



TFWA *daily*

TUESDAY 4 OCTOBER 2022



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TFWA World Conference

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Official exhibition opening



TFWA World Exhibition & Conference opened immediately following yesterday morning's conference. The ceremonial ribbon-cutting was performed by the Deputy Mayor of Cannes Thomas Depariente, TFWA President Erik Juul-Mortensen and the TFWA Board.

Remembering Alec Smith

This evening from 21:00 there will be an opportunity for Alec Smith's many friends in travel retail to remember him together



at Morrisons Irish Pub, 10 Rue Teisseire, 06400 Cannes. A book of condolence will be available for anyone wishing to write a message or share a memory, and the book will be given to Alec's children.

TFWA Management Committee election

A reminder that the TFWA Management Committee election (for TFWA members only) takes place tomorrow in the TFWA offices on Level 0 of the Palais des Festivals.

WiTR meeting

The Women in Travel Retail (WiTR) meeting takes place today, 17:30-19:00, in the foyer of the Palais des Festivals. On arrival, attendees will be welcomed with a glass of delicious Chandon Garden Spritz courtesy of Moët Hennessy to start off what promises to be an enjoyable networking session while also hearing about, and raising funds for, WiTR's 2022 charity – the Hope Foundation. The Hope Foundation is committed to ensuring the protection of children living on the streets and in the slums of Kolkata, India. WiTR is raising funds to buy a bus to safely transport women and children from HOPE's five homes in the city housing 100 children, and a Mother and Childcare unit. Costing in the region of €15,000, the bus will replace the old vehicle which is 15 years old and needs to be replaced to comply with

government environmental guidelines to allow it to operate in the city.



Tonight: BW Confidential Beauty Party

BW Confidential hosts The Beauty Party between 18:30 and 20:00 this evening at salon Dinard, Majestic Hotel. The event, which is by invitation only, will provide the perfect opportunity to relax, network and catch up with friends.



TFWA App



The TFWA App is a powerful, interactive tool, designed to optimise delegate experience at TFWA events. It delivers all the information you need to participate, network, and more, in the palm of your hand, truly maximising your attendance at TFWA World Exhibition & Conference.

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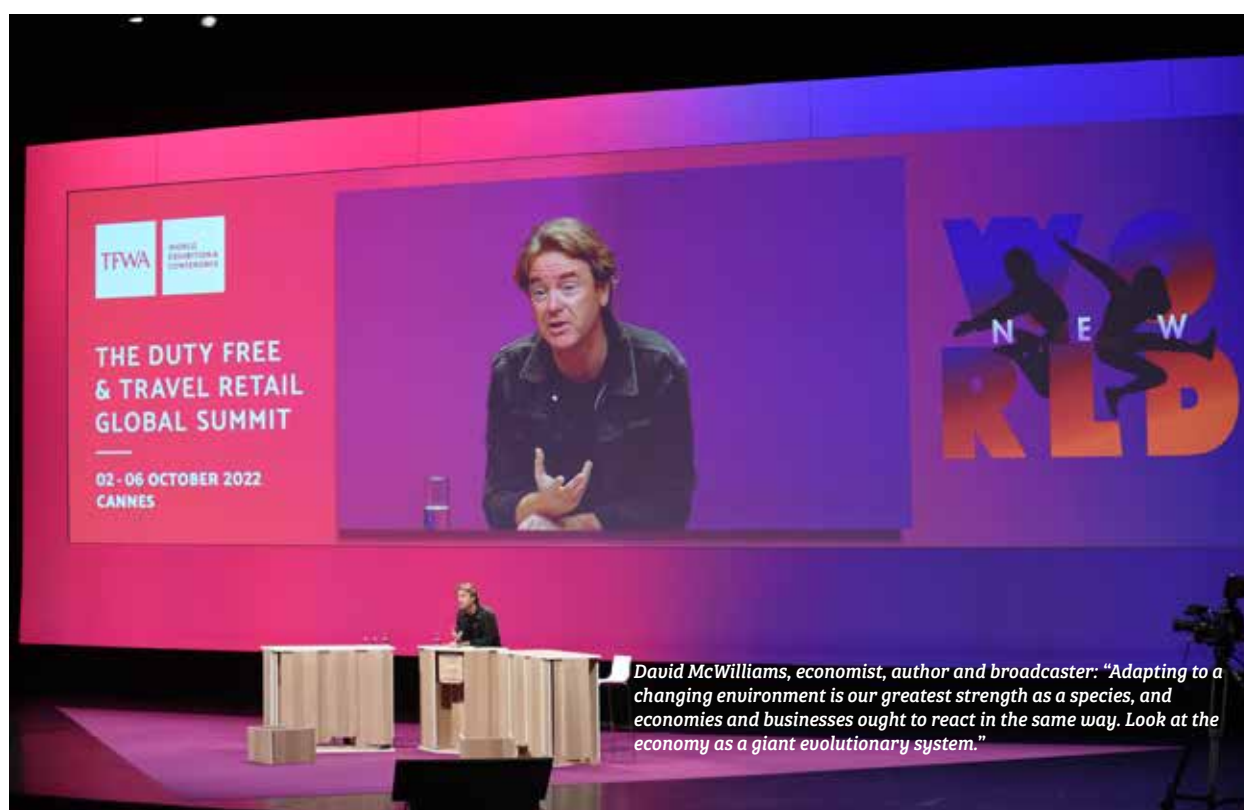
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The power of history: “cycles repeat themselves, think unconventionally”

David McWilliams has gained a reputation as one of the most thoughtful – and entertaining – experts on modern economics. An author, journalist, documentary-maker and broadcaster, McWilliams is Adjunct Professor of Global Economics at the School of Business Trinity College Dublin, and produces a weekly economics podcast which has repeatedly topped the Irish and UK podcast charts. In yesterday’s conference he gave his view on the pressures facing the global economy, and how they will impact business in the post-Covid world.

