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Pacific
Conference**
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**Donatienne
de Fontaines-Guillaume**
Vice President Commercial



Introduction

Better than yesterday – not as good as tomorrow

It's not news to say that Asia is and remains a business priority for most of our industry. As reinforced by TFWA President Alain Maingreud yesterday, Asia continues to clearly take the lead. The latest figures from Generation Research show that total worldwide sales topped US\$75 billion last year. And with the softer pace in the Americas and Europe, it was Asia Pacific driving the increase, with sales of more than US\$35 billion. At this rate of progress, Asia Pacific will account for more than half of the global duty free and travel retail business within the next two years.

The Chinese traveller is clearly in our focus, and rightly so. The figures surrounding this demographic are impressive. A new TFWA study conducted by ForwardKeys concluded that while international travel to Asia Pacific destinations from China had grown by only 0.9% in the last 12 months, the Chinese traveller still represents the largest group, accounting for 14% of the market. However, this traveller is evolving at a rapid pace. We need to understand the impact of this change and be agile. While there is justifiably much attention on China in duty free and travel retail, Asia is a broad market with a diverse range of consumers.

If ever evidence were needed of TFWA's commitment to the Asian region, this event is it. Yet again, we're working with a record number of exhibitors, and this year's total of 314 represents an increase of 1.6% on last year, when we had 309 exhibitors. With over 11,000m2 of exhibition floor space (which is up from 10,505m2), and many leading local and international companies in attendance, there's plenty that's innovative and inspiring to look at. Much of what we're seeing here today is what we will see on sale in duty free and travel retail outlets across the world tomorrow. I would strongly advise all those who are here this week to try to visit each and every stand, so you can form your own view on what will be 'hot' next year.

We also welcome many of the key landlords and airports from across the region; Japan Airport Terminal Co., Sydney Airport Corporation and Incheon International Airport, Airport Authority of Hong Kong, and Changi Airport, just to name a few as well as leading operators with regional and international scope.

Internationally recognised brands are a vital part of the travel retail mix, driving passengers into our stores and offering a unique consumer experience. However, it's also important to showcase exciting new brands in order to attract different profiles of consumers, and we have a number of them making their debut at the exhibition this year. The common denominator is that they all have resonance for the Asian customer.

At TFWA we do not take success for granted. We are always looking at improving to deliver excellence – better than yesterday, not as good as tomorrow. Everything is done in the hope that you will enjoy this week and build a successful partnership in the region. Wishing you all the best.

Donatienne de Fontaines-Guillaume is Managing Director Travel Retail EMEA & North America at Möet Hennessy. As TFWA Board Vice President Commercial, she is responsible for helping prepare the budgets and strategies for TFWA exhibitions, ensuring all tasks relating to the organisation and running of the exhibition are carried out and making recommendations on improvements to the exhibitions.

The day ahead...

- For those looking to take some post-exhibition time out, our TFWA Asia Pacific Bar is open on Level 4 from 18:00 until 19:30.
- Our hugely popular Chill-Out Party will once again be held at the Mandarin Oriental Hotel and is the perfect place to unwind mid-show. Join us from 19:30 for a Hawaiian themed evening, kindly sponsored by Lacoste, Patchi and Korea Ginseng Corporation.

Free WiFi service

A complimentary WiFi service (**MICE-HOTSPOTS**) is offered throughout the conference venue and the exhibition halls.



Reminder of locations within the Marina Bay Sands Expo & Convention Centre:

- Two exhibition levels: Basement 2 and Level 1
- Registration desks: Level 1
- ONE2ONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- TFWA Asia Pacific Bar: Level 4
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1
- Information services & travel agent: Basement 2

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TFWA President Alain Maingreud: "Unless we have a better understanding of who is travelling, and what their real needs are, we will never match sales growth to traffic growth. For me, the biggest challenge is relevance. It's finding the answer to the question: why should a traveller shop in our stores?"



It was a packed auditorium in yesterday morning's Plenary Session 1. Delegates were updated on the current state of the duty free & travel retail industry, the context for companies doing business in Asia Pacific, and how new developments in retail will influence the duty free market in the years ahead.

TFWA Asia Pacific Conference: Plenary Session 1

In his first address to the TFWA Asia Pacific Conference, Alain Maingreud, President, Tax Free World Association, shared the latest available regional and global sales data. He also gave his personal perspective on the role TFWA can play in providing a platform for the duty free & travel retail industry to grow.

Maingreud explained that traveller data from the first of this year's TFWA Monitor studies prepared by ForwardKeys shows that, while international inbound tourism rose by 2.9% worldwide in 2018, the growth in Asia Pacific was more than double that at 6%. "Looking at this region's expanding share of global inbound tourism, 31% last year and closing rapidly on Europe, the leader with 34%, I'm reminded of the moment in 2012 when industry sales in Asia Pacific overtook Europe's for the first time, making this the world's number one region for duty free & travel retail. Since then, Asia Pacific has pulled further ahead, and passenger forecasts suggest that pattern will continue."

Asia Pacific's leadership is clearly visible in the latest preliminary industry data from Generation Research covering 2018. "Two headlines stand out in these figures," said Maingreud. "The first is that total worldwide sales broke through the US\$70 billion barrier for the first time last year to finish at over US\$75 billion. That represents growth of 9.3%, roughly the same as in 2017. But with momentum slowing in Europe and the Americas, it was Asia Pacific that propelled the global performance. Duty free and travel retail sales in this region exceeded US\$35 billion last year, up 14.2%. The second headline is the remarkable rise of fragrance and cosmetic sales to travellers in Asia Pacific. Worth over US\$18 billion in 2018, the category grew by just under 20% versus the previous 12 months."

While the available numbers are positive, Maingreud commented that sales are not growing in line with traffic. "Unless we have a better understanding of who is travelling, and what their real needs are, we will never match sales growth to traffic growth. For me, the biggest challenge is relevance. It's finding the answer to the question: why should a traveller shop in our stores? As others have noted, the answer lies in the experience we can offer our customers. The best retail experiences come when we find a great product, at a competitive price, presented in a unique, inviting environment, by staff who

are sensitive to our needs and who make us feel special."

Maingreud also highlighted the importance of sustainability and Corporate Social Responsibility, and of communicating with the final customer. "We need to become more vocal and underline our relevance, especially to the younger passengers with whom we often struggle to connect. TFWA stands ready to play its part in raising our industry's collective voice."

APTRA defending the interests of the regional industry

In an engaging Q&A session, Andrew Ford, President, Asia Pacific Travel Retail Association, summarised the ways in which APTRA is supporting the duty free & travel retail industry in the region, including research, training and advocacy, and updated delegates on the latest initiatives.

"Some people in the industry question whether another association is needed," said Ford. "It is increasingly needed in Asia – there's a tremendous amount of work that goes into helping the industry defend itself. A key area we're working on is tobacco. The World Health Organization wants to ban tobacco sales in duty free, which would represent a US\$10 billion drop in sales for the industry. 43% of customers who buy tobacco in duty free also buy something from another category. That's why we're trying to protect the tobacco industry from being unreasonably harmed."

Ford explained that recent research will be the focus

In an engaging Q&A session moderated by TFWA Managing Director John Rimmer, APTRA President Andrew Ford summarised the ways in which the Association is supporting the duty free & travel retail industry in the region, including research, training and advocacy.

of the APTRA Insights Seminar, co-hosted by KPMG, tomorrow morning from 07:10 to 09:00 in the Begonia Ballroom (room 3111). Stephen Hillam of NPD will present a summary of the 'Young China' report, while Anson Bailey of KPMG will tackle the latest retail technology in a presentation entitled 'Data & Innovation'. This follows the third APTRA Airport Forum, which took place on Sunday, hosted by Changi Airport Group, with presentations from Stephane Geffroy of Kansai Airports and Teo Chew Hoon of Changi Airport Group.

In 2019, APTRA is collaborating with the Duty Free World Council to develop an Economic Impact Study for the Asia Pacific region. Ford commented that this will deliver greater understanding of the value that is derived from the industry.

The Responsible Retail Training Programme is one of APTRA's flagship initiatives, and is based on the principles outlined in the DFWC Global Code of Conduct for responsible alcohol sales by frontline retail sales staff. "Over 1,200 staff members in Asia have undergone the training," Ford explained. "The programme is now being taken on by the DFWC and will go out globally in many different languages."

Ford added that he is stepping down as APTRA President. Indeed, APTRA members are invited to attend its Annual General Meeting at 16:30 tomorrow in the Begonia Ballroom, which will include the election of members of the Board. The incoming Board will elect a new President, Secretary and Treasurer.



The dynamics underpinning business in Asia Pacific

In a fascinating keynote address, Robert Guest, Foreign Editor, The Economist, shared his insights into the political and economic forces that will shape the industry in this region for years to come.

The Economist is renowned worldwide as the journal of choice for anyone with an interest in international business, politics and economics. As the magazine's Foreign Editor, Robert Guest has a rare insight into the dynamics underpinning business in Asia Pacific and worldwide.

In yesterday morning's Plenary Session 1, he addressed how the geopolitical climate is affecting trading relations between the major powers.

"The big debate in much of politics at the moment is whether societies should be open or closed," said Guest.

Robert Guest, Foreign Editor, The Economist: "The current backlash against open trade, and open immigration policies, will last for a while, but it will not last forever."

"The current backlash against open trade, and open immigration policies, will last for a while, but it will not last forever. And as for the big dispute over trade and intellectual property between China and the West, I think we'll eventually come up with a compromise that everyone dislikes a bit, but most countries can live with. Even as the politicians bicker, techies are quietly making the global trading system more efficient, by digitising shipping paperwork and the like. The benign effect of this can outweigh the bad effect of tariffs."

Commenting on President Trump's foreign policy, he added: "Most people thought last Wednesday that we would have a trade deal between the US and China. Then suddenly, President Trump tweets that he's not pleased with how things are going. Now, we're expecting him to unveil more goods that the US will apply 25% tariffs on. He thinks when he charges tariffs on Chinese goods that America profits. He really believes that China is paying those tariffs, but it is American consumers that are paying them – it's effectively a sales tax."

Whatever comes out of the trade talks, Guest explained that it is important to recognise that it won't be a resolution, but part of an ongoing process.

He commented on China's Belt and Road Initiative,

describing it as a serious attempt to improve flows of trade and investment. "The World Bank estimates that, if all the projects in the Initiative are done properly, it could add 3% to world GDP – but it's a big 'if'. The first problem with the Initiative is transparency – estimates of its size range from US\$1 trillion to US\$8 trillion. The second issue is favouritism, with around 90% of contracts in the Initiative going to Chinese companies."

Guest also commented on "Modi's India". "Right now, India is undergoing the biggest democratic election in the history of the world. Prime Minister Narendra Modi is going to win – it will be with a reduced majority, but he will win. His tactics are frankly alarming – his principal election pitch is that he's been tough on Pakistan. Modi's campaigning strategy is not what statesmen do."

He also touched on Japan's 100-year-life society, explaining that the average Japanese person can now expect to live for 100 years. "Not just living longer, living healthier too. Japan now has more over-65s in the workforce than any other G7 country. If you're going to live to 100, you can't retire at 70, you need to work longer. We have to watch Japan on this, as where Japan goes every other rich country is going to have to go in the future."

Travel retail in a world transformed

Kate Ancketill, CEO, GDR Creative Intelligence, delivered a captivating keynote address in yesterday morning's Plenary Session 1, highlighting how "new retail" is transforming customer expectations.

At a time when pressures on the High Street have never been greater, what makes a successful retailer in today's consumer market? In yesterday morning's Plenary Session 1, Kate Ancketill, CEO, GDR Creative Intelligence, explored the new techniques that will influence how and what future shoppers buy.

"The new battlegrounds for retail are experience and convenience," she said. "Expectations are being set by big technology companies and social media companies."

Ancketill highlighted Eataly, Amazon Go and Alibaba's Freshippo as examples of the "new retail revolution". "We believe new retail is fun when you



▲ Kate Ancketill, CEO, GDR Creative Intelligence: "Customer expectations of travel retail are now set beyond the airport terminal. New retail is transforming these expectations and the wider retail ecosystem."

want it to be, and fast when you don't. It must have that integration of physical and digital."

The complete integration of physical and digital will soon become the standard model for what, why and how we buy. "It is increasingly difficult to understand and predict how customers are reaching their decisions thanks to the amount of channel-hopping that takes place for any one sale," said Ancketill. "Retailers must fully embrace this fragmentation, and rebuild their stores, products, services, and even internal structures to suit."

She added that a partnership approach, combining data from different stakeholders, is imperative for retail and referred to a big data project taking place at Kuala Lumpur International Airport.

Ancketill highlighted three steps towards achieving "new travel retail":

DATA: "Terminals are incomparably data-rich."

UNDERSTANDING: "This requires collaboration – the partnership imperative."

IMAGINATION: "This is the key to driving things forward. Could you dynamically optimise the retail experience for every single flight? This is where I think we will get to."

Examples of a progressive approach include World Duty Free in London Heathrow Airport's Terminal 4, where the retailer has experimented with electronic shelf labels that change their displays to target Russian and Chinese travellers.

Meanwhile, Ancketill explained that multi-tracking is one of the most important movements that is reimagining retail today. "Future stores will not be static spaces with a fixed idea of what they sell and who they sell to. The same space can have many different characters co-existing, layered on top of each other, catering for many different customer needs."

Ancketill referred to NOMADX in Singapore – a flexible store linked to the CapitaStar multi-retailer loyalty scheme. "It recognises returning customers and sends them a customised shopping route. Based on your use of the app, you will get a personalised set of suggestions about which brands you'll find most interesting."

The meta-trend in retail is constant change. "Customer expectations of travel retail are now set beyond the airport terminal," said Ancketill. "New retail is transforming these expectations and the wider retail ecosystem. Collaboration, partnerships and data-sharing are crucial if travel retail is to catch up and compete with the new retailers."



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▶ Przemyslaw Lesniak,
CEO, Lagardère Travel
Retail Pacific:
"Ultimately it is our
responsibility to
engage the customer."

Plenary Session 2: Leveraging the power of digitalisation and personalisation

3 Sixty Duty Free, previously the DFASS Group, has claimed it is "redefining travel retail" through its embrace of a new omni-channel approach, typified by its KrisShop joint venture with Singapore Airlines and SATS. Setting the scene was the retailer's Executive Vice Chairman, Roberto Graziani, who said: "The development of smartphones and tech has dramatically changed the retail industry in the past few years and will certainly continue its impact. So, the question is how we can grow the industry in a healthy way, leveraging the power of digitalisation."

Indeed, the average person spends nearly four hours daily on their smartphone, and Graziani explained that 25% of all e-commerce sales in the US are made on mobile.

It is evident that online channels will soon overtake offline channels, and Graziani predicts that this will happen faster in travel retail categories. Referring to the biggest online retailer in the world, Amazon, he said: "Successful retailers are directing their efforts toward a more customer-focused model, and e-commerce is no longer enough."

In conclusion, Graziani stated that omnichannel can truly elevate travel retail, but only if all stakeholders are partnering effectively.

Engaging the customer

In a candid and passionate address, Przemyslaw Lesniak, CEO, Lagardère Travel Retail Pacific, shared his personal story on how living in the Australasia region has challenged his perspectives and how this

has driven positive change within the company. Taking these learnings and inspirations and applying them to its concessions in Christchurch Airport, for instance, the retailer has successfully created an engaging shopping environment, showcasing a strong element of local sense of place.

"The lesson for the travel retailer is clear," he said. "Ultimately it is our responsibility to engage the customer. When at the airport, the traveller belongs to everybody, so we all have a part to play in the creation of a seamless experience. This takes long-term thinking; it needs hard conversations about using omnichannel, but the winners must always be travellers."

