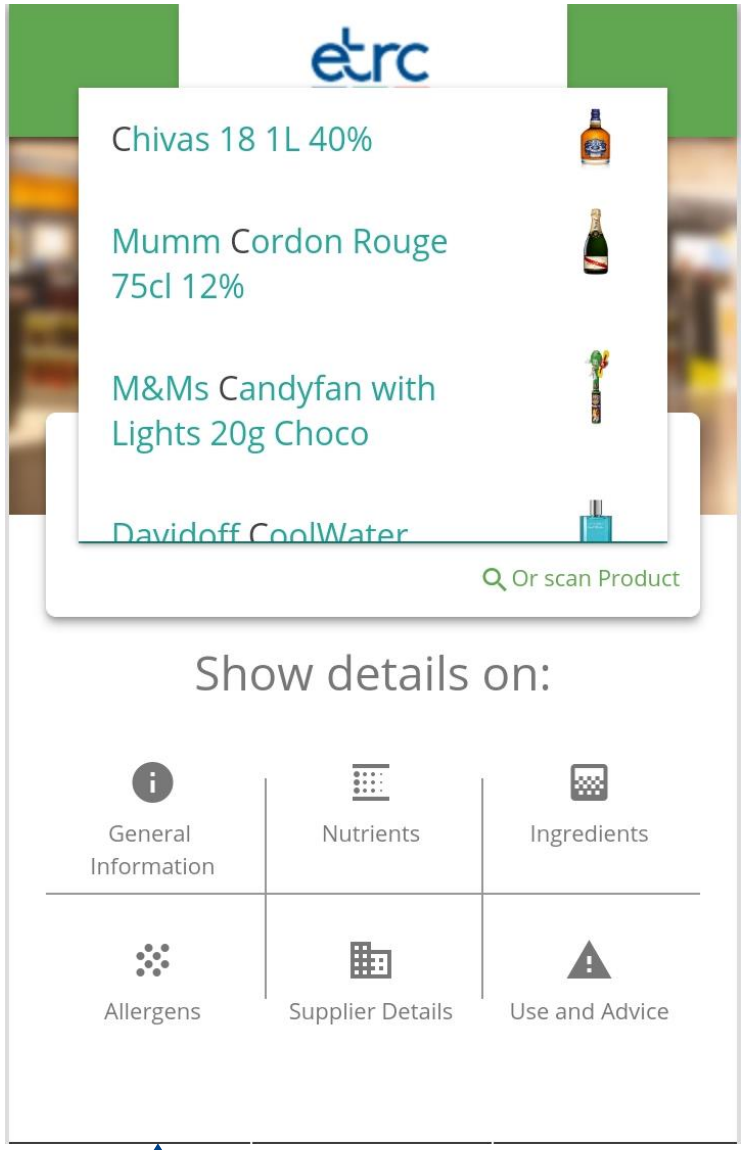
# ETRC pilot for a digital platform on product information




**Demonstrate to regulators how a multilingual digital platform could work in practise**

- Create a “neutral” digital consumer interface to access product information via a mobile device
- Test the operability for products sold in duty free and travel retail across several product categories and in different languages

# ETRC pilot: Key facts




- Cross-category approach: Confectionery, Alcohol, Fragrances & Cosmetics
- Multilingual platform (EN, FR, DE)
- Focus on regulatory information
- Easy format for consumers
- Barcode scanner or manual search option
- Data entry by suppliers into data pool
- Importance of future governance body to ensure consistency and data quality

# ETRC Pilot – Direct support from ETRC members including:

BACARDI-MARTINI

BROWN-FORMAN

COTY
BEAUTY, CELEBRATED & LIBERATED

DIAGEO
GLOBAL TRAVEL


MARS
International Travel Retail

Moët Hennessy
GLOBAL TRAVEL RETAIL

THE WORLD OF CHOCOLATE BY
Nestlé | INTERNATIONAL TRAVEL RETAIL

Pernod Ricard Global Travel Retail

RC
RÉMY COINTREAU

WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1887

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# Data input controlled by suppliers

- Suppliers will provide the necessary product content
- Content will automatically be validated
- Validated content will be published to "Labeling-Website
- Shopper can access website to withdraw the relevant product information

**Anytime.**

**Anywhere.**

e.g. Nutritions & Allergens, Measurements etc.


WORLD SYNC





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# Synergies ETRC and TRDIG solution

## Data Input:

One time data entering for multiple demands:
Without multiple effort!

## Data Output:

Customizable output for multiple purposes:
Validated, structured, tailored to specific needs!

Supplier LTC 1

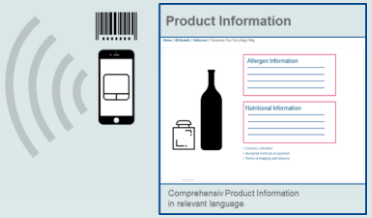
Supplier P&C 2

Supplier n

Product Information Cloud
RETAIL | HARDLINES | CPG/FMCG
HEALTHCARE | FOOD SERVICE

etrc Pilot

**Off Pack Proposal for Consumer**
Data output for ETRC Labeling Initiative landingpage (mobile or hard wired)




TRDIG
TRAVEL RETAIL DATA INNOVATION GROUP

**TR Retailer/Recipients**
Data output for TRDIG recipients

www.etrc.org

# Thank you!