In an informative and entertaining address to yesterday morning’s TFWA World Conference, David McWilliams, economist, author and broadcaster, truly put the “fun” into fundamentals. His key message was about the power of history: “cycles repeat themselves, think unconventionally.” He began by referring to a quote from Vladimir Lenin: “There are decades when nothing happens; and there are weeks when decades happen.”

“Lenin said that 100 years ago in 1922, when the world was in an enormous state of flux, and I’m sure you feel that we’re living through those weeks now,” said McWilliams.

The world, he emphasised, is an evolutionary place and it is important to understand that things change. It is how we

respond to that change that matters. McWilliams quoted a poem called ‘The Second Coming’ by W.B. Yeats: “The best lack all conviction, while the worst are full of passionate intensity.” The poem was written in 1919, allegorically describing the atmosphere of post-war Europe.

“What fascinates me is that if you go back to 1920 or 1921, the economists were all saying the world would go back to normal,” said McWilliams. “They were all wrong. Why did the poet get things so right and the economists get things so wrong? I believe it’s because then they were at a tipping point and right now we’re at a tipping point. The poet, the artist, give themselves permission to think unconventionally and as a consequence they arrive at better outcomes. In economics

we have something called confirmation bias. Institutions are full of the same type of people – they may be brilliant, but they are similar. Then in a crisis the result is groupthink, because everyone thinks the same. I believe the biggest threat at the moment is groupthink at the top of organisations.”

McWilliams explained that the economy and business cycles are nothing more than human nature – the aggregation of millions of decisions made by millions of people. “Therefore, the fundamental point of it is human. The problem is that economists think humans are rational, cold, scientific, and unencumbered by biases. In the real world not only are humans unscientific, they are unbelievably suggestable which is why advertising works. The economy is full of people who follow the herd. In markets that means we don’t know what’s going on. This is why we make so many mistakes in financial markets, because the herd panics.”

“Look at the economy as a giant evolutionary system”

Commenting on the key pressures facing the global economy, and how they will impact business in the post-Covid world, he highlighted the cost of living crisis and energy prices. “Adapting to a changing environment is our greatest strength as a species, and economies and businesses ought to react in the same way. Look at the economy as a giant evolutionary system.”

So, what new world is likely to emerge post-pandemic? And how will the current geopolitical and economic turbulence affect travel and related industries? “I think the economic ramifications of the pandemic are, in the main, how we approach government spending,” said McWilliams. “Inflation has risen in part due to the recent energy crisis spurred on by the war in Ukraine – in the main. The UK has decided to respond

to this changing economic circumstance with a return to the type of economic policy we saw in the 1980s – big mistake – and who is to say how other countries will react, but disposable income may be affected, which in turn will have an effect on travel.”

Sharing his advice to brands and retailers about how they should respond and adapt to the current pressures on the global economy, McWilliams explained that sustainability must be addressed. “Decarbonisation must be a clear part of business plans – the energy costs ought to accelerate this process,” he said.

Meanwhile, ‘work from abroad’ is a definite trend among workers post-pandemic – “especially in the EU where freedom of movement facilitates the right to work from any country for short periods of time. Brands and retailers ought to respond to this growing cohort of travelling workers.”

McWilliams concluded by returning to the W.B. Yeats poem: “The best lack all conviction, while the worst are full of passionate intensity.”

“When I look at this audience – in this room are the best people, the influencers, people of extraordinary economic might, influence and significance,” he said. “Over the next few years if people like yourselves, the best people say it’s not really my problem, that will allow the worst people who are full of passion to win. Think far less like an economist and far more like a poet and the world will be a lot clearer.”

David McWilliams, economist, author and broadcaster: “When I look at this audience – in this room are the best people, the influencers, people of extraordinary economic might, influence and significance. Over the next few years if people like yourselves, the best people say it’s not really my problem, that will allow the worst people who are full of passion to win. Think far less like an economist and far more like a poet and the world will be a lot clearer.”



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Swan Sit, Web3 Creator & Advisor, and former Head of Digital Marketing at Nike & Estée Lauder: "Most people think the metaverse is an online mall or avatars running around games wearing designer clothes. It can be, but it can be so much more. Imagine accessing any experience the way you want, in any given format in that moment. Truly immersive without sacrificing quality and human connection."

The metaverse: "It's as big as the invention of the internet, and no one wants to be left behind"

Dubbed "the Queen of Clubhouse" by Forbes, Swan Sit is a global expert on digital transformation. Previously responsible for global digital marketing at brands including Nike, Estée Lauder and Revlon, she is a creator and innovator with a flair for identifying new trends and opportunities. In yesterday's conference she looked at life in the metaverse, and the new avenues opening up for brands and retailers in the virtual world.

The main goal of Swan Sit, Web3 Creator & Advisor, in yesterday's conference was to dispel misconceptions on web3 and the metaverse, and to inspire business leaders to lean into a technology that's about to fundamentally disrupt how we live, work and play. "It's as big as the invention of the internet, and no one wants to be left behind," she said.