Airports of the future

In a detailed address, Dong-ik Shin, Director of Concessions Planning Team, Incheon International Airport, discussed the role of retail in the airport of the future, as the airport awaits a wave of tenders later this year. With duty free sales of US\$2.4 billion last year, South Korea's Incheon International is the world's biggest airport by retail revenue.

Shin started by highlighting Incheon's strategic geographical positioning. Recent political tension between South and North Korea has been a threat to the development and growth of the region. Nonetheless, the airport has experienced a sharp increase in revenue from the successful opening of its Terminal 2 back in January 2018.

"Duty free revenues are growing much faster than passenger traffic. We opened a new passenger terminal last year, which has largely contributed to our duty free business. We are also planning to open our first arrival duty free shops at the end of this month. Two shops in Terminal 1 and one shop in Terminal 2. This will provide an extra 700sqm of retail space with items from most categories, excluding tobacco."

Looking ahead, Shin laid out the airport's 2025 vision to be the world's best shopping and dining place for air travellers.



▲ Dong-ik Shin, Director of Concessions Planning Team, Incheon International Airport, laid out the airport's vision to be the world's best shopping and dining place for air travellers.

Roberto Graziani, Executive Vice President, 3Sixty Duty Free: "If we really want to develop long-term healthy growth, all stakeholders must be involved."



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Stewart Dryburgh, General Manager, Nestlé International Travel Retail, said that in the confectionery & fine food category globally, the opportunity is “10 in 10” – a \$10 billion category in 10 years’ time. ▼



Alan Brennan, Managing Director, dcGTR:
“It’s not just about creating beautiful stores with bespoke design elements and a sense of place. We need to understand the impact of store design and how that influences shopper behaviour.”

TFWA Asia Pacific Conference: Plenary Session 3

Investing in people

Frank O’Connell, President, Duty Free World Council (DFWC) and Derek Hughes, Director at the Institute of International Retail (IIR) kicked off the proceedings with O’Connell revealing that DFWC has been working in alliance with the IIR to create an industry-wide recognisable training accreditation platform. “We’ve been working in partnership with the IIR,” said O’Connell, outlining how industry challenges have forced the sector to work together to make sure that it is future-proof.

“Per passenger sales are falling, despite rising passenger numbers,” said O’Connell, highlighting how “high staff turnover” has also had a knock-on effect upon global travel retail.

O’Connell identified how “for shoppers, service levels are second in priority to value-for-money” and, these days, “the old adage ‘location, location, location’ has changed to ‘people, people, people’.”

As a direct response to the issues, O’Connell revealed that, together with the IIR, the DFWC is now “creating a training academy for the industry,” describing it as “a global, industry-wide, online 24/7, cost-effective platform that allows learning to be implemented in real-time.” The ambition? “The DFWC Academy will create an accreditation that will be industry-wide and help with staff retention.”

Towards a consumer-led retail offer

Also discussing the needs within the industry, Stewart Dryburgh, General Manager, Nestlé International Travel Retail, described how there is a big opportunity within global travel retail, specifically the Asian marketplace, because there is so much headroom within the category. Dryburgh outlined the importance of better communication about how brands answer consumers’ modern lifestyle needs.

His key message was that in the confectionery & fine food category globally, the opportunity is “10 in 10” – a \$10 billion category in 10 years’ time. “The ‘10 in 10’ opportunity is about understanding consumer needs, meeting those needs and sharing those needs,” said Dryburgh.

Nestlé International Travel Retail has undertaken two pieces of research across 19 markets and 34,000 consumers. Dryburgh explained how lifestyle factors and trends have adapted the reasons we make purchases, and brands need to tap into these needs and show ways that they answer them.

“We’ve been able to identify three core need states that consumers are looking for when it comes to confectionery & fine food. These are: Deeper Connections, which is about how well you’re connected with your friends and family; Better For You – either healthier snacks, or things that make your kids happy, which come from a healthy perspective; and Elevated Experiences, which are about making the overall experience you’re on a bigger and better one.”

Dryburgh also commented on Nestlé International Travel Retail’s SOUL strategic framework. “SOUL is about the Story, the Occasion, the Uniqueness of what we’re offering, and doing it in a Locally relevant way.”

VR and the future of store design

Meanwhile, as we heard from Alan Brennan, Managing Director at dcGTR, a creative commercial tech agency specialising in travel retail, the importance of empowering the travel retail industry is in our hands and so much of it is down to how we research and establish what people want.

“We bring an ecosystem of tech to allow industry stakeholders to better understand the shopper and what drives the shopper journey,” said Brennan, introducing VR technology that was assessing how consumers interact with travel retail stores and the brands they contain.

According to Brennan, a little bit of understanding about how to flex with a millennial mindset can pay off in the aisles. “Create, research and empower,” he observed, noting that these are the most important elements of learning. “It’s not just about creating beautiful stores with bespoke design elements and a sense of place. We need to understand the impact of store design and how that influences shopper behaviour. Today, with the virtual technology available, we can test and draw insight.”

In search of sustainability

A pertinent issue discussed in the TFWA Asia Pacific Conference yesterday was that of sustainability, which,



Gemma Bateson, JTI Worldwide Duty Free Corporate Affairs Director and APTRA Board Member:
“Regulation is not a bad thing, my company supports proportionate, sensible regulation. However, it is disproportionate and poorly considered regulation that is damaging the travel retail industry, not only the tobacco category.”

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in the context of climate change and resource scarcity, affects every person on the planet.

Delegates heard how travel retail didn't just have an ethical imperative to act sustainably, but also a financial one as consumers increasingly reward brands that act responsibly.

"The next generation of consumers wants to work for companies and buy products from companies that are doing the right thing," said Pernod Ricard Group Vice President Sustainability & Responsibility Vanessa Wright. "Sustainability is just good business."

Wright referred to Swedish schoolgirl Greta Thunberg, who inspired students around the world to strike against government inaction on climate change, as an example of how attitudes are shifting when it comes to sustainability – particularly among young people. No longer, she added, is this an issue that brands can simply pay lip service to.

"The actions that we are taking are ever more transparent and we need to make sure that we are behaving in an ethical and responsible manner," Wright commented. "We all know what is happening with climate change – you can't fail to notice with everything that's going on around us, and we all know that the population is increasing. This is going to put a strain on the world's very finite resources."

With that in mind, Pernod Ricard Group has launched a company-wide Sustainability & Responsibility (S&R) action plan, committing the organisation to strive for sustainability "from grain to glass". Its S&R roadmap promises to support the United Nations Sustainable Development Goals, which pledge, among other things, to eliminate waste, boost biodiversity and keep warming within 1.5C of pre-industrial levels. "These resolutions are hugely important," explained Wright. "They are the world's to-do list."

Frank O'Connell, President, Duty Free World Council, introduced the DFWC Academy – a new initiative that will provide accredited, specialised training modules to students and employees working in the duty free & travel retail industry.



Wright said that there are some "quick and simple" steps that travel retail brands can take to make a difference, such as offsetting. She suggested TFWA could work with other industry bodies to build a framework so travel retail brands can find sustainable solutions together. "This is the key thing with sustainability – it's not about doing it yourself, it's about collaborating."

Wright told delegates that there was currently a huge opportunity for sustainable brands, particularly in terms of storytelling, because it gives companies an opportunity to share positive news with consumers. She used the example of Absolut Vodka, which has a CO2-neutral distillery and feeds 250,000 pigs and cows daily with leftovers from the vodka-making process.

Delegates also heard how sustainability should be factored into every stratum of organisations, rather than being the responsibility of one department. "Everyone in the organisation has to take responsibility," she said.

Safeguarding our industry

In today's hyper-regulated world, new constraints are increasingly encroaching on brands' ability to market themselves effectively, and nowhere is the issue more acute than in duty free & travel retail. New requirements in consumer information and product labelling are having a negative impact on a range of product categories.

Gemma Bateson, JTI Worldwide Duty Free Corporate Affairs Director and APTRA Board Member, shared her thoughts on what brands in the industry need to know, and how they can respond.

"Regulation is not a bad thing, my company supports proportionate, sensible regulation," said Bateson. "However, it is disproportionate and poorly considered regulation that is damaging the travel retail industry, not only the tobacco category."

Taking the tobacco category as an example, she explained that the branding ban – or 'plain packaging' – which we now see implemented in France, the UK, Ireland, New Zealand, Norway and Australia is being considered by more countries around the world, most recently Singapore.

"There is no reliable evidence to suggest that a branding ban has met the aims of any of these governments," said Bateson. "In the airport environment, consumers have been stripped of the ability to clearly and quickly recognise their brands, there is confusion and a need for additional staff. Shoppers are questioning the authenticity of the product – branding is not only critical to clear identification, but also a mark of quality and trust. Eventually price becomes the purchase consideration, driving down revenues for suppliers, retailers and airports alike."

The increasing demand from regulators for consumer information and product labelling is a major concern for the duty free & travel retail industry. "It will affect every category, we're already seeing it in confectionery and perfumes & cosmetics," Bateson explained. "Having to provide full listings of ingredients and allergens in multiple languages, will make it far more difficult to maintain a varied portfolio or for brands to produce duty free exclusives."

Bateson also emphasised the importance of knowing about regulatory trends and impending regulation, and how being a member of national, regional and global travel retail associations is critical both in terms of awareness and engagement.



Pernod Ricard Group Vice President Sustainability & Responsibility Vanessa Wright: "The next generation of consumers wants to work for companies and buy products from companies that are doing the right thing."

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Passion for change

Women in Travel Retail (WiTR) met at TFWA Asia Pacific Exhibition & Conference yesterday evening for drinks and networking, but also for the opportunity to hear more about WiTR's 2019 charity initiative Friends-International.

Renay Farrell, Business Project Coordinator, ChildSafe Movement at Friends-International, spoke passionately about the charity, which enables individuals who lack opportunities to become productive and independent citizens. Gerry Munday, Vice Chair, WiTR, shared that the aim is to raise €15,000 to support a Siem Reap-based Friends-International project, which provides beauty salon training for 24 young women, aged 16 to 24. The training will enable them to provide for their children and siblings. Munday added: "There will be more events coming up. We now have 262 fully paid members and we want to continue expanding and engaging with all women in travel retail."

Guests at the event also had the opportunity to meet Lacoste Travel Retail Director Asia/Pacific Erin Lillis, who has been appointed as WiTR's new regional representative for North Asia. Lillis commented: "I want to add to this amazing platform and really drive the events in Hong Kong and North Asia. My main mission would be to gather all women together, connect people and create more fundraising opportunities."



▲ Renay Farrell, Business Project Coordinator, ChildSafe Movement at Friends-International, spoke passionately about the charity, which enables individuals who lack opportunities to become productive and independent citizens.



▲ Shiseido Travel Retail teamed up with Jewel Changi Airport and teamLab to create an immersive art installation that engages the senses through sound, scent, sight, and touch.

Discover Meaningful Beauty in the SHISEIDO FOREST VALLEY at Jewel Changi Airport

Shiseido Travel Retail hosted an exclusive launch event that invited guests to ignite their senses as they were introduced to a different beauty experience with the company's S E N S E art installation at Jewel Changi Airport last night. The art installation is found at the SHISEIDO FOREST VALLEY's West Trail, and it was inaugurated by Shiseido's President and CEO, Masahiko Uotani.

The S E N S E art installation is a collaboration between SHISEIDO and teamLab, a Tokyo-based interdisciplinary art collective. S E N S E is the result of diverse minds coming together to create an experience of scent to create calm; an experience of sound to create peace; an experience of sight to create serenity; an experience of touch to create harmony. Ultimately, the S E N S E experience allows travellers from around the world to reignite their senses and connect with their inner selves to rediscover meaningful beauty.

"Innovating for the traveller is one of the core focus areas for Shiseido Travel Retail and the S E N S E art installation at SHISEIDO FOREST VALLEY reflects that – establishing a deeper connection between our brand and consumers by enabling them to live our story through their own experience," said Philippe Lesné, President and CEO, Shiseido Travel Retail.

CALVIN KLEIN dinner

CALVIN KLEIN hosted a special, invitation-only dinner in Singapore last night to celebrate the launch of TFWA Asia Pacific Exhibition & Conference 2019.

The event, hosted by Frank Cancelloni, President of PVH Asia, took place at Sinfornia restaurant inside the historic Victoria Concert Hall. The dinner featured a live performance by the Singaporean string quartet, Amper Quartet.

Notable guests in attendance included China Duty Free Group, DFS Group, King Power, Dufry and Lagardère etc.

CALVIN KLEIN is a global lifestyle brand that exemplifies bold, progressive ideals and a seductive, and often minimal, aesthetic. It seeks to thrill and inspire its audience while using provocative imagery and striking designs to ignite the senses.



TOMMY HILFIGER celebrates brand DNA and heritage



TOMMY HILFIGER, which is owned by PVH Corp, put the spotlight on the brand's DNA and heritage at an exclusive event last night, during TFWA Asia Pacific Exhibition & Conference. The celebration took place at the Capitol Theatre, a historic cinema and theatre in the downtown district.

More than 200 guests, including VIPs and brand business partners, were immersed into the TOMMY HILFIGER world, which was infused with a 70s disco twist inspired by the Spring 2019 TOMMYNOW experiential runway held in Paris in March. Frank Cancelloni, Regional President, PVH Asia Pacific; Annie Wong, Executive Vice President, Managing Director, Hong Kong+, Asia Pacific; and Adelyn Cheong, Senior Vice President, Tommy Hilfiger Asia, welcomed guests who enjoyed live performances by DJ Linda Hao, as well as drinks and bites.

Friends and followers of the brand are invited to join the conversation on social media using #TommyHilfiger and @TommyHilfiger.

CheongKwanJang Leads Healthy Wave in the Duty Free Industry!

Today, numerous duty free stores around the world competitively seek global integration. However, despite their noticeable growth, they are paradoxically losing their unique characteristics because the integration made the duty free stores to handle similar categories and brands. Such trend has caused the consumers to lose interest in duty free shopping, and the stores are only left with offering aggressive discount to stimulate customers' shopping appetite.



> CheongKwanJang Boutique store, Korea (ICN, T2)



> CheongKwanJang brand booth in 2018 TFWA APEC (B2-D2)



> 2018 TFWA Chill-out party sponsored by CheongKwanJang



Having recognized the need for a new category that could bring a new wave to the consumers and the duty free industry, CheongKwanJang pioneered the creation of Health & Wellness category after participating as the first health brand in the TFWA APEC since 2017. For the past 3 years, CheongKwanJang achieved an annual average sales growth of 15.3%, and achieved USD353 million in sales in only duty free stores in 2018. Today CheongKwanJang is cooperating with several global duty free retailers to elevate health foods as a strategic category, and is leading the market growth.



Korea has the world's largest travel retail market with US\$ 16.9B of sales in 2018. As no.1 brand in food category, CheongKwanJang is operating 36 stores with boutique or shop-in-shop(SIS) style in Korea. A new boutique was opened in Incheon Airport Terminal 2 in February 2018, and also SIS locations in overseas airports such as Osaka, Jakarta, Da Nang, Nha Trang, etc were recently opened. In addition, it formed strategic partnerships with top global duty free retailers such as DUFY and DFS, and plans to open additional SIS locations. By providing health, a new value previously unseen in the duty free industry, to passengers, CheongKwanJang is proving the possibility of this new category.



CheongKwanJang has analyzed the travelers' need for a 'special gift', and launched products that both satisfies and set the trend of customers. Upon learning that numerous customers seek 'pomegranate' to improve women's health, CheongKwanJang has launched convenient stick-pouch products that contain '6 year grown Korean red ginseng extract' and 'pomegranate extract.' Numerous foreign travelers, especially Chinese travelers, sought to purchase these products, so the sales grew beyond expectation; in 2018, 715,000 sets worth USD30 million were sold in Korean duty free shop alone. The sales in overseas duty free stores demonstrates similar growth as well.