Sit is a global expert on digital transformation and was previously Head of Digital Marketing at Nike & Estée Lauder.

"The travel retail channel was one of my favourites while working at those brands – targeted and incredibly profitable. However, consumers often shopped at airports as an afterthought versus pre-planning it as a part of their trip, or interacting with those retailers outside of sprint-to-the-gate purchases. Travel retail is missing an opportunity to know its consumers outside of those airport moments. My work at those brands followed customers through the entire life-cycle – regardless of whether they made a purchase



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or not, because it's the moments between purchases that create loyalty."

A key piece of advice that Sit delivered to brands in travel retail, with regards to identifying new trends and opportunities, is to be curious and experiment. "Yes, big companies and teams can't pivot as quickly, and need to assess risk more carefully than startups. But it's ok to ask 'dumb' questions and fail, within guardrails," she said. "I look at every problem as an opportunity, and the pandemic has created new migration patterns that travel retail is best primed to serve. With increasingly distributed work and play, who better than travel retail to move with consumers?"

"Truly immersive without sacrificing quality and human connection"

Sit described web3 as a true revolution – a reinvention of the internet incorporating concepts such as decentralisation, blockchain technologies and token-based economics. "It's going to fundamentally change how we see business and data, with data owned by the people."

Meanwhile the metaverse is a digital space where humans in the form of avatars interact with each other and with businesses. "No-one knows what it means yet. It's so new, we're building the plane while we're flying in it," Sit explained. "The only thing you need to understand about the metaverse is that it's a virtual world that enhances the physical experience."

So, what is the potential of the metaverse and what new avenues are opening up for brands and retailers in the virtual world? "Most people think the metaverse is an online mall or avatars running around games wearing designer clothes. It can be, but it can be so much more," Sit explained. "Imagine accessing any experience the way you want, in any given format in that moment. Truly immersive without sacrificing quality and

human connection."

She gave the example of a fashion show. Avatars walking down a runway with digital clothing is not photo-realistic; it will actually be worse at converting sales of real-life fashion items. "But imagine a metaverse event that runs simultaneously with the actual show," said Sit. "Who are the hottest web3 tastemakers sitting in that digital front row? How are they interacting with other metaverse and in-person attendees? What if you watch the model on the catwalk but there's a split screen of your own avatar – with your measurements – wearing that same dress, and you can see how it would actually look on your body versus the impossibly thin models? And it's one click to purchase – the physical dress, with an NFC tag that proves its authenticity, ships to your house and the digital one gets added to your virtual closet as an NFT that you could decouple and sell to another avatar. The possibilities are endless, but the metaverse will allow us to participate more equally and inclusively."

Sit concluded by saying now is the time to be curious about the potential of web3 and the metaverse, because consumers are embracing the technology fast. "I was one of the first 3,000 users on Clubhouse and now I get to do this for a living. Think about what you could do if you're an early adopter."

Swan Sit, Web3 Creator & Advisor, and former Head of Digital Marketing at Nike & Estée Lauder: "My main goal is to dispel misconceptions on web3 and the metaverse, and to inspire business leaders to lean into a technology that's about to fundamentally disrupt how we live, work and play. It's as big as the invention of the internet, and no one wants to be left behind."





Raymond Cloosterman, founder and CEO, Rituals Cosmetics: "Travel retail can no longer rely on a high-spending audience, but has to ensure that it is catering to a broader group of an evolving middle class and a new generation of travelling consumers, with varying needs and expectations."

Inspiring the industry to stretch beyond its comfort zone

As founder of wellbeing concept Rituals, Raymond Cloosterman has a unique insight into modern brand-building. In yesterday's conference he explored the ways in which brands can escape their "comfort zone" in order to adapt to new customer expectations, drawing on his experiences at Unilever and with Rituals.

In a truly engaging address to yesterday morning's TFWA World Conference, Raymond Cloosterman, founder and CEO, Rituals Cosmetics, sought to inspire the industry to stretch beyond its comfort zone.

"Travel retail can no longer rely on a high-spending audience, but has to ensure that it is catering to a broader group of an evolving middle class and a new generation of travelling consumers, with varying needs and expectations," he said.

The category offering needs to stay on top of emerging trends and excite and engage new groups of customers. Rituals has elevated its position in the channel as much more than a beauty brand by expanding into different categories underlined

by wellbeing. "We are seeing a remarkable response – our approach really resonates with today's travellers," said Cloosterman. "Above all, the industry needs to collectively challenge itself to do more than the bare minimum when it comes to sustainability – it is no doubt a difficult feat, but it is perhaps the most important one. Rituals committed to Net Zero by significantly reducing our greenhouse gas emissions. In doing so, we set concrete goals in line with the Science Based Targets initiative (SBTi) and the Paris Agreement. After becoming a Certified B Corporation earlier this year, this commitment marks another important step in Rituals' continuous journey to sustainable wellbeing."

Setting new priorities and investing in new technology

Sharing his insights into modern brand-building, Cloosterman explained that, businesswise, it is important to keep reinventing your company. This means setting new priorities and investing in new technology, putting digital first and preparing for the future. It is also about introducing new products, opening new stores, and building the brand globally as Rituals underlines its commitment to the combination of stores and a memorable digital experience.