Fresh faces in Asia Pacific



01

Obaku

📍 **Level 1/1-Q10**

Who are you?

Obaku is a Danish-designed watch and jewellery brand. Distributed in more than 60 countries, Obaku watches retail between \$89 and \$299. Obaku takes its name from a branch of Zen philosophy, inspiring you to be present in the moment. The clean thought from the East is combined with the clean Danish design traditions from the West.

Who buys your products?

Obaku's minimalist designer watches and jewellery appeal to a broad audience. 70% of Obaku's sales go to women. Obaku's watches and jewellery are bought by anyone from young to old, but the marketing campaigns are mainly targeted at a 35-year-old woman, working in an office environment and with a family at home.

Why exhibit now?

Obaku is very well-represented with fantastic distributors in the non-duty free sectors. Now we would like to find great partners to work with in the duty free sectors.

What are your objectives?

We would like to find partners to work with to represent Obaku in duty free stores and for inflight offers.

What is your unique selling point (USP)?

- Minimalist designer watches and jewellery at great price-points.
- Surgical stainless steel watches, some with mother of pearl dials and Swarovski crystals.
- Obaku's ultra-slim paper series is just 4.9mm slim and comes with sapphire crystal. One of the slimmest watches in its price category, starting at just \$189.



02

Guizhou Xijiu

📍 **Basement 2/2-E7**

Who are you?

Everrise International Trading Company Limited is a Hong Kong-based agent/distributor of imported liquors, tobacco and health supplements with a distribution network in China/Hong Kong/Asia Pacific.

For the past 15 years, we have successfully assisted brand owners to list their products with Dufry AG, DFS Group, CDF Group, Sky Connection, and Shenzhen/Zhuhai DF.

Who buys your products?

The customers of Guizhou Xijiu are mainly Chinese living in both mainland China and other parts of the world. Some westerners interested in Chinese culture also buy our products.

We target our products towards Chinese travellers who look for quality mid-price Chinese liquors, as well as some western travellers who want to try Moutai flavour Chinese liquors at an affordable price.

Why exhibit now?

Since we have successfully listed our products in the China and Hong Kong duty free markets for the past few years, we wish to take this opportunity to further expand our products coverage to overseas duty free regions and to explore more overseas sales opportunities.

What are your objectives?

- Introducing the Moutai flavour Guizhou Xijiu to attendees.
- Meeting with key duty free operators in Asian and western countries, so as to establish business relationships.
- Exploring new sales opportunities in Asian/world duty free markets.

What is your USP?

The Xijiu Jiao Cang 1988 is a typical Moutai flavour Chinese liquor brand and is also the flagship brand of Xijiu Company. Moutai flavour liquor is different from other Chinese liquor. It needs a one-year production cycle and four years of storage in cellars. After several years, the grain will then be converted into high-quality, perfect-tasting liquor.



03

Trollbeads

📍 **Basement 2/2-B02**

Who are you?

Trollbeads started life in 1976 in a small jeweller's store in Copenhagen, Denmark, and is the original beads-on-bracelet brand.

Trollbeads is an exquisite set of interchangeable jewellery pieces. At the heart of the collection are the beads themselves. Each piece in the Trollbeads collection has its own little history, taking its inspiration from mythology, astrology, fairy tales, fauna, spirituality, cultural diversity, and last, but certainly not least, in the familiar things of everyday living. Trollbeads products include beads-on-bracelets, necklaces, earrings, rings and accessories.

Trollbeads jewellery is made from the highest quality raw materials, including 18-carat gold, sterling silver, Italian glass, freshwater pearls, amber and precious gemstones, and is created from a blend of traditional and modern techniques.

Who buys your products?

The main markets for Trollbeads are Italy and the US. In principle, we target all women and men, as the Trollbeads universe of jewellery can be worn in endless ways. We define our key customer as a woman who is not defined by others. She wants to be different and stand out. She is 'Bohemian Luxury'. Being bohemian is the essence of having explored and experienced, being in touch with one's feelings and being confident in one's skin and mind.

Why exhibit now?

One of the main reasons for Trollbeads to exhibit in 2019 is the fact that we're growing internationally, and we want to secure continuous growth by entering new channels such as travel retail. We trust this channel can bring exposure and new possibilities rapidly, because our products are suitable for all women around the world.

What are your objectives?

- To engage with various airline partners, landlords and operators.
- To grow brand awareness.
- To become part of a global network.

What is your USP?

- The original beads-on-bracelet concept
- Unique craftsmanship
- Artistic, highly-detailed design
- Genuine and handmade products
- Highest quality in materials and craftsmanship
- Endless possibilities

The number of major brands either exhibiting at TFWA Asia Pacific Exhibition & Conference for the first time, or returning after an absence, highlights the dynamism of the region. Here, we highlight a selection.



04

Sudio

Basement 2/2-H14

Who are you?

We are Sudio, an earphone and headphone company from Sweden. We chose Sudio because it combines "Swedish" and "Audio" into a seamless name, which reflects both our design vision and our promise to offer exceptional sound quality. The goal is to revolutionise the way that people see headphones, as both a tech device and as an accessory.

Who buys your products?

The target group for our products is mainly 18-40 years of age, both male and female. Sudio products are bought by people who don't want to deal with several different earphones or headphones, but instead want to find just the one that suits them perfectly. If it is on-ear, over-ear, in-ear, or true-wireless, we have something for customers' taste and preference.

Why exhibit now?

We believe that travel retail is a cornerstone in building a global brand. Sudio can be found in several duty free shops and on airlines across both Europe and Asia. The reason we are attending TFWA Asia Pacific Exhibition & Conference is to continue further expanding our journey into the travel retail market. We believe we have a lot to offer and also much to learn from attending.

What are your objectives?

One of the objectives is to further increase the number of travel retail stores and airlines that Sudio can be found in with our current line-up. Another objective is to get further insight into the market, so we can keep developing as a brand. Lastly, and most importantly, we aim to build relations in the market with leading experts to learn about this cornerstone of retail.

What is your USP?

- Good quality sound and Scandinavian design for an affordable price.
- We are able to adjust packaging sizes to fit for the travel retail market.
- We continually listen to the market, and directly to customers, to take their ideas into consideration for further development.
- We are always looking to improve our products at a quick pace, always with quality in mind.



05

The Silver Crane Company

Basement 2/2-F03

Who are you?

The Silver Crane Company is a creative design business that develops unique gift packaging, mostly using tin material, for confectionery and other categories. We focus our efforts on the location of retail and develop custom gift items (often exclusive in travel retail) for airports and other retailers. We combine our innovative packaging skill with a wide range of quality confectionery, from biscuits to sweets and snacks – often we can complement local tastes and preferences adding further value.

Who buys your products?

Our products are varied and can be designed for any target customer – young to old, gender-specific or not, premium or novelty... there is no limit! The tin packaging is the star, more so than the confectionery, so we are designing true gift and 'keep-sake' souvenir items. We have seen (from current travel retail customer data) that our items are bought by travelling nationals who are proud to give our products as gifts of their country, and at the same time are popular with visiting tourists buying them as souvenirs.

Why exhibit now?

We have grown our travel retail business in Europe, the US, and the Middle East very well. Our focus is to engage more with the Asian market and showcase the service and product design we can bring to this region. This is the right time for us to come to Asia with a clear story of what has worked well in other regions, as well as example designs for the Asian market.

What are your objectives?

Simply to meet specific regional retailers, and to show examples of our new concepts and products for this market.

What is your USP?

We make the location the 'brand' within our products. We design (all in-house) completely new and custom artworks for each location – we even create new tin shapes and concepts solely for individual locations.



06

Parfums de la Bastide

Level 1/1-P12

Who are you?

The company PB PROVENCE, founded in 2014, creates, makes and distributes natural and authentic perfumes, scented candles and perfumed soaps under the Parfums de la Bastide trademark.

The brand was launched by two co-founders, William Bouheret and Anne-Cécile Vidal. William was an MD for international perfume and beauty brands (P&G brands, Max Mara, Annick Goutal); Anne-Cécile worked for LVMH, then for Annick Goutal in various competencies heading marketing and sales.

Who buys your products?

Parfums de la Bastide directly handles its flagship boutique since 2014 and its e-boutique, with a specific retail concept, designed by its founders. It also has domestic and international business through retailers and distributors.

Why exhibit now?

After the launch in 2014 in France, the brand is now ready to extend on an international scale.

What are your objectives?

Our goal is to make international professional people know about the brand, and to develop business in Asia Pacific through distributors and duty free players.

What is your USP?

Our flagship boutique in Aix en Provence. Aix en Provence is a place with a unique lifestyle – a city proud of its roots and forward-looking. It is where the brand was born. On the ground floor of a former mansion, a heavy door of solid oak, ironworks, floor-tiles, a fountain... an authentic, simple and elegant place.

Originally, it was our showroom, a place to work with our artisans and to meet our first clients. It then became a shop and the place to discover all our creations.

Here, you can feel the Parfums de la Bastide spirit, our desire to share a privileged moment, a bracket of sweetness and well-being in the heart of Provence. A very special lifestyle: moments of conviviality spent in the family bastide (mansion) where time seems suspended for a moment.

The Travel Retail Awards

VOTED BY SHOPPERS

The TRBusiness Travel Retail Awards – the only consumer-voted awards dedicated to the DF&TR industry – took place last night at the Conrad Hotel. The evening included a collection for the Dufry supported global charity SOS Children's Villages. A fantastic \$9,000 was raised for the charity, which works to protect children who have lost parental care, or who are at risk of losing it.

The winners

BEST CHILDREN'S PRODUCT
Lego Group – Lego City Monster Truck

BEST CONFECTIONERY PRODUCT
Lindt & Sprungli (Schweiz) AG – Lindt Fruit Sensation

BEST ELECTRONICS PRODUCT
Sennheiser UK Ltd – Momentum True Wireless

BEST FASHION & ACCESSORIES PRODUCT
Designal – Flip and Wow! Reversible Wallet

BEST FASHION & ACCESSORIES PRODUCT
Happy Socks AB – Happy Socks Cruise Exclusive Box (anchors)

BEST FRAGRANCE PRODUCT
Interparfums – Fantasia Mermaid – Anna Sui

BEST MAKE-UP PRODUCT
Amorepacific – Sulwhasoo Perfecting Cushion EX No.21

BEST SKINCARE, HAIRCARE, BATH & BODY PRODUCT
Amorepacific – Laneige Water Sleeping Mask

BEST SPIRITS PRODUCT
Bacardi Global Travel Retail – Dewar's Double Double Aged Blended Scotch Whisky 32 Years Old

BEST SUNGLASSES/EYEWEAR PRODUCT
Rodenstock GMBH – Porsche Design Sunglasses P'8478

BEST TRAVEL ACCESSORY
Jozu for Women Inc – beacon by Wandersafe

BEST WATCHES & JEWELLERY PRODUCT
Infinity & Co Ltd – Dianna Leather bracelet

BEST WINES PRODUCT
Henkell Freixenet Global – Freixenet Pinot Noir Rose Italian Sparkling

BEST OVERALL TRAVEL RETAIL PRODUCT
Bacardi Global Travel Retail – Dewar's Double Double Aged Blended Scotch Whisky 32 Years Old

BEST AIRPORT FOR CUSTOMER SERVICE
Amsterdam Airport Schiphol

BEST DIGITAL & SOCIAL MEDIA OFFER
Singapore Changi Airport

BEST AIRPORT FOR 'SENSE OF PLACE'
Chhatrapati Shivaji International Airport, Mumbai

BEST AIRPORT FOR RETAIL ENVIRONMENT (VOTED BY MILLENNIALS)
Singapore Changi Airport

BEST AIRPORT FOR RETAIL ENVIRONMENT (VOTED BY ALL AGE GROUPS)
Dubai International Airport in partnership with Dubai Duty Free



Best Airport for Retail Environment (Voted by All Age Groups): Dubai International Airport in partnership with Dubai Duty Free.

Wild Tiger Foundation acts as an influencer and enabler of tiger conservation in Southern India. It is the non-profit arm of start-up company Wild Tiger Beverages, into which 10% of profits are pledged. "We have donated water coolers and solar-powered torches to forest guards in Sathyamangalam Tiger Reserve in South India," says Gautom Menon, Founder & Chief Brand Officer, Wild Tiger Rum.



A 'Wild' trip raising awareness for tiger conservation

The ROAR TRIP is an awareness drive from Kerala to Cannes, during which Wild Tiger Rum (Basement 2/2-F02) aims to raise at least \$100,000 for tiger conservation in Southern India.

It's a 'Wild' trip being embarked upon by Wild Tiger Rum's Founder & Chief Brand Officer Gautom Menon, and Creative Designer Paul George. Beginning in July, the 65-day journey will cover up to 25 countries and 25,000km en-route to this year's TFWA World Exhibition & Conference.

"This is for our non-profit Wild Tiger Foundation, which works with two tiger reserves," Menon explains. "Funds would be used to support forest guards and anti-poaching officers, who are the real unsung heroes of wildlife conservation."

Wild Tiger Foundation acts as an influencer and enabler of tiger conservation in Southern India. It is the non-profit arm of start-up company Wild Tiger Beverages, into which 10% of profits are pledged.

"We have donated water coolers and solar-powered torches to forest guards in Sathyamangalam Tiger Reserve in South India," says Menon. "In terms of fundraising, we haven't done enough, which is why the ROAR TRIP is our first real and massive 'Roar' towards fulfilling our objective. We are also in the process of setting up an apparel company called 'WTF Apparels', which will create and retail uber-cool merchandise using the wild cat's imagery, with 20% of profits going back into our tiger conservation initiatives. We also have grand plans for charity gala dinners and auctions of 'Wild' experiences."

While the overarching theme and cause is tiger conservation, the aim is also to raise awareness of the duty free & travel retail industry and 'Responsible Drinking'. Indeed, Menon and George plan to stop at several duty free stores at airports, seaports and border shops en-route. "Between now and the ROAR TRIP, we expect new listings with seaports in India, and airports in Burma, Thailand and Laos. A few border shop listings are also in the works," Menon explains. "Our intent is to use this opportunity to meet with the operators and their sales teams to train them about our products, and also talk to them about tiger conservation. The aim is that every person we impact through these interactions will pledge their support. We will continue to do this as we progress into Europe, where we already have duty free listings and distributors."



Dubai Duty Free builds on record year with positive Q1 2019 sales

Dubai Duty Free experienced a memorable year in 2018, its 35th anniversary year, with annual sales growing by 4.31% to US\$2.015 billion.

"A key component of the past year's success has been our commitment to investing in and developing the retail offer, which included renovations of 4,835sqm of retail space in Concourse C and around 1,400sqm in Concourse B," explains Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free.

New retail areas were also launched for fashion, gold, perfume, cosmetics, electronics and Gifts from Dubai in both Concourses, which included the opening of a newly-relocated Salvatore Ferragamo, as well as a Gucci and Victoria Secret shop. Dubai Duty Free also opened a retail shop on the QE II – the first floating hotel in the Middle East.

"We also extended our partnership with UnionPay International, which to-date have issued a total of six billion cards worldwide, as well as C-Trip, with over 300 million active members worldwide," says McLoughlin. "And for the first time last year, Dubai Duty Free also partnered with Alipay, the world's largest online and mobile payment platform that will enable the operation to tap into 700 million Alipay active users."



◀ The Dubai Duty Free shopping complex at the newly-refurbished Concourse C at Dubai International Airport.

Dubai Duty Free's online Click and Collect now offers over 15,000 products generating over US\$79 million in sales in 2018 alone. Meanwhile, the operation continues to work closely with its suppliers on numerous promotions – in 2018, it rolled out 6,463 promotions across Dubai International and Al Maktoum International Airport.