"For Rituals, we want to grow from the brand we are today, to more of a community, where we represent this whole idea of living soulfully," said Cloosterman. "This will be not only through selling products, as we are much more than a beauty brand, but through for instance yoga classes and meditation exercises, which we already offer via our app. I always say: 'We are not here to sell you beauty, we are here to make you feel good.' Which is the foundation of our philosophy of being a wellbeing brand – it is all about slowing down and finding happiness in the smallest of things. It is our passion to help people turn everyday routines into meaningful moments and bringing balance between body, mind, and soul. With that balance and connection, we strive to achieve the ultimate form of wellbeing."

He added that no brand is ever even near the stage of total completion. "It is a living organism, if you will; it evolves, it grows, it expands, and you need to keep steering and sailing the waves and be willing to change direction, if that is what helps you to maintain success in the long run. Success is never permanent, and if you strive to be a good and successful entrepreneur, you have to stay on the ball."

"Becoming more sustainable and transparent"

Customers expect more from companies than they used to. Cloosterman highlighted that more than 8 out of 10 consumers are more concerned about sustainability than ever before, and 71% of shoppers say they prefer to purchase brands that are transparent and proactively demonstrate social, ethical, and environmental values and practices. "Especially Millennials and Gen Z say that they are loyal to companies that care about their effect on society and particularly interested in products with sustainable packaging," he noted. "Brands can escape their comfort zone by becoming more sustainable and transparent."

Turning to how shoppers will behave in the post-Covid world, and how brands and retailers need to adapt, Cloosterman stated that work-life balance is more important than ever. "We want to change a house into a home, and we want to pamper ourselves. It's all about rediscovering the magic in the everyday," he explained. "Covid has strengthened the popularity of our brand and our products and the demand for luxury home care products has grown. The need to create an ambiance to change a house into a home is more relevant than ever."

From a channel perspective, Rituals has seen the rise of e-commerce grow tremendously, with its own platform growing by 400% in the first months of lockdown. "Structurally, it has doubled in share due to our investment in new business models such as VIP shopping and a new Ship from Store initiative, where we guided the internet orders to a store nearby, and we delivered those orders within an hour, straight to our customers," said Cloosterman. "That being said, we still fundamentally believe in bricks-and-mortar and in an environment like travel retail where you have a captive audience of travellers. We need to ensure that we are leveraging the space to engage them with a memorable brand experience."

He also noted the latest research from m1nd-set, which indicates that Gen Z consumers – a very influential and rapidly growing market – are keener to enter physical stores than

Millennials; 49% of Gen Z travellers enter the stores compared to 38% among Millennials and 44% of all passengers. "That being said, 68% of Millennials interact with store staff to source information and advice, while 82% of Millennials report a positive result and influence on the purchase thanks to the staff interaction. Physical and digital should complement one another to unlock a brand's full potential."

Cloosterman added that consumers are increasingly conscious of their own health, both physical and mental, resulting in significant increases in demand for health and wellness products. He explained that more than a third of shoppers (35%) say they have been purchasing more personal care products since the pandemic. "There will be significantly greater opportunities for brands that either already sell products or develop services in line with this demand or associate a brand purchase with a health and wellbeing experience. The global wellness economy, which is currently valued at over US\$4 trillion, is set to grow by around 10% per year over the next two to three years."

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“The ability to react to changed circumstances will separate the winners from the losers”

Yesterday's conference was opened by TFWA President Erik Juul-Mortensen, who has witnessed many changes and disruptive shifts during more than 40 years of involvement in the duty free & travel retail industry. He shared his thoughts on the changes that the market is undergoing, supported by the latest travel data and forecasts.



T FWA President Erik Juul-Mortensen opened yesterday morning's conference, emphasising that business is improving but both travel and duty free & travel retail still face significant challenges. "Some of those challenges are driven by the conflict currently raging in Ukraine. Many of us in the industry have friends and colleagues who are directly affected by the tragic events unfolding there, and we think of them during these difficult times."

After two years that threatened duty free & travel retail's existence, it was inevitable the pandemic would bring change. Juul-Mortensen explained that traveller expectations have evolved rapidly. "We are seeing a new desire among travellers to engage with brands, especially those that share our values and focus on sustainability, as well as a heightened interest in immersive activations," he said. "The nationality mix is changing too, with almost no outbound Chinese passengers yet and fewer Asian travellers in general, although numbers are starting to increase. Meanwhile, India is experiencing a surge in connectivity as new routes open up."

Juul-Mortensen highlighted the results of a recent study by travel retail research specialist m1nd-set. These show that travelling shoppers are getting younger, with the proportion of Generation Z and Millennials who purchase in duty free & travel retail rising from 19% in the period before Covid to 30% in 2021-22.

"At our TFWA Travel Outlook webinar in July, research by m1nd-set highlighted several behavioural shifts among air passengers over the last five years," Juul-Mortensen explained. "These include a move away from gifting towards buying for own consumption, a stronger preference for planned shopping versus impulse purchase, and a new willingness to engage with sales staff. Indeed, one thing to emerge clearly from the pandemic is the vital part shop staff play in reassuring and advising travellers."

The DFWC Academy's Certificate in Duty Free and Travel Retail provides an opportunity for these professionals to further develop their skills, and Juul-Mortensen encouraged anyone in a customer-facing role to investigate this online qualification at dfworldcouncil.com.

He also noted that mindsets and attitudes have changed since pre-pandemic times, including greater interest in sustainability. "But sustainability is not just about products, it's about our society. Our industry serves customers from all nationalities, backgrounds, beliefs, but do our management

TFWA President Erik Juul-Mortensen: "As we embark on our second post-pandemic global industry summit, it's heartening to see passengers returning in such strong numbers across much of the world. But that world has changed fundamentally since 2019, and our own ability to adapt will dictate whether duty free & travel retail embraces change and prospers or fades into irrelevance for tomorrow's travellers. Let us choose the first of those two outcomes."