Building on a successful 2018, Dubai Duty Free's sales for the first quarter of 2019 reached US\$525 million, which is pretty much on par with the same period last year. "Sales for March reached a new monthly record of US\$184.91 million, which represents a 2.20% increase over March 2018, with an average daily sale of US\$5.96 million," McLoughlin explains. "Sales across all three terminals at Dubai International Airport showed an

upward trend, including a 4% increase in Terminal 1, while AMIA showed an upward trend of 15%."

Liquor, Perfumes and Tobacco held the top three spots category-wise in the first quarter of the year. Perfume sales reached over US\$78 million, accounting for 15% of total revenue. Sales of Tobacco were up by 5.57% to US\$63.69 million, while Liquor sales reached US\$80 million accounting for 15% of total sales.

Other categories that have shown robust growth include Cosmetics, up 14% to over US\$57 million.

"We are positive that sales in 2019 will be good and that we will meet our target by year-end. Sales are ahead of passenger numbers at Dubai International Airport, and we are seeing double-digit growth across a wide number of categories," McLoughlin adds.

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Blue light ages your skin silently but dramatically. This serum uses the newest scientific discoveries to help protect your skin, plus hyaluronic acid to restore lost moisture.

Visit Us at Basement 2-B16



Party time

The popular social programme at TFWA Asia Pacific Exhibition & Conference provides unrivalled opportunities to network and relax outside business hours. Tonight's Hawaiian-themed Chill-Out Party promises plenty of colourful, exotic action. The TFWA Asia Pacific Bar is the perfect place to unwind, while tomorrow night's Singapore Swing Party sees the fair coming to town.




Tonight, 19:30

Mandarin Oriental Hotel

Where better to unwind mid-show than beside the Mandarin Oriental's giant rooftop pool surrounded by the Singapore city skyline? A Hawaiian theme promises pineapples, pink flamingos and plenty of colourful, exotic action including a surfing simulator. Eat, drink and take life a little less seriously.

- Dress code: Casual
- Entrance by invitation only (part of the Full Delegate Status)
- A shuttle service will be available from all major hotels

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DFNI-Frontier Asia Pacific Awards

 **Today, 18:00**
The Begonia Ballroom 3001A-3002
Marina Bay Sands Expo & Convention Centre, Level 3

DFNI will celebrate the best in travel retail at the DFNI-Frontier Asia Pacific Awards, the most-established awards for recognising excellence and innovation in the region. The shortlist of nominees is published in the current issue of DFNI and on dfnionline.com

- Dress code: Business attire
- Admission free to all badge holders



Tomorrow, 20:00

Ola Beach, Sentosa Island

This year's Singapore Swing Party sees the fair coming to town. Get ready for an evening of retro fun with fairground games and live music. There'll be burgers, hot dogs and candyfloss to enjoy, plus a vintage hairstyle corner to help you look the part.

- Dress code: Casual
- Entrance by invitation only (part of the Full Delegate Status)
- A shuttle service will be available from all major hotels



Today and tomorrow, 18:00-19:30

Marina Bay Sands Expo & Convention Centre, Level 4

The popular TFWA Asia Pacific Bar opened yesterday evening, and was the perfect place to unwind after the day's busy conference agenda. Located on Level 4 of the Marina Bay Sands Expo & Convention Centre, the TFWA Asia Pacific Bar is the ideal place to enjoy an early-evening drink kindly provided by our Sponsors. You can even venture onto the terrace with its stunning view of Marina Bay.

- Dress code: Smart casual



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La Martiniquaise-Bardinet is showcasing its portfolio of brands at TFWA Asia Pacific Exhibition & Conference.



Showstoppers

Brands need to stand out from the crowd. They need to be the main character on centre stage and not part of the chorus. Jessica Mason takes a deeper look into getting noticed, which drinks do it well, and how others can learn to gain a starring role.

There is nothing that compares to the global marketplace of travel retail. Standing out from the crowd is imperative. As William Ploquin-Maurel, International Brand Manager – Corporate Communication, La Martiniquaise (Basement 2/2-L2) attests: “The travel retail industry is unique. You are travelling and you are waiting for an experience, a high level of expertise in consulting and in-store support. You are waiting for new products and specific packaging. That is the reason why it is so important to have an eye-catching offer.”

John Scott, Export Sales Director, MacDuff International (Scotch Whisky) Limited (Basement 2/2-L202) is in agreement, and notes how it is important because “travel retail can be a shop window allowing consumers a chance to see products they may not have come across in their home markets. They often have more time to browse in a travel retail environment than at home in their weekly shop, so there is more of an opportunity to engage.”

But why does a drink need get noticed in travel retail? In essence because “being present in travel retail allows a brand and products to become more accessible to consumers who have become loyalists, as well as recruit others who we have not tapped into due to the lack of physical presence in their respective countries,” says Cristhel Elizabeth Molina, Marketing Manager - Global Travel Retail, New Product Development, Bleeding Heart Rum Company (Basement 2/2-G13).

“Travel retail is so important because it gives brands the opportunity to essentially test out a new market,” explains Jean-Philippe Aucher, Global DF/TR Director, Stoli Group (Basement 2/2-A15). “We can dip our toes in before diving in, so to speak.”

Gautom Menon, Founder & Chief Brand Officer, Wild Tiger Rum (Basement 2/2-F02) reminds that “travel retail is widely referred as the sixth continent and is critical to building brands. It’s an extremely lucrative space, and once a brand is present it elevates the perception altogether. Travelling consumers are more willing to experiment and pick products that catch their eye and imagination, as

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Sakuramasamune

**Stand D34, TFWA Asia Pacific
Singapore, May 12-16, 2019**

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Laplandia is introducing the only vodka in the world made using real wild bilberries – each litre contains an overwhelming equivalent of 570g of bilberries. Bilberry is blueberry's more aromatic wild cousin, which has a very mildly tart taste that is essentially overpowered by its sweetness.

John McDonnell, Managing Director International, Tito's Handmade Vodka, which is being showcased at the Duty Free Global stand: "Tito's is made 100% from corn, so we convey this message with the vessels we use to serve our cocktails in. The vessels resemble cans of corn and customers think it is very clever."



opposed to their regular shopping visits when at home."

Crucial Drinks (Basement 2/2-D32) Director of Travel Retail James Maxwell agrees and reminds that "these consumers are more informed, naturally curious and are actively looking for something unusual or exclusive as they diversify their drinking and social experiences. Loyalty to one brand has moved on, particularly with the emerging middle class and millennial consumers who are contributing to the strong passenger growth, and it's these travellers who are demanding more choice and wanting to trade up from mass produced brands into craft which resonates

Cristhel Elizabeth Molina, Marketing Manager - Global Travel Retail, New Product Development, Bleeding Heart Rum Company: "Being present in travel retail allows a brand and products to become more accessible to consumers who have become loyalists, as well as recruit others who we have not tapped into due to the lack of physical presence in their respective countries."

through authenticity and artisanal product cues."

John Lee, spokesperson for Everrise International, representing Guizhou Xijiu Sales Co (Basement 2/2-E7) highlights how "travel retail is an important part of tourist consumption. Consumers on their way travelling are not just sightseeing, visiting resorts and experiencing overseas customs and culture, but also wishing to enjoy products from different regions and various fields during their trip. Therefore, travel retail can provide brands/products with opportunities to conduct a large scale and high-level promotion." Lee reveals that "as a product supplier, we do not just present consumers with high-quality products, but also provide them with more brand experience and services."



MacDuff International is showcasing new packaging for Islay Mist. The unique bottle features an embossed map of the island plus embossing of the Great Seal of Islay.



Stoli Group returns to TFWA Asia Pacific Exhibition & Conference with a refreshed portfolio. Its primary focus is on its partnership with Cognac Prunier, and it is showcasing the travel retail exclusive Age Statement Collection – a range that is reserved for the travelling connoisseur.



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NIO's vision is to be recognised as the brand which offers the best high-quality cocktail tasting experience outside of a bar.

According to William Ovens, Global Travel Retail Director for Ian Macleod Distillers (Basement 2/2-C01): "Travel retail offers the opportunity to gain consumer reaction to innovative new propositions." Ovens points out how "many consumers buy a brand for the first time in travel retail, so it is doubly important to really catch consumers' eyes as they travel through travel retail stores. The demographics are slightly different to the High Street and there are more opportunities for consumer engagement, education and trial than in the domestic off-trade environment."

For this reason, lots of drinks brands are seeded into travel retail prior to emerging in domestic markets. In many ways, the arena is a testbed for the new and the innovative.

Julie Witherden, Marketing Director, Bacardi Global Travel Retail (Basement 2/2-D10) reveals how "over the past five years, Bacardi has brought an incredible pipeline of whisky innovation into global travel retail" because "the channel has a vibrant mix of consumers from emerging markets at the second stage of luxury who actively seek new discoveries." Witherden describes how "this new wave, combined with the specialist

Wild Tiger COCO is a delightful blend of Indian rum and the invigorating coconut flavours of Kerala. It is an homage to all the tigers roaming the planet and comes in a beautifully-handcrafted furry-sleeve bottle.



Liviko is showcasing Crafter's Aromatic Flower Gin, which is a famed colour-changing gin.

Crucial Drinks is making its debut at TFWA Asia Pacific Exhibition & Conference, where it is showcasing its portfolio which includes The Lost Distillery Company, Rum & Cane Merchants, Six Saints Rum and Big Mouth Whisky.



whisky status of travel retail amongst established connoisseurs and collectors, makes this an important strategic market for Bacardi" and adds: "For these reasons, we knew Dewar's Double Double had to launch in global travel retail first."

Halewood Wines & Spirits is exhibiting at TFWA Asia Pacific Exhibition & Conference on the stand of its partner MG Cellars (Basement 2/2-B14). Simon Roffe, MD GTR, Halewood Wines & Spirits, reveals that "Halewood only entered travel retail about three years ago and has invested huge amounts of energy and resources in getting our brands in front of the big – and small – retailers." He explains: "We really believe in this channel on account of the consumer demographic – their predisposition to experiment and to shop – their dwell time and, of course, their sheer numbers. It is a fantastic showcase."

How to get attention

There are many ways to garner attention. But learning from companies that effectively get their product noticed is the most instructive route. For instance, Simon Sparrow, International Sales Manager at Bickford's Group, which is featuring its Twenty Third Street Distillery (Basement 2/2-A4) products at TFWA Asia Pacific Exhibition & Conference, reveals how "each product is adorned with its own, unique piece of art" and "before launching new products the distillery welcomes local Australian artists to submit their work and, based on stylistic relevance, they're chosen to develop the label artwork." This is a process Sparrow finds helps the brand stand out. "Artists are briefed to capture the essence of both the new product and Riverland. For example, our Hybrid Whisk(e)y label represents the historic Paringa Bridge in Renmark, South Australia," he adds.

Whereas Shanxi Xinghua Cun Fenjiu International Trade Limited Company (Basement 2/2-J39) reveals: "We have measures to grow our brand – investing more resources to increase the visibility of Fenjiu, and give customers more opportunities to taste Fenjiu. We also plan to give free gifts to consumers to increase their interest" as well as "developing new products which are suitable for travel retail."

Communication is crucial

Communicating how good your brand truly is will also continue to help it sell. Jennifer Chang, spokesperson, SPEY (Basement 2/2-K35) highlights how "at the World Whiskies Awards 2019 in London, SPEY was outright winner within the Speyside Region Non Age Statement category." Chang adds that "this



The Xijiu Jiao Cang 1988 is a typical Moutai flavour Chinese liquor brand and is also the flagship brand of Xijiu Company.



Through William Grant & Sons, Hendrick's Gin has expanded its gin portfolio with the release of 'Midsummer Solstice', a small batch, limited-edition gin by Hendrick's Master Distiller Lesley Gracie.

William Ovens, Global Travel Retail Director, Ian Macleod Distillers, explains that the "Edinburgh Gin brand sells very well in a number of Asian airports".



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International Beverage is presenting the new Balblair collection, which features striking premium packaging, drawing inspiration from the distillery's rich heritage.

is a truly outstanding award and means SPEY is then entered into a blind tasting for the best whisky in the world." Chang knows that it is accomplishments such as these that will need to be communicated to sell the product to consumers.

"Creatively designed product packaging and intelligent play on colours for our label designs, Kwirk is a product that captures attention through sight and taste," says Ivan Phua, Travel Retail Manager, Lubritrade Trading Pte Ltd (Basement 2/2-H1), who notes the importance of standing out.

Phua adds: "Akafuji is a motif of famous ukiyo-e (Japanese woodblock prints) and this auspicious symbol is also clearly translated on the packaging. We believe strongly that these elements incorporated on the packaging will capture the initial attention of consumers."

Ian Macleod Distillers' Ovens explains how the "Edinburgh Gin brand sells very well in a number of Asian airports" and hints that the company is "about to extend its distribution to a number of additional high profile Asian airports" as well as "rolling out stand-out activation in travel retail, giving airport passengers the chance to sample the different products and learn more about its heritage and craft." This is a sure-fire way of getting noticed.

Create packaging that encourages purchase

Alexandre Bussiere, Managing Director, Chabot Armagnac (MG Cellars) (Basement 2/2-B14) points out that, for any brand, the "first impression is the packaging; it has to be eye-catching, appealing, and reflect the DNA of the product inside."

The Tomatin Distillery (Basement 2/2-A5) undertook an extensive rebrand of its packaging in 2016 with the aim of letting customers have an idea about the product just by looking at the packaging. Graham Nicolson, Sales Director at Tomatin, explains how "traditionally, Highland single malt Scotch whiskies are big and robust, but that is not the case with Tomatin, our whisky is soft, light and fruity. By using softer colours on our cartons and labels, inspired by the landscape around the distillery and also using a curvier bottle to reflect the rolling hills in the local area, I think we have communicated the important message about the actual whisky; Tomatin whisky is the softer side of the Highlands."

Alfred Goh, Area Director Asia Pacific, Zamora (Basement 2/2-N11) also highlights how "Martin Miller's Gin gains great on-shelf recognition" and

Loch Lomond has unveiled two new special edition single malts to celebrate the award-winning independent distiller's second year as The Spirit of The Open.



Halewood Wines & Spirits, which is exhibiting at TFWA Asia Pacific Exhibition & Conference on the stand of its partner MG Cellars, is driving development of its Asian market with new travel-exclusive bottles for its Whitley Neill Handcrafted Dry Gin and its flavoured variants.

The Twenty Third Street Distillery creates modern, innovative and stylish products. It has had great results in the Australian duty free market, in particular with its Signature Gin. It now has the products available in a one-litre format, as well as a gift-giving solution.



Bacardi knew that Dewar's Double Double had to launch in global travel retail first.

adds that "no-one is able to miss the retro-yet-modern design of our Lolea Sangria brand."

From MacDuff, "the new Islay Mist packaging makes a huge play on the fact that we have the only blended Scotch that can claim to be from Islay," says Scott. "Our unique bottle features an embossed map of the island plus embossing of the Great Seal of Islay," plus "the bikini style label and bold font give a clear message to consumers that they are getting a premium Islay Whisky at an unbelievable price."

Barry Geoghegan, Founder, Duty Free Global (Basement 2/2-E39) says that "the packaging of the Gold

Bar Whiskey – both in large and small formats – has received a super reaction from the trade and consumers alike," showing that there is lots others can learn from eyeing brands such as these and taking notice with what they are doing to create interest.

"Certainly, the first thing that makes people stop and look is the captivating and highly recognisable packaging that characterises all Bottega products," says Sandro Bottega, Founder, Bottega (Basement 2/2-M9). He reminds how "packaging has always been a very important aspect, when conceiving a new Bottega product" and notes how the company "strongly believes

that good, well-crafted packaging is designed to reflect – not conceal – the quality of the content, conveying the value of the product, and making it stand out, especially in crowded environments, such as airport shops, attracting even the most demanding consumers."

"Nemiroff's 150-year legacy gave its brand the indomitable spirit. The world-changing events forged its soul," says Irina Zhygunova, Global Chief Marketing Officer, Nemiroff Vodka (Basement 2/2-N9). Zhygunova explains how "the brand struggled, adapted and eventually prospered." This was because "the brand always played at the territory of 'vodka for men' with its 10

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Fenjiu has measures to grow its brand – investing more resources to increase visibility and give customers more opportunities to taste it.

Distell is launching Bain's 18-Year-Old PX Cask Finish during TFWA Asia Pacific Exhibition & Conference. It is a limited-edition, travel retail exclusive whisky.



Kwirk, from Lubritrade, is a product that captures attention through sight and taste.



SPEY, in association with Historic Royal Palaces, has created a SPEY Royal Choice Single Malt Whisky. The hue is a rich golden colour and the aroma fruity with a hint of chocolate. The taste is rich and smooth and the aftertaste, sweet, mellow and rounded. Available as a limited production, each bottle comes in a beautiful handmade box with a certificate of authenticity.

years of worldwide professional boxing deal. Zhygunova adds: "We keep strengthening our DNA on this territory, focusing on unique masculinity and indomitable spirit."

Staging appealing serves

Another way to gain attention is via trial and creating theatre though serve and mixology. Something that plays well to dwell time while you have a captive demographic of consumers within an airport environment. "We will be highlighting a new lower ABV Disaronno cocktail, Disaronno Fizz, that we have created to appeal to millennials," explains Nikos Tsagarakis, Global Travel Retail Director, Ilva Saronno (Basement 2/2-M10).

Goh highlights how Zamora's "new global advertising campaign is about to hit all markets – including travel retail" and hints that it "will really make people stop and look as we're focusing on Licor 43 as a perfect pairing to coffee under the strapline 'tastes better together'."

John McDonnell, Managing Director International, Tito's Handmade Vodka, which is being showcased at the Duty Free Global stand (Basement 2/2-E39) points out that "Tito's is made 100% from corn, so we convey this message with the vessels we use to serve our cocktails in. The vessels resemble cans of corn and customers think it is very clever."

In addition to this, it is a universal understanding that travelling consumers are willing to try new things. "Consumers are more relaxed while travelling, they have 'vacation' mood, are willing to try new things, new flavours, to leave routine behind. Being in travel retail is a part of globalisation," says Nemiroff Vodka's Zhygunova. As such, having a point of differentiation is vital.

Hone the art of being different

For instance, Laplandia Vodka (Basement 2/2-N4) is launching Bilberry Laplandia at TFWA Asia Pacific Exhibition & Conference. "This is the only vodka in the world made using real wild bilberries, and each litre contains an overwhelming equivalent of 570g of bilberries," says Mr CL Lau, Partner, LAP Spirits. "Bilberry is blueberry's more aromatic wild cousin, which is found exclusively in the northern forests. It has a very mildly tart taste which is essentially overpowered by its sweetness" and "its beautiful dark purple colour combined with its authentic bilberry flavour provides incredible opportunities in the world of cocktails, but enjoying it chilled and straight is a total game-changer."

Also showcasing a point of difference is Luzhou Laojiao (Basement 2/2-K33). Li Huang, Travel Retail Account Supervisor at Luzhou Laojiao, explains that "travel retail is a channel to link Luzhou Laojiao with the world. We are trying to let more people know about Baijiu" says Huang, adding "with our attractive packaging design, we can get more attention from travellers."

Maxwell from Crucial Drinks also draws attention to the fact that "with The Lost Distillery Company we are bringing legendary and long forgotten whiskies back to life, each with their own unique brand story and taste profile. A modern interpretation of Scotch whisky distilleries which closed over 100 years ago that helped form the foundations of Scotch whisky as we know today," he adds, pointing out that "the whiskies are packaged in very distinctive black bottles, making them stand out in-store."

Ed Cottrell, Managing Director GTR, William Grant & Sons (Basement 2/2-N19) reveals that "Hendrick's Gin has expanded its gin portfolio with the release of 'Midsummer Solstice', a small batch, limited-edition gin by Hendrick's Master Distiller Lesley Gracie," adding a point of difference to the range, while Bottega has unveiled the launch of the organic liqueur Bottega Ginger, as well as new versions of Bottega Gin Bacûr. Bottega is also launching the 5cl miniature bottle and the 10cl spray version. "The elegant and practical copper-coloured bottle with vaporiser becomes a useful tool for bartenders, confectioners and chefs, to enrich their creations with flavours and aromas. Cigar lovers will further enjoy their meditation moment if the cigar is sprayed with this distillate," says Bottega.

From DANZKA (Basement 2/2-B34) we have "DANZKA Vodka, Bache-Gabrielsen Cognac, G'Vine Gin



For Chabot, the first impression is the packaging, which has to be eye-catching, appealing, and reflect the DNA of the product inside.



Tomatin whisky is soft, light and fruity. By using softer colours on its cartons and labels, and also using a curvier bottle, it has communicated that Tomatin whisky is the softer side of the Highlands.



Australia's number one craft spirit, Four Pillars Gin, has joined the growing portfolio of Duty Free Global to further consolidate its position in the global travel retail market. The brand features four core gins: Rare Dry, Bloody Shiraz, Navy Strength, and Spiced Negroni.

Martin Miller's Gin gains great on-shelf recognition, according to Zamora, as does the retro-yet-modern design of the Lolea Sangria brand.



Bottega is introducing several new products to the Asian market at TFWA Asia Pacific Exhibition & Conference, including new versions for Bottega Gin Bacûr, which is produced in Italy using botanicals like juniper berries, sage and lemon zest, and pure water coming from the Alps.

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and Pallini Limoncello,” says Torben Vedel Andersen, Global Sales Director, DANZKA. Each of them appealing to a broad and different audience.

“Liviko is one of the very few companies to offer something truly different – Crafter’s Aromatic Flower Gin, the famed colour-changing gin,” explains Anna-Kai Törs, Export Marketing Manager, Liviko AS (Basement 2/2-J34).

Luke Maga, Travel Retail Managing Director, Distell (Basement 2/2-F27) also highlights how “the new Amarula flavour sets a new standard for flavour and packaging design in the premium cream liqueurs category. With the Bain’s PX Cask Finish, this is not only an unusual finish for a grain whisky, but it is also the oldest single grain whisky ever bottled in South Africa,” says Maga, reminding how the company’s “new Scottish leader Blended Malt, with its modern packaging, opens up the brand to a more premium range of consumers.”

Be striking, be bold

From Wild Tiger Rum, Menon points out that “the packaging is bold and aggressive just like the tiger,” plus, he adds: “Our bottles are wrapped in velvet fabric to give the look and feel of a wild cat,” and so “every bottle has a unique stripe design and the tiger claw is a nice GWP.”



▲
The gift box for DANZKA THE SPIRIT enhances the brand's premium positioning. The gift box reinforces the pure, aesthetic and distinguished design of DANZKA THE SPIRIT.



▲
Atom Brands only sources multi-award-winning craft spirits that challenge the norm.



▲
Nemiroff Vodka has launched Nemiroff Barrel Crafted Vodka, which is aged in oak barrels to enhance its character, aromatics and flavour. The result is a spirit that is spicy, and astringent with rich aromas of oak.



▲
Whyte & Mackay is showcasing Jura Single Malt, which was relaunched in Asia TR last year with expanded distribution and grew at an impressive +274%, as well as launching the new Jura 21 year old 'Time' which is a travel retail exclusive edition.

Halewood Wines & Spirits' Roffe also reminds that “Whitley Neill gins taste fantastic, but they also look amazing. They are presented in travel-exclusive one-litre bottles in bright rainbow colours; on-shelf they really stand out and demand a second look.” Roffe reveals that Halewood is “also investing in activations which appeal to consumers with time on their hands and a taste for fine spirits.” To this end, he asked the rhetorical question: “Who can resist a delicious, flavourful G&T which also happens to be free?” In an airport, imaginably, very few.

“The new Balblair collection features striking premium packaging, drawing inspiration from the distillery’s rich heritage,” says James Bateman, Sales Director for Global Travel Retail, International Beverage (Basement 2/2-H27). “The new bottle retains Balblair’s iconic bottle shape, smooth like the pebbles in the Allt Dearg Burn, which supplies Balblair’s pure Highland water.”

Impress with premiumisation

Standing head and shoulders above the crowd can also be done by having a product that is a cut above the other brands available. By that, we mean the best quality that money can buy. Indeed, the premiumisation trend shows no signs of stopping.

“We only source multi-award-winning craft spirits that challenge the norm in the nature of the liquid quality available in global

travel retail,” says Claire Keene, Global Travel Retail Manager, Atom Brands (Basement 2/2-B5). Keene points out that “the grain to glass culture is important to our craft whisky offer, and the accolades that we are winning hammer home the merits of artisan methods and the romance craft brings to travel retail.”

Chabot’s Bussiere from MG Cellars is in agreement. “Chabot Armagnac is one of the world’s leading export Armagnac brands, unique in our ability to offer very exceptional vintages for exclusive collaborations,” says Bussiere.

This year, Whyte & Mackay (Basement 2/2-C5) “will be showcasing Jura Single Malt, which was re-launched in Asia TR last year with expanded distribution and grew at an impressive +274%,” says Micheline Wong, Area Director Asia Travel Retail, Whyte & Mackay. “We are also launching the new Jura 21 year old ‘Time’ which is a travel retail exclusive edition and builds on the core Sherry Cask Collection range. Also, the new Fettercairn Highland Malt range, which was launched earlier this year and features a 12 year old PX Finish (travel retail exclusive), a 28 year old, a 40 year old and 50 year old.”

“Jura 21 ‘Time’ comes encased in a beautiful sandblasted bottle, as though it has been polished smooth by the tides of the Atlantic lapping the shores of Jura,” adds Pierre Dubus, Marketing Manager Asia Travel Retail, Whyte & Mackay. “It is topped off with a premium presentation box, aimed at maximising standout on shelf.”

NIO Cocktails (Basement 2/2-C30) Marketing & Advertising Manager Stephanie Cavaciuti adds confidently: “Our vision is that of being recognised as the brand which offers the best high-quality cocktail tasting experience outside of a bar. This means constant commitment to excellence in all of

our activities, so as to guarantee our consumers unforgettable tasting moments.”

Cavaciuti also outlines the core goal: “To provide a luxurious drinking experience anywhere and on any occasion.”

The unique and the rare

Items that are limited or special also turn heads. For instance, Hendrick’s Midsummer Solstice will be offered for a limited time in 2019 with global travel retail distribution through key airports initially in Europe, followed by the Middle East, Asia Pacific, USA and finally Latin America, thus making it more sought after.

In addition, “Loch Lomond Whiskies has unveiled two new special edition single malts to celebrate the award-winning independent distiller’s second year as The Spirit of The Open,” explains Andre de Almeida, Managing Director – Global Travel Retail, Loch Lomond Group (Basement 2/2-B14).

Travel retail is the ultimate international sales channel. Competition is rife and the stakes are high, but great bottle designs, eye-catching merchandising and strong activations are all incredibly useful for gaining sales and positioning.

Indeed, as Cavaciuti so insightfully reminds, the object of being present in this marketplace is to provide “a pleasantly memorable experience” and, off the back of that, know that “your customers will leave with a smile, knowing they will choose you again during their next trip.”

Ilva Saronno is highlighting a new lower ABV Disaronno cocktail, Disaronno Fizz, which it has created to appeal to millennials.



Learn more about the wine & spirits innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase



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The origins of a wine are not just its unique selling point, but also part of its story. As consumers pass through the aisles of global travel retail they are in search of something that resonates. Irrespective of whether they are buying for themselves or others, wine evokes a sense of place. But which wines do it best? And which ones will we see this year? Whether communicating about the optimum climate or the ground beneath your feet, wine merchants are increasingly interested in pointing us in the right direction. Take note.

Terroir & climate

"Without a doubt, the star of our 2019 show is our first-ever travel retail exclusive range from legendary wine brand Casillero del Diablo. The 'Route of Cabernet Sauvignon' range features three Cabernet Sauvignons from three wine-growing valleys in Chile – Maule, Rapel and Maipo," says Diego Baeza, Global Travel Retail & Duty Free Director, Viña Concha y Toro (Basement 2/2-H34). "The combination of each valley's specific terroir and climate and the use of different ageing methods has delivered three distinct and exceptional wines, supported by a disruptive and engaging marketing launch platform that is new and different for the wine category in GTR."

Franco Gabriele, President, ALFA Brands (Basement 2/2-A1) reminds that products like icewine, which is a rare luxury dessert wine, have a production process that is painstaking and owes a lot to the conditions in which it is grown and nurtured.

"It is harvested in the cold of winter, as the Canadian

law requires the temperature to be below -8°C for icewine harvesting," Gabriele explains. "The grapes are then immediately pressed, yielding only one tenth of a normal table wine when pressed; however, the juice that is pressed out is rich in flavours, aromas and sweetness, so that when fermented into wine, the result is one-of-a-kind."

He adds that "white icewine has bold flavours of apricot, honey, lychee and peach, while red icewine tastes of ripe cherries, raspberries, strawberries and hints of chocolate. Icewine's character is unique and incomparable to any other wine in the world."

That is why ALFA Brands is showcasing a broad selection of premium wines and icewines from Pillitteri Estates Winery. "Included in this line-up is the Reserve Vidal and Reserve Cabernet Franc icewines, two award-winning icewines of the highest quality. Also included are the travel retail exclusive Carretto Series icewines gift and variety packs," says Gabriele, highlighting that the "entire line-up is new to this TFWA event and to the Asian travel retail markets," making its presence all the more special.

Gabriele explains how "Canadian icewine has a natural wow factor, and the story of how icewine is made captivates consumers, and conjures images of Canadian winters, catalysts to the production of such a luxurious wine," reminding people of the place from where each wine hails.

"The packaging of the Pillitteri Carretto Series of icewine is available in single bottle, as well as gift and variety packs, with the Canadian maple leaf prominent on the packaging. When consumers see the red maple

To engage travellers in its legend, Concha y Toro has installed an interactive wire loop game. Players use a wand to race against the clock, navigating the wine valleys of the Route of Cabernet Sauvignon to the Casillero del Diablo wine cellar in Pirque.



Location, location, location

From the terroir to the climate, right through to cultural stories of our time, wine resonates with travel with each taste offering up a true sense of place. But which wines illustrate this most evocatively and make their origins a destination? Here, Jessica Mason takes a look at wines with age old tales based on their locality, as well as exciting new releases that don't look back and, instead, through exportation, are going places.



This year, Diverse Flavours is showcasing its premium, award-winning South African wines, including Avondale, Cederberg, Deetlefs, Delaire Graff, Ernie Els, Groot Constantia, Kleinood, Mt Vernon and Napier.



◀ Franco Gabriele, President, ALFA Brands, explains that “white icewine has bold flavours of apricot, honey, lychee and peach, while red icewine tastes of ripe cherries, raspberries, strawberries and hints of chocolate. Icewine’s character is unique and incomparable to any other wine in the world.”

leaf, they know the product is Canadian pure and premium icewine,” says Gabriele, adding: “Prominently featured on the packaging is a list of awards won by the icewines at the most prestigious wine competitions around the world.”

Conditions for wine-growing are paramount. “Grapes are grown around the world, but linked to the terroir, the soils, the mountains, the valleys, the coastal breezes, the sunshine, the night temperatures, the people, the history – then this creates the sense of place,” explains Anthony Budd, Managing Director, Diverse Flavours (Basement 2/2-D34).