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teams include members from a broad range of cultural backgrounds and regions? Are there enough women in senior roles within our companies? In short, does the duty free & travel retail industry today reflect the people we sell to?"

"Access to accurate, timely traveller data is essential"

The digital acceleration triggered by the pandemic is playing out with a new sense of urgency in duty free & travel retail. "More than ever, the passenger and shopper data that drives customer engagement is the new currency for our industry," said Juul-Mortensen. "Unfortunately, one thing that has not changed is our reluctance to share that information and seize the opportunities it offers duty free & travel retail as a whole. Access to accurate, timely traveller data is essential to make informed decisions not least in volatile times like these. Preventing wider use of this data means we are limiting our own ability to grow, and limiting our ability to engage with politicians and others to defend and advocate for our industry."

While the environment surrounding the industry is in a state of flux, a constant factor is the value of duty free & travel retail for brand-building and international exposure. "No other channel can deliver this kind of visibility to such a receptive, brand-literate, worldwide consumer audience," said Juul-Mortensen. "But after two years in which cross-border travel was on hold, our business often receives less corporate attention, forcing duty free & travel retail teams in many companies to fight for the investment and resources they need. To counter this, we must all act as ambassadors for our industry, helping to rebuild global travel retail's share of voice within our organisations."

Passenger traffic is rebounding in many parts of the world. IATA's latest update covering the first seven months of 2022 shows traffic recovering to -25.4% compared with 2019. "Airports in Europe, the Middle East and the Americas are busy again, some of them rather too busy with cancellations and queues at check-in or security as everyone competes for staff, as well as flight delays and missing baggage," Juul-Mortensen noted. "Overall, ACI World forecasts that global air passenger traffic will return to more than three-quarters of its 2019 level by the end of this year."

Another sector enjoying a strong resurgence is the cruise industry. From 29.7 million embarkations worldwide in 2019, passenger volume fell over 80% in 2020. "Since then, it has climbed back swiftly. So much so that the Cruise Lines International Association forecasts 2022 passenger numbers only 5% below 2019," Juul-Mortensen explained.

Preliminary figures from the European Travel Retail Confederation's Index show that, after a positive year in 2021 when sales increases easily outpaced passenger growth, spend per head went into decline in the first quarter of this year, dropping by over a third. "The summer's difficulties will almost certainly add to that decline," said Juul-Mortensen. "It is the ability to react to changed circumstances, like a sudden upswing in passenger traffic, that will separate the winners from the losers in this new world."

'Duty Free: Trusted, Transparent, Secure' campaign

TFWA continues to work closely with other organisations on the defence and promotion of the industry. It is supporting the recently launched 'Duty Free: Trusted, Transparent, Secure' campaign in partnership with the Duty Free World Council and the industry's regional associations. "Illicit trade, counterfeiting and intellectual-property theft are criminal activities that harm industries and individuals right around the world," said Juul-Mortensen. "Our own industry is not immune. The products we sell to travellers – luxury goods, beauty products, tobacco and wines and spirits – are prime targets for the counterfeiters. Apart from the significant sales lost to counterfeit, we are seeing more of these fake goods labelled as duty free to make them look more authentic, causing serious reputational damage. TFWA is fully committed to combatting this threat, and we will continue to support all efforts to stop such illegal activity."

As TFWA embarks on its second post-pandemic global industry summit, Juul-Mortensen added that it is heartening to see passengers returning in such strong numbers across much of the world. "But that world has changed fundamentally since 2019, and our own ability to adapt will dictate whether duty free & travel retail embraces change and prospers or fades into irrelevance for tomorrow's travellers. Let us choose the first of those two outcomes."