Budd adds that if people were to “visit the wine-making regions of South Africa in the Western Cape around Cape Town, they would see and experience something special.”

This year, once again, Diverse Flavours is showcasing its premium, award-winning South African wines, including Avondale, Cederberg, Deetlefs, Delaire Graff, Ernie Els, Groot Constantia, Kleinood, Mt Vernon and Napier.

Meanwhile, over at Ulupna Winery (Basement 2/2-J02), represented by its Managing Director Viviana Ferrari, we will see Ulupna’s three main labels – the Domain Classic, the Royal Phoenix and the Viviana Ferrari Collection. “Domain and Royal Phoenix wines are completely terroir-driven. Grapes reflect the vineyard and region that they come from. Our particular micro-climate ensures in our wines’ unique and special flavours,” says Ferrari.

A sense of place

“The Casillero del Diablo brand carries strong recognition across Asia Pacific and will undoubtedly capture the attention of wine lovers,” says Viña Concha y Toro’s Baeza. “For those who are new to the brand, our in-store activations are telling the Route of Cabernet



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VSF is showcasing a fine selection of Austrian high-quality wines of indigenous and unique grape varieties like Grüner Veltliner, Zweigelt and Saint Laurent, and will also launch a new wine Zantho Pink 2018 – a refreshing and light rosé wine of 100% Zweigelt grape variety.



Sauvignon story in a bold and disruptive way. The displays are distinguished by elements of slate, wrought iron gates and brickwork, reminiscent of the original legendary Cellar of the Devil in Pirque, and its fabled protector.”

Baeza points out that if you take the example of the Route of Cabernet Sauvignon range, Concha y Toro has sourced Cabernet Sauvignon grapes from some of the finest locations in the world for growing this varietal – the Maule, Rapel and Maipo wine valleys in Chile. “Chile is the home of Viña Concha y Toro, and with the Route of Cabernet Sauvignon we are sharing our company’s rich heritage and the Casillero del Diablo brand’s craftsmanship with the world.”

Baeza adds: “In terms of distribution, Casillero del Diablo has strong brand awareness in Asia Pacific, and China is the number one country for Chilean wine exports globally. Domestically, over the last three years, sales of our flagship Casillero del Diablo brand have risen by 90% in China, Japan and Korea. Launching the Route of Cabernet Sauvignon in Asia first, exclusively at Singapore’s Changi Airport with DFS in April, was a strategic choice. This month, we’re rolling out the range to other DFS locations and to Hong Kong Duty Free with CDFG and Lagardère, and we look forward to subsequent roll-outs in the region.”

ALFA Brands’ Gabriele highlights that “Pillitteri Estates Winery is located in idyllic Niagara-on-the-Lake, Ontario, Canada” and has “a global brand identity, and its wines are sold in over 35 countries,” and reminded that “the travel retail markets are crucial to facilitate brand growth, as they allow us to tell the story of our Canadian identity.”

According to Gabriele, “we achieve this, through offering premium quality icewines, via exclusive

travel retail products in multi-packs that encourage consumers to explore. When they taste our icewines they are literally getting the unique flavour of Canada”. He adds that “Canadian icewine is pure, containing only juice from the frozen pressed grapes [so] when you taste Canadian icewines, it is easy to imagine the winter harvesting, with the frozen grapes on the vine from which it was picked.” Gabriele describes the positioning as “similar to wines from other fine wine regions around the world, icewine has a true sense of terroir given the uniqueness of its harvest and production.”

From the Australian climes, “the Domain Shiraz, Shiraz/Cabernet and Chardonnay will provide a taste of our single vineyard wines with grapes grown in the Victorian Northern Goulburn Valley,” comments Ulupna Winery’s Ferrari. “The Royal Phoenix Shiraz and Cabernet are made from grapevines originating from plants that arrived in Australia in the 18th century directly from France. A wine crafted with the most innovative wine-making technologies and profound ethical and sustainable principles,” she explains. “With the Viviana Ferrari Collection (the VFC) Promenade Series, differences are acknowledged as you’ll taste carefully-selected and blended Australian wines from diverse regions” offering up a sense of place. “A wine that stands for approachable elegance and style – a modern luxury message. The VFC’s ‘Promenade’ label is represented by an original artwork, ‘The Man and the Dog’, by the talented Korean artist Julian Park. The artwork connects nature with the importance of leisure in our busy lives, indicating time, that may be the most sought modern ideal. Furthermore, the image of the dog leading reminds us of honesty, loyalty and responsibility guiding our daily activities.”

“We are showcasing a fine selection of Austrian high-

quality wines of indigenous and unique grape varieties like Grüner Veltliner, Zweigelt and Saint Laurent,” says VSF International Consulting & Trading’s (Basement 2/2-N6) Sintija Celma, who hints that the company will also launch a “new wine Zantho Pink 2018 – a refreshing and light rosé wine of 100% Zweigelt grape variety.”

Celma explains: “Our wines are produced in the region of Seewinkel in Burgenland, nearby Vienna, and next to a big and shallow lake in Austria in a National Park area called Hansag” giving them a unique sense of place. “Today, the wines are sold in more than 30 countries worldwide in the Northern hemisphere,” Celma adds.

According to Diverse Flavours’ Budd, “South African wines have great diversity, they are totally natural, food-orientated wines, exceptionally well-made by great craftsmen,” and in terms of them having a sense of place, “each region has its unique differences in terms of terroir and, therefore, the flavours they produce. Some are over 300 years old, like Groot Constantia, and have been exporting for as long as they have been produced,” he explains.

Sandro Bottega, Owner and Managing Director at Bottega (Basement 2/2-M9) reminds that the company “absolutely believes in producing wines and spirits that are expressions of a specific place.” So much so, that he goes so far as to highlight how they use mainly locally-sourced ingredients, but also materials that come from the areas where they achieve their best taste potential.

Destination vineyards

Viña Concha y Toro’s Baeza outlines how “the Route of Cabernet Sauvignon range was created exclusively for travellers – it is not available anywhere else, which is very relevant to the APAC traveller. In the development of this range, we considered not only the



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Bottega Florenzia is a ruby red wine with remarkable character and personality. Produced in hilly Tuscany, from Sangiovese, Cabernet Sauvignon, Cabernet Franc and Merlot grapes, it is an elegant wine with an intense bouquet of red and black berries, pleasant aromas of spices and violet, and a vibrant taste with soft tannins.



attributes of each of these fantastic wines, but also how to guide the consumer through the range. The use of different ageing methods is a cue that many consumers will equate with other categories, such as malt whisky, where longer equals better, and the same is true here. These wines are different, unique and exceptional, but importantly reflect all the same attributes that have made Casillero del Diablo a global success."

According to Baeza, "the Route of Cabernet Sauvignon is as Chilean as it gets". "Not only did our experts source the grapes from some of the finest locations for Cabernet Sauvignon in the world, but as a whole, the range immerses consumers in the region and educates them about these extraordinary Chilean wine valleys – converting consumers into Chilean wine experts who can then take the wines into their homes," he adds. "The wines really bring Chile to the rest of the world, which is our ultimate goal."

ALFA Brands' Gabriele reminds that travel retail is "about brand building, and offering the consumer a selection that may not be available in their domestic markets" and therefore intriguing them about the location. He points out that "the travel retail markets showcase our wines to consumers who travel the world, and share their experiences around the globe" and so all of this helps in "getting our wines into their hands" and attests to the fact that this is still "the best way to enhance brand recognition internationally."

Bottega highlights that the power of location – especially popular cultural hotspots and holiday destinations – can conjure images in people's minds and show them that a wine began somewhere, and has a history and a story attached to its existence. This origin is then communicated in advertising, POS material, and glassware, as well as reminding the consumer that "to produce our products we mainly use materials coming from the Venice area."



▲
Ulupna's Domain Classic and Royal Phoenix wines are completely terroir-driven. Grapes reflect the vineyard and region that they come from.

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The art of storytelling

Alfred Goh, Area Director Asia Pacific, Zamora (Basement 2/2-N11) insists that “consumers appreciate brands with a real heritage and an interesting story to tell,” which is where provenance and storytelling become anchored in where a wine originates. He adds that consumers also want to know that their wines are “made from high-quality natural ingredients” which means that tastings and education are central to communication. “Consumers want to know where the product comes from, what they are drinking, and how they should drink it,” he adds.

In terms of storytelling, for Concha y Toro, “folklore maintains that Casillero del Diablo wines are guarded by the devil, stemming from a rumour spread by Don Melchor de Concha y Toro, founder of Viña Concha y Toro, to discourage pilferage from his cellar more than 130 years ago,” says Baeza.

“To engage travellers in this enthralling legend, we have installed an interactive wire loop game. Players use a wand to race against the clock, navigating the wine valleys of the Route of Cabernet Sauvignon to the Casillero del Diablo wine cellar in Pirque. Through gamification, we are creatively guiding consumers through the valleys to make them true experts of both Chilean Cabernet Sauvignon and the legend of Casillero del Diablo,” Baeza adds, highlighting how this makes the story interactive and therefore memorable.

In terms of wines to watch, Baeza references the pride the company has in the Route of Cabernet Sauvignon range, because, “it’s the total package – exceptional quality, well-priced wines, beautiful labelling and eye-catching in-store activations, with an inspirational story behind the concept; all implemented in a 360-degree approach that’s fresh for the wine category,” he explains.

The opportunity

But there are still opportunities out there. Concha y Toro has conducted research and “found that South American wines are currently very underrepresented in global travel retail,” which offers up a huge gap in the market. “This offers great potential for growth – not just for us as a supplier, but also for the retailer,” says Baeza, hinting that this has “stimulated our group’s new strategic focus and investment in the channel.”

Gabriele admits that the strategic route through the Asian wine channels was going to focus on incentivising consumers, as well as offering up a wealth of choice. “We aim to enter the travel retail markets, by leveraging our established brand recognition throughout Asian domestic markets. To enhance and grow the portfolio in the Asian travel retail markets, we will propose unique consumers’ incentives and multiple package choices in size and flavours, as well as exceptional operators’ incentive programmes,” he explains.

Meanwhile, Budd reminds that the future of wine retailing across the global marketplace involves people working together towards a common goal and reminds that “travel retail is a luxury premium location to sell and market brands. Consumers expect to see the top brands in the duty free shops and onboard airlines, so it’s important that retailers and brands work closely together to continually challenge the status quo.” In essence, never give up; keep pushing the boundaries; and work with one another because location may be important. But contacts are just as crucial.



▲
Zamora insists that consumers appreciate brands with a real heritage and an interesting story to tell.



Learn more about the wine & spirits innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase

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TOBACCO SERIOUSLY DAMAGES HEALTH

Igniting tobacco consumers' passions in travel retail

The options for making tobacco products stand out in travel retail are wide-ranging. But what works best? Is there a one-size-fits-all approach for success? And is the sector still as important to tobacco companies as it once was? We put these questions, and more, to some of the key brands exhibiting at TFWA Asia Pacific Exhibition & Conference.

A head of TFWA Asia Pacific Exhibition & Conference, we spoke to some of the movers and shakers operating in the tobacco market to get their expert insight into what's working well for their brands, what opportunities are opening up in the sector, and which pitfalls need to be considered for the rest of this year and beyond.

But, before we get to that, we asked what benefit tobacco brands derive from TFWA Asia Pacific Exhibition & Conference, and is travel retail still relevant to tobacco companies?

Nanyang Brothers Tobacco (Basement 2/2-B25 & 2-B26) is present because it sees the event as a great opportunity to showcase key new products to customers, in particular its 'Time Collection'. Dora Chen from Nanyang Brothers Tobacco told us: "The travel retail market is becoming more and more competitive every year and it is a very important sector for us."

This is a sentiment echoed by KT International's (Basement 2/2-F37) Global Marketing Director Stuart

Buchanan, who told us: "We will be at TFWA Asia Pacific Exhibition & Conference primarily to showcase our brands and portfolio. It is very important for brand building, a fact which is supported by our travel retail and domestic business growing at over 30% per annum."

Karelia Tobacco Company (Basement 2/2-C34) is displaying its portfolio of brand families, especially those particularly suited to the region's markets, including George Karelias and Sons, Karelia Slims, Omé, Karelia Family, and American Legend.

In travel retail, Agio is focused on its Balmoral Añejo XO handmade cigars, which were exclusively developed for the market. The assortment consists of an exclusive wooden gift box that features five cigars: two Petit Robusto FT, two Rothschild Masivo, and one Gran Toro. Part of this travel retail concept is convenient 4-count cigar packs that feature the same three vitolas.





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According to Simon Warburton, WWDF General Manager and Vice President, JT International (Basement 2/2-B38), TFWA Asia Pacific Exhibition & Conference also provides an opportunity to raise awareness of threats to the future of the industry, including excessive regulation that doesn't consider the global nature and intricacies of travel retail. "The duty free channel is important to our business and has been growing year-on-year. Asia is a growth area for us driven by the increasing popularity of our brands and also the increase in passengers across this region."

Royal Agio Cigars' (Basement 2/2-B17) Travel Retail Manager Gertrude Stormink explained that the cigar company is attending TFWA Asia Pacific Exhibition & Conference to meet its Asian partners, and to discuss the sector and the mutual opportunities in 2019 and beyond. "The travel retail sector is as important as ever to business, with the continued rise in the number of international travellers meaning more and more potential customers are coming into contact with our international brands Balmoral, Mehari's and Panter," she said. "Sales of our Balmoral Añejo XO handmade cigars are continuing to develop in travel retail and we are hopeful of creating new listings and activations this coming year."

Ways to light up your consumer offering

Competition from online sales and the High Street means travel retail is facing pressure. Consumer needs are changing as they crave experiences, genuine value, and connection with their brand. Shoppers are looking for an experience.

JTI has gained market share worldwide and has seen volume increases for its global flagship brands, Winston, Camel and Mevius. Confidence is high. "Tobacco is a clear destination category with a very high level (89%) of pre-planning behaviour by the shopper," says Warburton. "Our research shows that once a tobacco buyer finds their product, they go on to spend more than any other non-tobacco buyer in-store. The key is to make the category visible, easy to shop, and then to encourage the tobacco buyer to shop the rest of the store. A good example of this working for us was JTI's Winston Barber Shop consumer activation in Jordan and Morocco, where consumers could live a little piece of the brand world and actually have their beard trimmed or nails painted in an American-style street corner barber shop, custom-built within the duty free area."

Consumer desire for differentiated and personalised products is a key trend and represents a real opportunity for the tobacco sector.

"Special editions, including exclusive duty free offers, limited editions, regional editions, and festival editions are eye-catching and benefit gifting strategies as consumers seek what they cannot find in their domestic market," said Nanyang Brothers Tobacco's Chen. "Offering consumers a memorable brand experience in travel retail is essential."

In February, Royal Agio Cigars enjoyed a successful brand activation at Dubai International Airport and the company plans to introduce more premium handmade cigar concepts later this year, including travel exclusives, limited editions and special editions.

Agio's Dubai campaign took place from 5 to 19 February, targeting travellers during the airport's Chinese New Year festival month. All selected cigar boxes featured the number '8', an important number in Chinese culture, symbolising prosperity and good fortune. The limited-edition cigar boxes, containing 10 handmade cigars, were placed on an eye-catching display, which gained additional traction thanks to a brand ambassador on the ground who actively engaged travellers during the promotion. The activation was a huge success and resulted in a 40% sales increase for the premium Balmoral Añejo XO cigar range.

"It is very important to offer consumers a brand experience in travel retail," said Stormink. "For us it worked out very well at Dubai Airport, where we launched our limited-edition, the Balmoral Añejo XO

KT International's Corset brand is experiencing strong growth. This is driven by the world-exclusive Corset Shell Pack.