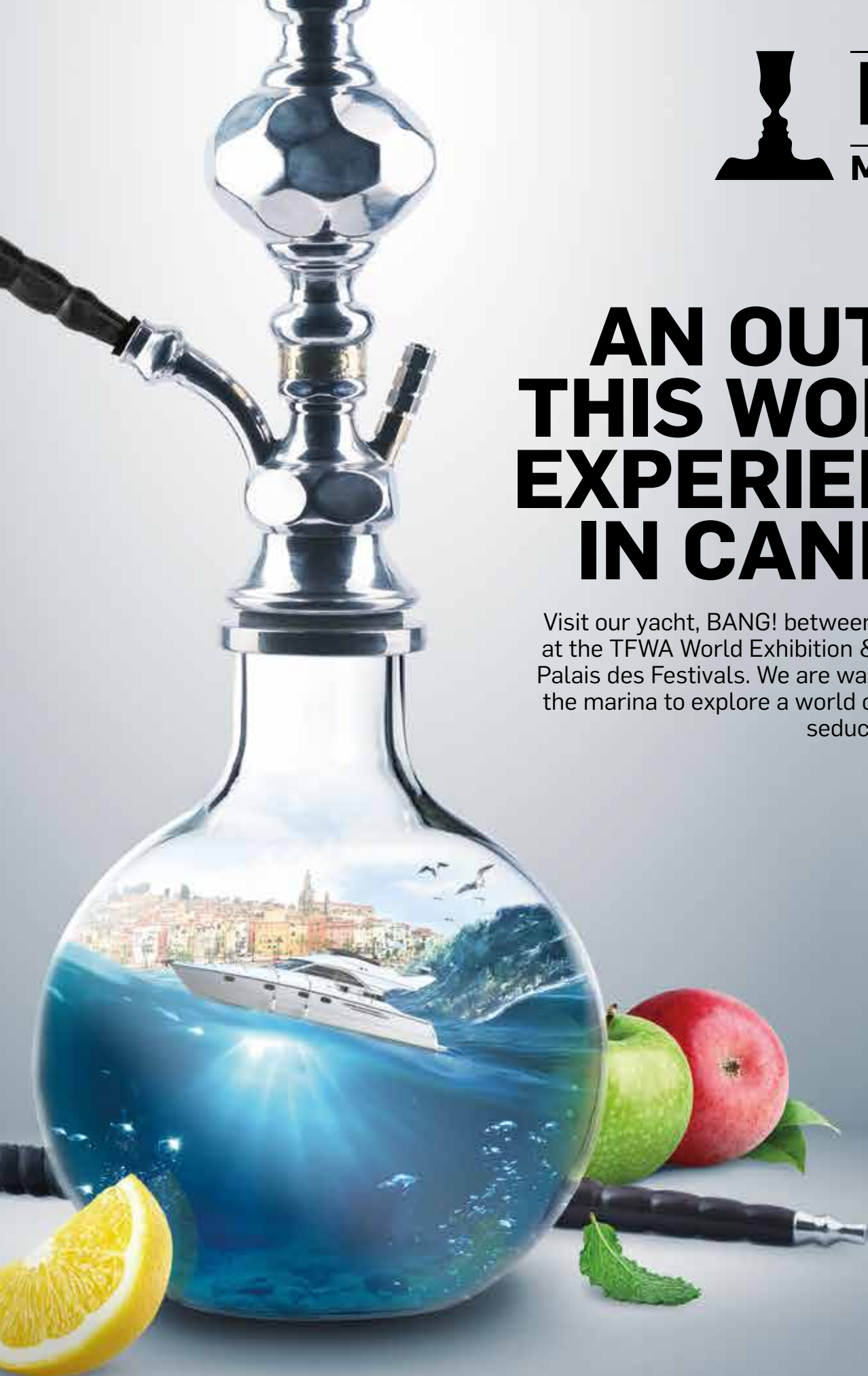


TFWA President Erik Juul-Mortensen: "The digital acceleration triggered by the pandemic is playing out with a new sense of urgency in duty free & travel retail. More than ever, the passenger and shopper data that drives customer engagement is the new currency for our industry."



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Tomorrow: TFWA Innovation in Action Workshop

The TFWA Innovation in Action Workshop takes place tomorrow between 12:30 and 14:00 in the Hi5 Studio, Level 5, Palais des Festivals. Ahead of the event, the four speakers shared a preview of their participation with Ross Falconer.

“Travel Retailers need to be embracing all digital distribution strategies”

Wassim Saadé, founder and CEO, Inflyter, will deliver some key messages about digital distribution strategies and aggregation in tomorrow's TFWA Innovation in Action Workshop.

“Travel Retailers need to be embracing all digital distribution strategies, including those from third-party digital specialists like Inflyter,” he explains. “We should be seen as providing a complementary channel to their own ecommerce platforms that make it easier, more convenient and give travellers more choice as to how they want to shop, and not as a competitive threat. This is particularly pertinent given that we believe the vision for the future of digital travel retail is aggregation. These trends have already been experienced in other sectors like online travel bookings and food delivery, where there is a proven place for both channels to sit together.”

Another topic that Saadé will address is the importance of brands in the travel retail ecosystem. “More should be made of the knowledge the brands have about their products and



Wassim Saadé, founder and CEO, Inflyter: “Travel Retailers need to be embracing all digital distribution strategies, including those from third-party digital specialists like Inflyter. We should be seen as providing a complementary channel to their own ecommerce platforms that make it easier, more convenient and give travellers more choice as to how they want to shop, and not as a competitive threat.”

their customers in the digital travel retail world,” he says. “Particularly when it comes to the importance they place on creating the right staging of their premium and luxury products in the offline environment, this needs to be embraced far more when it comes to online merchandising. There are far more opportunities to explore than enabling a product to be bought online and Inflyter is collaborating directly with brands to be the best advocate we can be and is continually looking for how we can deliver a better browsing and shopping experience for travelling consumers.”

“Personalised and more relevant interactions and experiences”

In tomorrow's TFWA Innovation in Action Workshop, Alexander Trieb, founder and CEO of Duffle Travel Retail Platform, will highlight how consumer behaviour and expectations, particularly from the younger generation, has changed over the last few years.

“Digital is the only interface and touchpoint they understand, accept and demand,” he says. “Short attention-spans due to overabundance of distractions mean they demand instant gratification, with an overall greater impatience and ability to multi-task. Meeting these demands is complex and can be solved with technology, but be very cautious of following the latest buzzwords and trends without truly understanding the customers' expectations.”

Trieb adds that the advent of B2B and B2B2C marketplaces in travel retail with integrated quick commerce capabilities is



Alexander Trieb, founder and CEO, Duffle Travel Retail Platform: “Data remains key and real-time data integration technologies, such as data clean rooms, allowing the sharing of information in a secure, privacy conforming, and scalable environment is interesting, as now brands and retailers, and even airlines and airports, can exchange information to make better data-driven decisions.”

exciting. “This also includes D2C capabilities to improve direct to consumer, personalised and more relevant interactions and experiences. “Data remains key and real-time data integration technologies, such as data clean rooms, allowing the sharing of information in a secure, privacy conforming, and scalable environment is interesting, as now brands and retailers, and even airlines and airports, can exchange information to make better data-driven decisions.”