KT & G highlights the growth of super slim cigarettes and capsules as an important trend.



Spotlight on Imperial Brands

This year's TFWA Asia Pacific Exhibition & Conference sees Imperial Brands (Basement 2/2-C38) introduce two limited edition variants for its key cigarette brand Davidoff.



Firstly, there is the Davidoff Camera Case Limited Edition. This limited edition outer is designed in the shape of a camera to meet the travel theme, and to underline the brand's urban city lifestyle and heritage value. "Exclusive to travel retail, the 200 cigarettes outer will initially be available in Dubai, Beirut and Hong Kong International Airports while stocks last," explains Julia Bauer, Regional Manager APAC - Global Duty Free & Export, Imperial Brands.

Secondly, there is Davidoff REACH Purple Mint Queen Size. The new Davidoff REACH line, which

Imperial Brands is introducing two limited edition variants for its key cigarette brand Davidoff, including the Davidoff Camera Case Limited Edition.

is only available as queen-size cigarettes as part of a new format for Davidoff, is aimed at modern and open-minded smokers seeking a progressive brand with modern style and innovative features.

Meanwhile, a key initiative for duty free this year is the introduction of myblu, the next-generation device bringing simplicity to vaping with its one-step click-and-vape system and extensive flavour range of pre-filled liquid pods.

At this time, when tobacco is battling to maintain floor space and market share, Imperial Brands believes it's more crucial than ever to maintain high presence in the Global Duty Free & Export business. "It is the moment to remind retailers that Imperial Brands will continue to invest in high quality FMC brands: activations, visibility and brand ambassadors," adds Christian Münstermann, Global Duty Free & Export Sales and Marketing Director, Imperial Brands. "Global duty free is the window to the world that we address via our special business unit. We believe it continues to offer a great opportunity."

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Gran Perfecto FT, supported with a brand activation. Asian travellers in particular are frequently looking for a special gift and our luxury assortment box was very appealing to them. Furthermore, we are running a successful activity with our Balmoral Añejo XO range at Athens Airport, and we are looking forward to more Balmoral Añejo XO brand experience activities this year."

Most of KT International's growth comes from consumers choosing its products because of the shelf stand-out packaging, and the price to value equation. A spokesperson told us: "The King is our fastest-growing brand and this is driven by our ongoing philosophy of an exceptionally good quality product and price to value equation range. Our Corset brand is experiencing equal growth; however, this comes off a lower volume base. This is driven by our world-exclusive Corset Shell Pack, targeting a smaller segment of niche mid- to premium-priced female consumers, supported by our Corset Lipstick and flat pack ranges."

Karelia embraces the possibilities generated by innovation to attract customers, both retailers and travellers. The brand's Public Relations Manager Joanna Kamarinopoulos said: "We are continuing to strengthen our position in this highly competitive industry through our exclusive packaging, and our high-quality customised merchandising units, the most recent of which have been placed at duty free outlets in Turkey."

Kamarinopoulos added that the company is pleased with its latest results from duty free markets in the Far East, including China, where Karelia and Omé continue to gain in popularity among adult smokers in cities including Beijing and Shanghai.

For KT & G's (Basement 2/2-B35) Andy Kim, it is the "indomitable rise of the electronic cigarette" that is the biggest opportunity in the industry. He believes the key opportunities in the sector, and the important trends to watch out for, include the growth of super slim cigarettes and capsules. KT & G's big player in this area is ESSE, which Kim described as "the No. 1 super slim cigarette in the world".

David Salem, Director of International Sales at Swisher International/Drew Estate (Basement 2/2-A18), says the biggest opportunities he sees are in exploring new markets whose regulations are "reasonable" and that the biggest challenge facing its brands is the plight of plain packaging.

Not all 'plain' sailing when it comes to packaging

The plain packaging roadblock is one of the greatest challenges facing the industry as a whole. JTI has put forward the argument that the unique business model of duty free is misunderstood, and that "excessive regulation is threatening the future of the industry".

Warburton told us that a united front is needed:

"Brand owners and retailers can support the duty free industry, expressing their concern through their local association. Together we are strong. Along with increased regulation designed for domestic markets, rather than the unique business model of duty free, this is a trend that is set to continue and affect all categories. Only by working together can we protect the future of the duty free industry as a whole."

Nanyang Brothers Tobacco echoes the sentiment that tobacco-related regulations are becoming much stricter in many markets. The brand made particular reference to Singapore, which is following Australia by rolling out plain packaging on tobacco products. A representative told us: "This will further reduce the variety and personalised character of tobacco brands, posing a threat to the Chinese tobacco market."

Travel retail exclusives and new releases

In 2018, Nanyang Brothers Tobacco launched customised, regional products, including a Hong Kong milk tea-flavoured capsule cigarette 'Pearl of the Orient' and its 'Hong Kong Zhuhai Macau Collection'. Happily, for Nanyang Brothers Tobacco, the products received a warm welcome from its partners and consumers, leading to sharp growth in the last 12 months.

During Chinese New Year, Nanyang Brothers Tobacco launched 'Prestige 1905' which is the high-end product of its 'Time Collection Series'. They are described as fashionable, Virginia slim cigarettes with a moisturising capsule wrapped in a nostalgia packaging.

"To celebrate the completion of the magnificent Hong Kong Zhuhai Macau Bridge, we launched the Hong Kong Zhuhai Macau Collection and held a new product launch in Zhuhai Duty Free last August," said a spokesperson. "Up until this moment in time, this collection is still the most popular tobacco product in their store and it is also Nanyang's top seller."

This year, Nanyang Brothers Tobacco is planning to

Nanyang Brothers Tobacco is launching the 1905 Series slim cigarettes, including PRESTIGE 1905, NANYANG 1905 and NANYANG CLASSIC 1905. It is also rolling out its first regular size cigarette – NGAIKUO – paying tribute to the 70th anniversary of the foundation of the People's Republic of China.

hold a product launch for its first regular cigarettes 'NGAIKUO', which is a salute to the 70-year anniversary of the foundation of the People's Republic of China.

In travel retail, Agio is focused on its Balmoral Añejo XO handmade cigars, which were exclusively developed for the market. The assortment consists of an exclusive wooden gift box that features five cigars: two Petit Robusto FT, two Rothschild Masivo, and one Gran Toro. Part of this travel retail concept is convenient 4-count cigar packs that feature the same three vitolas.

KT International's Buchanan explained that innovation and changing to meet consumer needs are the principal reasons behind the brand's growth over the past few years. This year the brand is launching its new Corset and The King ranges. The new Corset range – which is inspired by the world's fashion houses – is being showcased at TFWA Asia Pacific Exhibition & Conference, as well as the all-new packaging for The King Original and Centrio ranges.

"We will be launching our new Corset Shell Pack range later in the year," Buchanan added. "Once again, as with our main Corset range, it is inspired by fashion, but this will be more Haute Couture in design."

The Asia Pacific market is one of the fastest-growing and most interesting to Swisher International/Drew Estate. Salem commented that the company is happy with how it is growing in travel retail, particularly with its Liga Privada, the super-premium Drew brand that Salem said is "in high demand and short supply".

Meanwhile, Balmoral is experiencing the strongest growth for Agio Cigars, with the Balmoral Dominican Selection cigars performing well, notably the two travel retail exclusive gift boxes: Collection 12 and Private Collection 25.

So, despite increased regulations, and the negative impact of plain packaging, the sense is that the tobacco category in travel retail is still very much in rude health. A strong portfolio, creative thinking, and innovative concepts and brand experiences, continue to excite and engage consumers.



Learn more about the tobacco innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase



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Boris Wintermans

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Indulgent snacks

Mondelez World Travel Retail is presenting the new Cadbury Biscuits Collection.

As part of the new travel exclusive collection, Cadbury presents Nibbly Fingers – a 320g pouch filled with eight packs of crispy mini biscuits coated in classic creamy Dairy Milk chocolate. Ideal for sharing with family and friends, nibble on this premium biscuit offering for the ultimate indulgent snack.

The Cadbury Break Bar 364g pouch is packed with 14 delightful hazelnut-filled biscuits and is available in plain biscuit and chocolate biscuit. Crunchy and delicious, with a layer of Cadbury Dairy Milk chocolate coating the bottom, each Break Bar is individually wrapped and ready to be shared with friends and family.

The Cadbury Roundie 360g pouch contains 12 premium, indulgent biscuits, ready for unwrapping and sharing with family and friends. These light, crispy wafer wheels are coated in a luxurious layer of Cadbury's classic Dairy Milk chocolate and are part of the new travel retail exclusive Biscuit Collection.



Basement 2/2-J26

Privacy protection

PanzerGlass is exhibiting for the first time at TFWA Asia Pacific Exhibition & Conference, where it is showcasing CamSlider – the world's first and only dual privacy screen protector with a smooth built-in camera cover to give you all your privacy needs in one high performance product.

PanzerGlass is a global supplier of glass screen protectors. It is growing in existing markets and launching into new markets and countries through strategic partnerships with Huawei, Samsung, Sony, HTC, Google, Microsoft, and others.

The company's BrandGlass is the next-generation of screen protectors – a new way of protecting your private life and displaying a personal affiliation with a sports star, a company, a fashion brand, or an organisation whose values you identify with. On top of that, you get unique protection of a very expensive product, such as a new Samsung or Huawei. In addition to the biggest vendor brands, PanzerGlass has entered into unique partnerships with football star Cristiano Ronaldo and tennis star Caroline Wozniacki.

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Prize draw

Porsche Design, manufactured and distributed under license by Rodenstock, returns to TFWA Asia Pacific Exhibition & Conference with highlights from its Spring/Summer 2019 collection – plus one lucky sunglasses buyer will be walking away with a very special pair of the limited edition Glued Visor.

The Glued Visor P'8664 perfectly combines technological innovation and functional design, making use of an adhesive technique from the automobile industry – the 'Formed-in-Place-Technique' – in which a robot applies a special high-tech adhesive to the titanium frame with the highest precision. Limited to 911 specimens worldwide, the P'8664 is presented in an exclusive edition box including an elegant case. Worth €795 at retail, Rodenstock is holding a draw for a pair of Glued Visor sunglasses at 16:00 tomorrow.

The draw is exclusive to sunglasses buyers and, in order to participate, buyers must simply leave a business card at the Rodenstock stand and be able to pick up the sunglasses at the show.

Basement 2/2-H10



Elegant accessories

Morgan & Oates is introducing its new Autumn/Winter collection. Having listened to customers' needs and requirements, Morgan & Oates feels that its new collection will satisfy the Asian market, including the highly sought-after millennial demographic.

The 100% lamb's wool stole is the perfect winter accessory. Made in the UK with the finest spun wool, the lamb's wool stole is elegant and generously-sized at 200x70cm.

Indulgent and extremely cosy, the Morgan & Oates 100% cashmere scarves are the perfect winter gift. The AW19/20 collection focuses strongly on a masculine look, featuring designs in traditional-looking checks and simple colourings. Deep navy's, charcoal greys, and rich caramels, make up this easy-to-wear classic collection of looks.

Large blooming florals, ditsy dots, abstract art, and Moroccan patterning, are the inspiration for the latest collection of cashmere blends and silk wraps.

Morgan & Oates is also promoting its collection of cotton and silk beach sarongs and tunics.

Basement 2/2-J33

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Tailor-made retail concept

Capi Global has further strengthened its retail concept by improving the market-specific approach for business-to-business partners. The shop concept is tailored to the specific buying behaviour of travellers at airports, cruise and ferries.

Capi Global offers tailor-made solutions to business partners active in these different markets, based on the key drivers of travellers. The latest successful launch of the shop-in-shop concept is in collaboration with leading cruise retail specialist Harding Retail. For over a year, Capi Global has been its electronics partner.

The improved shop-in-shop onboard the cruise ship Marella Explorer 2 is the first location where the new concept is fully implemented. The shop offers four of Capi's marketing concepts. The Gadget Table ensures travellers can be entertained onboard and offers the perfect gift. The Special Offer bins appeal to price-conscious customers looking for a good deal. Products presented in the Travellers Choice wall respond to the impulse-buying of travellers.

Basement 2/2-H19

MEVIUS



IN JAPAN

* Source: JT statistics, as per Japan domestic cigarette retail volume, 2017 data

**Smoke contains benzene, nitrosamines,
formaldehyde and hydrogen cyanide**

Inspiring new collections

Premium chocolatier GODIVA is launching its 2019 Holiday Collection and 2020 Chinese New Year Collection, alongside luxurious additions to its gifting and sharing portfolio.

For the 2019 Holiday Collection GODIVA has developed a cheerful, youthful theme, which is European in design, concept and taste. The GODIVA Chefs Chocolatier were inspired by the traditional 'Bundt Cake', which owes its name to the baking tin in which it is made.

The magic of a Christmas market, centred on a charming carousel, is the inspiration for the beautiful designs on the GODIVA Holiday Collection boxes.

For Chinese New Year 2020, the GODIVA Chefs Chocolatier have carefully selected an assortment of chocolate pieces with the flavours most appreciated by Asian travellers. The assortments are presented in a set of red and gold gift boxes adorned with an elegant design of the Chinese Zodiac sign for 2020, the Rat, making them the perfect gift.

Basement 2/2-E2



Asian expansion

Halewood Wines & Spirits is driving development of its Asian market with new travel-exclusive bottles for its Whitley Neill Handcrafted Dry Gin and its flavoured variants.

The company is exhibiting at TFWA Asia Pacific Exhibition & Conference on the stand of its partner MG Cellars, and is launching the 100cl format bottles in response to demand from retailers.

The new one-litre bottles of classic Whitley Neill and the Rhubarb & Ginger variant are already proving a hit in a special pop-up store staged with Duty Free Zero at Hong Kong International Airport, and at other listings with DFS and Heinemann across the region.

The Dead Man's Fingers Spiced Rums also feature prominently in the growth plans of Halewood's travel retail unit. In addition, brands from Halewood's growing network of craft distilleries, such as Aber Falls in Wales and the new Australian subsidiary Ironbark Distillery, are set to be launched in travel retail in the coming months.

Basement 2/2-B14



The sound of silence

Finnish start-up QuietOn Ltd is officially launching QuietOn Sleep to provide seekers of quietude with their much-needed sleep. The innovative tiny earplug is being introduced to the travel retail industry at TFWA Asia Pacific Exhibition & Conference.

By incorporating active noise cancelling technology, QuietOn Sleep provides the essential premise for a wholesome rest: silence. Particularly low frequencies, which conventional foam earplugs can only reach to a limited extent, are suppressed so that background noises, such as snoring or noises coming through walls, no longer stand a chance. But it is not only on earth that the search for rest and sleep is made easier. QuietOn Sleep also improves the travel experience at thousands of metres of altitude, by effectively blocking out engine and aircraft cabin noises.

Due to their small size, the earplugs fit particularly well into the ear without falling out while sleeping on the side, and the retail package stands out with its exceptional compactness.

Basement 2/2-A8



Ready to do business

Watch and jewellery expert Kurate returns to TFWA Asia Pacific Exhibition & Conference with a clear strategy of expanding its business in the region.

Kurate is showcasing its new Starlet collection. Featuring midnight blue and storm grey druzy stones, the pieces are set in a gold finish and are reminiscent of a glittering night sky full of stars.

There is also a return of Kurate's dainty trend pieces. These three-piece sets are perfect for layering up and showcase the brand's popular charm styles of crescent and star motifs.

In addition to its new jewellery and watch pieces, Kurate is also highlighting its free-standing-display-unit that has been designed specifically for ground stores and ferry/cruiseships. The unit allows for Kurate's key pieces to be shown in an eye-catching display, and is perfect to encourage impulse purchasing if placed near tills.