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Allowing the shopper journey to flow seamlessly between the physical world and online

In tomorrow's TFWA Innovation in Action Workshop, John Williams, Global Scotch Director, Diageo, will highlight that technology is a tool to aid and improve the shopper journey and break down previous perceptions or barriers for consumers.

"I will talk to the work we are doing now to encourage, inspire and explain the whisky category to consumers, showcasing the new technology that Diageo has invested in to inform and engage consumers," he explains. "This technology is driving footfall and penetration into the whisky category."

There has been a seismic change in the way that brands and retailers engage with consumers, both in the domestic markets but also in the travel retail sector. "The more successful solutions consider the omni-channel experience that allows the shopper journey to flow seamlessly between the physical world and online," says Williams. "In the upcoming TFWA Innovation in Action Workshop, I will actively talk about the 'What's your Whisky' platform, Diageo's new investment which takes personalised insights into consumer flavour profiles (via a quiz) and then matches them to a whisky range that sits within their preferred flavour. This ultimately allows us to change the way we speak to consumers and drive traffic and engagement into the whisky category. It again eases the consumer journey, and helps explain and inform in a simple and straightforward



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way." Williams adds that it is great to see passengers are back in their seats. "The challenge now is to engage and excite them even more than their last airport visit. New technology will be critical in this as we continue to engage consumers into brand experiences and retail initiatives."

"Customised value propositions and experiences"

Morten Pankoke, Managing Director, Intelligent Track Systems A/S, Executive Vice President, CPHI Holding, believes airports need to embrace new tech to be able to deliver improved passenger services, which in turn will help passengers relax and be more open-minded.

"Millennials and the even younger consumer generations demand customised value propositions and experiences," he says. "Hence, airports, retailers and brands must introduce more personalised communication channels to meet the needs of the individual passenger, important consumer segments, etc. To do so, airports, brands and retailers need to know their customers better. They must get access to data about passenger behaviour, their context, buying patterns, segmental differences, and much more. New technologies developed into intelligent products and services can provide all this information and turn it into actionable solutions."

There is a lot of new tech available out there, but the challenge is not if tech is available, it is how to best take



Morten Pankoke, Managing Director, Intelligent Track Systems A/S, Executive Vice President, CPHI Holding: "Millennials and the even younger consumer generations demand customised value propositions and experiences. Hence, airports, retailers and brands must introduce more personalised communication channels to meet the needs of the individual passenger, important consumer segments, etc."

advantage of it. "Our intelligent trolley service is just one of many examples," says Pankoke. "We have integrated several technologies into one innovative service, which offers a one-to-one communication channel between for example retailer and customer, as well as it produces valuable granular data that until now has not been available to retailers and brands. To take advantage of the new digital solutions like gamification, AI and machine learning, retailers and brands will benefit from working closely together with cutting-edge tech start-ups and service providers."



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TFWA Lounge: after-work session

Tonight and Tomorrow, 18:30 - 21:00

VENUE: Carlton Beach

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TFWA Lounge: night-time session

Tonight and Tomorrow, 23:00-02:00

VENUE: Carlton Beach

TFWA Lounge returns this year at Carlton Beach. The after-work session takes place today and tomorrow between 18:30 and 21:00. Later in the evening, between 23:00 and 02:00 today and tomorrow, a brand-new, night-time session will be held in the TFWA Lounge. The TFWA Lounge is free of charge to badge holders – please present your badge to gain access.

Enter Qatar Duty Free competition at TFWA Lounge

Qatar Duty Free is the main sponsor of the TFWA Lounge and yesterday evening Helen Bull welcomed guests on behalf of Thabet Musleh, Vice President, and the entire Qatar Duty Free team. "We are delighted to once again be the main partner of the TFWA Lounge," she said. "Our commitment to supporting TFWA continues. Our objectives remain the same – to ensure that our brand partners and colleagues have a successful conference and an enjoyable experience in the TFWA Lounge."

Qatar Duty Free is also giving a sneak preview of the new Al Bayt Stadium being built for the 2022 FIFA World Cup. "We welcome guests to play our virtual reality shootout game here in the TFWA Lounge," said Bull. "The player with the highest score will win a prize of two tickets to the opening ceremony of the long-anticipated 2022 FIFA World Cup at the Al Bayt Stadium. The winner will be announced here in the TFWA Lounge at 20:00 on Wednesday."



Qatar Duty Free is the main sponsor of the TFWA Lounge and yesterday evening Helen Bull welcomed guests on behalf of Thabet Musleh, Vice President, and the entire Qatar Duty Free team.



Qatar Duty Free is very excited to welcome TFWA Lounge guests to participate in this year's QDF competition, with a prize of two tickets to the opening ceremony of the long-anticipated 2022 FIFA World Cup at the Al Bayt Stadium.

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DFWC Academy: a holistic view of the global travel retail channel

Since the Duty Free World Council (DFWC) Academy was relaunched in December last year, the primary objective during 2022 has been to create awareness around the Academy and its courses, and generate student enrolments. This continues to be the focus during TFWA World Exhibition & Conference: to raise awareness and to outline the benefits of the Academy's industry-specific courses for retailers and brands.