Basement 2/2-H32



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Seriously spirited

William Grant & Sons returns to TFWA Asia Pacific Exhibition & Conference with a new look stand that reflects its updated corporate identity based on the ethos: Seriously Spirited.

From its stunning double-decker stand, this year's emphasis is on the new small batch, limited-edition Hendrick's Midsummer Solstice. Hendrick's Midsummer Solstice will be offered for a limited time in 2019 with global travel retail distribution, supported by high profile activations in key airport locations across the region starting from early Q3.

The release has been designed to enhance the existing elements of the Hendrick's Original house style. This floral liquid is the first variant released from Ms Leslie Gracie's Cabinet of Curiosities, a place of experimental botanic alchemy at the Hendrick's Gin Palace Distillery. Fragrant notes include zesty juniper with hidden undertones of orange blossom and exotic ripeness.

Alongside Hendrick's Midsummer Solstice, buyers will be given initial news about an exciting launch for Glenfiddich later in the year.



Basement 2/2-N19

Empowering eyewear

Kering Eyewear is exhibiting new collections from a range of brands at TFWA Asia Pacific Exhibition & Conference, including Alexander McQueen, Balenciaga, Bottega Veneta, Cartier, Gucci, Montblanc, and Saint Laurent.

The Alexander McQueen Spring/Summer 2019 eyewear collection expresses an empowering and assertive spirit through a fusion of innovation, craftsmanship and design. Both men's and women's designs come with fine metallic bars, studs and piercings, echoing elements of Alexander McQueen clothing, jewellery and accessories. Beetle and spider-shaped decoration encrusted with crystal and pearls reflects the love of nature that lies at the heart of the Alexander McQueen name. Offered in a variety of shapes, tones and textures, all styles are finished with the Alexander McQueen logo.

Meanwhile, the Bottega Veneta Spring Summer 2019 eyewear collection conveys understated elegance and artisanal beauty through new finishes, lightweight construction, and a sophisticated play of colours infused with a contemporary twist.

Level 1/1-S28



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Gifting fun

M &M's remains the key focus for Mars Wrigley Confectionery International Travel Retail (Mars ITR) at TFWA Asia Pacific Exhibition & Conference, with wall bays, gondolas and display units highlighting best-sellers and the latest new products.

M&M's travel retail exclusive gifting range includes four new fun designs: Fan, Torch, Flip and Funnel, featuring the iconic Red and Yellow characters, and including bags of M&M's chocolate in various sizes. M&M's Salted Caramel 370g and M&M's Mix 400g Sharing Pouches will also be on show. Buyers can also view redesigned packaging for M&M's, SNICKERS, MALTESERS, and CELEBRATIONS, being introduced throughout the year to reinforce the travel retail exclusive advantage and highlighting updated brand logos.

Meanwhile, a new bespoke merchandising unit for MALTESERS is now available to retailers internationally. The unit holds a mixture of three MALTESERS products: a 440g bucket and 300g pouch, ideal for sharing, and a 360g box that is perfect for gifting.



Basement 2/2-K28

Perfect blend

M illennium Fragrances is showcasing several new products, including the Cheery Eau de Toilette 50ml from Kokeshi by JS. The scent, with fruits and flowers, is composed of apple, rose and cherry blossom. You can take it everywhere, thanks to the PerfumePod (5ml – easy fill perfume spray).

Also new is the Kokeshi by JS set of five miniatures EDT 5ml. These little dolls with perfume can join you wherever you go with their mini size, and are collectable.

Kaloo Pop 50ml is an Eau de Senteur for babies (0-3 years – alcohol free and clinically tested) with a lovely soft toy. It is a perfect blend between mimosa and red fruits, with a hint of vanilla. The packaging of the fragrances is very attractive for children with a cute bunny head.

Kaloo Lilirose 50ml is an Eau de Senteur for baby (0-3 years – alcohol free and clinically tested) and subtly combines notes of Mandarin, Rose and Musk in a scent water for children and babies.

Basement 2/2-N01



Individual look

F RAAS – The Scarf Company comes to TFWA Asia Pacific Exhibition & Conference with its new 2019 Fall/Winter range.

Flora Allegoria gets its inspiration from Mother Nature. FRAAS enchants with hand-painted flora and fauna, jacquard woven folkloric blossoms and 3D structures that suggest autumn flowers and vintage foliage.

With Best of Swing, FRAAS stands out with surprising details in mixed designs. Wild heritage checks, combined with diamond checks and playing card designs from the 1920s, work together with pastel shades, brown tones, and cameo blue.

Trend themes for FRAAS Signature Fall/Winter 2019 include The Boho Travellers and Paul Klee & The Universe. Rich designs, multiethnic mixes, and embroidery in warm hues of chocolate combined with violet are in focus in Boho Travellers. Meanwhile, Paul Klee & The Universe spans the arch between the international stars of the art world and their techniques.

FRAAS – The Scarf Company is also showcasing The FRAAS Plaid.

Level 1/1-Q15



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Boost hair growth

Pierre Fabre Dermo-Cosmétique is showcasing the René Furterer TRIPHASIC range. Stress, pregnancy, diet, or temporary fatigue, can cause sudden, massive hair loss. TRIPHASIC REACTIONAL provides you with a fast and effective anti-hair loss solution. Its new, natural-origin key ingredient, Lotus Mineral Complex, slows hair loss. From the first month of treatment, hair loss is reduced and growth is boosted. Day-by-day, hair is strengthened and its thickness, strength, and vitality is restored.

TRIPHASIC STIMULATING SHAMPOO is a frequent-use silicone-free shampoo, which is recommended for progressive, or sudden, temporary hair loss. The formula gently cleanses and leaves the hair with a delicate and fresh fragrance. Hair is stronger, easy to detangle, soft and shiny.

Pierre Fabre Dermo-Cosmétique is also presenting Eau Thermale Avène Bright'Intense, which is specially-formulated for Asian women's sensitive skin. The product helps to reduce carbonylation thanks to its active C-Pearl complex innovation.

Level 1/1-U12

Bottega bonanza

Bottega is introducing several new products to the Asian market, including Bottega Ginger – an organic liqueur responding to the recent consumer trend for nutrient-rich ingredients with the capacity to positively affect health.

Organic ginger – sourced in Vietnam and China – is peeled, chopped and left to macerate in organic alcohol, water and organic sugar – sourced in India – at a controlled temperature of 5°C for about 12 hours. The liquid obtained is decanted and filtered, obtaining a pale yellow liqueur, with citrus and floral notes that give way to typical spicy scents. The taste is refreshing and intriguing, with an intense aroma of ginger and a delicate sweetness balancing the typical pungent sensations.

Meanwhile, new versions for Bottega Gin Bacûr include the 5cl miniature bottle, and the 10cl spray version. Bottega Limoncino Bio is the organic version of Bottega's most popular liqueur, and Bottega Florenzia is a ruby red wine with remarkable character and personality.



Basement 2/2-M9



Travel in style

Alpha by SKROSS is a high-class design travel adapter, combining a contemporary, elegant design with state-of-the-art components.

Designed with the pure and elegant touch that Scandinavian design agency Jacob Jensen Design is best-known for, Alpha by SKROSS is said to be a must-have for today's fashionable traveller and makes the perfect gift for all those who love to travel in style.

Made to last and the most powerful universal adapter in the current SKROSS range, it gives complete peace of mind to global users as they travel the world.

The high-performance travel adapter can be used with even the most energy consuming of devices, including laptops and hairdryers. It is also compatible with seven international socket standards and can be used by travellers in and from almost every destination in the world.

Basement 2/2-C4

Impulse purchase tins

Ricola, the expert in Swiss herb confectionery, heads to TFWA Asia Pacific Exhibition & Conference boosted by new travel retail listings and an optimistic outlook for its future in Asia Pacific.

The company's range of impulse purchase 75g tins is attracting airport retail interest across the region. The Alpine Fresh 75g tin has been added to three others in the collection – Original Herb, Lemon Mint and Cranberry sugar-free herb drops.

Other travel retail exclusive products include a 125g 'doypack' (sharing pack containing Ricola Lemonmint, Eucalyptus and Original flavours), and a range of four 200g tins featuring retro-Swiss designs.

Ricola has recently confirmed significant listings with Dubai Duty Free and Duty Free Philippines for the 75g Alpine Fresh, both of which now stock the full 75g collection.

King Power Thailand has just made its first order, and now stocks the 75g tins of Original Herb, Lemon Mint and Cranberry, along with other products from Ricola's existing portfolio.

Basement 2/2-H6



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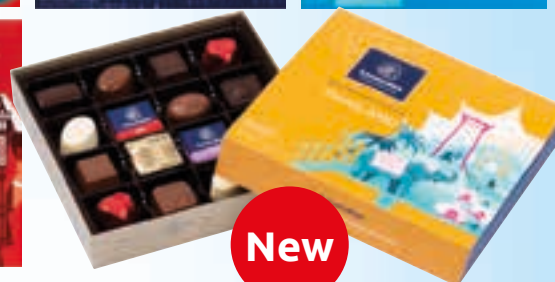
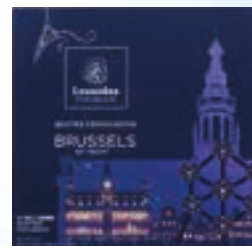
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Timepiece for trendsetters

A highlight in the Spring/Summer 2019 Collection of Versace watches is the Audrey V.Watch, which is a tribute to Donatella Versace's beloved Jack Russell. The timepiece is said to be perfect for all occasions and appreciated by dog lovers, trendsetters, and fashionistas.

Audrey's silhouette stands out in 3D on the dial, as much of a Versace icon as the Medusa at 12 o'clock. The studs of her lead and collar are set into the indexes, giving this watch a rock feel, while the strap bears a pattern reminiscent of the 'Floralmania' prints straight from the S/S19 runway.

Available in steel, two-tone or yellow gold IP steel, the slender case fastens around the wrist with a pink, burgundy or black leather strap, customised with a Medusa applied onto the loop. The timepiece is also available with a more traditional bracelet matching the metal of the case: the finest piece is in two-tone IP rose gold, with a sky-blue dial, the colourway in vogue this season.



Basement 2/2-K8

Refreshed portfolio

Stoli Group's primary focus at TFWA Asia Pacific Exhibition & Conference is on its partnership with Cognac Prunier – the oldest independent Cognac house, with a heritage that goes back to the early 18th century. Stoli is acting as the exclusive global travel retail distributor for Cognac Prunier, and is showcasing the travel retail exclusive Age Statement Collection – a range that is reserved for the travelling connoisseur, providing a unique opportunity to discover an alternative approach to the spirit and described as 'a first' in the world of Cognac.

The Age Statement Collection provides eight incredible Cognacs, all made with stocks of old 'eaux-de-vie' collected over generations by the Prunier family.

Also on display is the latest in an award-winning range of flavoured vodkas: Stoli Cucumber. The newest flavour leaves a crisp and clean taste on the palate, bursting with savoury cucumber taste and a soft, smooth finish.

Stoli is also showcasing Bayou Rum Single Barrel and Bayou XO – two super premium sipping rums.



Basement 2/2-A15

Asian fit

Maui Jim is launching the Asian Fit Collection of fashion-forward frames designed specifically for people with the wider face shapes typically found in parts of Asia.

The first four styles of the new collection – Ebb & Flow, Shallows, Taro and Water Lily – are being unveiled at TFWA Asia Pacific Exhibition & Conference.

Engineered with comfort in mind, the Maui Jim Asian Fit styles have wider and flatter frame fronts, generous nose-pads for greater stability, longer temples, and light frame and lens materials. All Maui Jim lenses give PolarizedPlus2 protection from glare, High Energy Visible (HEV) and ultraviolet (UV) light.

Square-shaped Taro and the more rounded Water Lily are both light nylon fashion frames with clear MauiBrilliant lenses. They are offered in a range of feminine colour combinations. For those who prefer lightweight metal frames, the titanium Shallows aviator and the minimalist Ebb & Flow with MauiBrilliant lenses are exciting additions to the Asian Fit collection. Both are available in five colourways.

Basement 2/2-K9



Results-driven beauty products

Unilever International Travel Retail is highlighting the Murad range of efficacious and results-driven beauty products, which is believed to have huge potential for the Asia Pacific travel retail market. The extensive product portfolio addresses common skin concerns, and is suitable for every age, skin type and environment. The key categories include Hydration, Environmental Shield, Resurgence, Technochemicals, and Acne Control.

Murad's authentic dermatologist heritage, allied to its holistic wellbeing principles and award-winning performance products, creates a captivating combination that is sure to appeal to a broad range of travellers.

Unilever International Travel Retail is also showcasing Perfect Hair Day (PHD) Dry Shampoo from Living Proof. It is a dry shampoo that actually cleans hair, eliminating oil, sweat and odour. The product is available in full and travel size.

Perfect Hair Day (PHD) Dry Shampoo is powered by Triple-Action Cleaning Technology to address how hair looks, feels and smells.

Basement 2/2-J27



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Character and taste

Nemiroff Vodka, one of the top 10 selling vodkas globally, has launched Nemiroff Barrel Crafted Vodka in Poland and will continue to expand this offering across the globe. A robust expansion is planned for 2019 with launches in key markets in Eastern Europe and travel retail.

"Nemiroff Barrel Crafted Vodka is a new product certainly in keeping with category trends," says Yuriy Sorochynskiy, Chief Executive Officer, Nemiroff. "Consumers are demanding brands deliver products with character, taste and value. Our Barrel Crafted Vodka is just that."

Nemiroff Barrel Crafted Vodka is aged in oak barrels to enhance its character, aromatics and flavour. The result is a spirit that is spicy, astringent with rich aromas of oak.



Basement 2/2-N9

Beautiful skin

Ci:z Holdings Co., Ltd is exhibiting at TFWA Asia Pacific Exhibition & Conference for the first time, as it looks to accelerate international growth by targeting Asia's travel retail market. Following the company's acquisition by Johnson & Johnson in January 2019, travel retail has been identified as a strategic channel to drive brand equity and sales growth for its two key brands – Dr. Ci:Labo and Labo Labo.

Dr. Ci:Labo was founded in 1999 in Tokyo, where Dr. Yoshinori Shirono, a pioneer in Japanese dermatological science and specialist in state-of-the-art laser and anti-aging skin treatments, was running a dermatology clinic. His quest for beautiful skin gave birth to the Dr. Ci:Labo brand and its signature Aqua-Collagen-Gel, which has gone on to sell tens of millions of units worldwide.

Labo Labo is the skincare line for younger consumers. Dr. Shirono's holistic daily pore care solution tightens pores from within, while controlling sebum production, energising skin metabolism, purifying pores and delivering balanced moisture.

Level 1/1-P11

Special editions

Loch Lomond Whiskies has unveiled two new special edition single malts to celebrate its second year as The Spirit of The Open. Loch Lomond Group has also released two new limited editions to celebrate Loch Lomond Whiskies' five-year partnership with The Open, golf's original championship. Created to celebrate the partnership going into its second year, this follows the activation across the GTR channel in 2018.

The Open Special Edition 2019 was crafted by Loch Lomond Whiskies' master blender Michael Henry in partnership with brand ambassador Colin Montgomerie. It is presented in a distinctive green, golf-inspired box featuring Monty's signature.

In honour of the 148th Open Championship, which is returning to Northern Ireland after a near 70-year absence, Loch Lomond The Open Course Collection Royal Portrush has also been created. The 19-year-old single malt was crafted in partnership with Loch Lomond Whiskies' ambassador Darren Clarke.

Meanwhile, new releases include Glen Scotia Vintage 1991 Single Malt Scotch Whisky and Littlemill Vintage 1992 Single Malt Scotch Whisky – both GTR exclusive.



Basement 2/2-B14

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