"Academy courses are not intended to replace retailers' and brands' in-house training, but to complement their programmes by providing a holistic view of the global duty free and travel retail channel," explains Gerry Murray, Executive Secretary, Duty Free World Council. "People wishing to develop their careers in the industry will benefit from our courses, standards will be raised, and staff retention increased. The Certificate course is also an excellent onboarding tool for executives entering the industry."

A broad section of industry expertise from some of the leading retailers and brands, provide oversight of content of all Academy courses.

"One of the key challenges our industry faces today is recruiting and retaining a high performing workforce after the decimation caused by the pandemic," says Murray. "Staff training and development is critical to overcoming this challenge, and the Academy courses, some of which are free, are a fantastic resource for the industry in this effort."

The Certificate in Duty Free and Travel Retail was launched in March and the course is designed for those wishing to develop their careers in the industry: retail sales professionals, as well as individuals from brand and industry support organisations who are either new to the industry or wish to further deepen their knowledge. "The course is also relevant for commercial executives from the aviation and maritime industries," Murray comments.

The DFWC Academy also offers courses based on industry Codes of Conduct for the responsible sale of alcohol, and the responsible sale of confectionery, chocolate and biscuit products in duty free and travel retail. "These courses demonstrate to all stakeholders how the Codes can be implemented at retail level," says Murray. "These courses are free of charge and relevant to anyone involved in the sale or promotion of these product categories. The Alcohol Course has been updated last month. Both are available, free of charge, in English and Spanish."

The contribution of the Academy Advisory Group in the development of the DFWC Academy's courses is absolutely critical. "Group members comprise senior executives with People Development & HR roles alongside others from commercial backgrounds, from some of the leading retailers and brands in the industry, TFWA and the Council," Murray explains. "Their expertise covers all industry channels, not just aviation. The insights they provide guide course development, identifying needs not met by many inhouse training programmes and secondly, their industry and in-depth category expertise ensures the accuracy and relevance of course content."

He adds that the positive impact skilled and motivated front-line sales staff have on the shopper experience is well documented across all physical sales channels, and nowhere more so than in the duty free and travel retail industry.



The Duty Free World Council (DFWC) Academy Advisory Group met yesterday at TFWA World Exhibition & Conference. Gerry Murray, Executive Secretary, Duty Free World Council, explained that the contribution of the Academy Advisory Group in the development of the DFWC Academy's courses is absolutely critical.

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Davidoff highlights importance of quality in event hosted with Flor de Caña and Neuhaus

Oettinger Davidoff hosted an event on the beach last night during TFWA World Exhibition & Conference with Flor de Caña Rum and Neuhaus.

Luc Hyvernatt, Senior Vice President, Chief Commercial Officer, Oettinger Davidoff, said: "It is so nice to see you here after three long years, so welcome."

He reminded guests at the event that "quality is in the earth of our culture" and "the current thread is artisan" but also hinted at the heritage attached to the brands partnering the event. For instance, the "story of Flor de Caña Rum began in 1890" and there is much that each of the brands share in terms of upholding quality.

Hyvernatt added: "We would like you to participate in our shared desire for the best experiences and the joy of difference."



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2022 Global Travel Retail Awards winners announced

The winners of the 2022 Global Travel Retail Awards were revealed by TRBusiness and m1nd-set yesterday evening at a glittering ceremony at Hôtel Barrière Le Majestic Cannes, during TFWA World Exhibition & Conference.

Best Children's Product 2022

Winner

The Lego Group – Fire Rescue & Police Chase

Best Confectionery and Fine Foods Product

Winner

Chocdecor/Belfine – Unicorn & Dragon Lollipops

Best Electronics Product

Winner

Shenzhen Hali-Power Industrial, Represented By GMAX – MiLi Mag-SoundMate

Best Fashion & Accessories Product

Winner

Fraas, The Scarf Company – C02 neutral Fraas Ruana

Best Fragrance Product

Winner

Coty – Tiffany & Co. Rose Gold Eau de Parfum

Best Make-up Product

Winner

L'Oréal, L'Oréal Paris – Color Riche Intense Volume Matte

Best Skincare, Haircare, Bath and Body Product

Winner

On the Mark Consultancy – Bon Voyage Discovery Box

Best Spirits Product

Winner

Whyte & Mackay – Jura Islanders' Expressions Collection No.1

Best Sunglasses & Eyewear Product

Winner

Maui Jim – Pua Polarized Fashion Sunglasses

Best Travel Accessory

Winner

Long Haul Spa – A Sense of Place

Best Watches & Jewellery Product

Winner

E Gluck – Anne Klein Considered Solar Recycled Ocean Plastic Strap Watch

Best Wine Product

Winner

Bottega – Bottega Gold Prosecco DOC

Best Sustainable Supplier

Winner

Distell International – Bunnahabhain Eirigh Na Greine GTR Exclusive

Best Overall Product

Joint winners

E Gluck - Anne Klein Considered Solar Recycled Ocean Plastic Strap Watch and

Whyte & Mackay Ltd - Jura Islanders' Expressions Collection No.1

Best Airport for Customer Service

Winner

Abu Dhabi International (AUH)

Best Airport Digital and Social Media Offer

Winner

Sydney (SYD)

Best Airport For 'Sense of Place'

Winner

Copenhagen (CPH)

Best Airport for Retail Environment

Winner

Abu Dhabi International (AUH)

Best Airport Food & Beverage Offer

Winner

Abu Dhabi International (AUH)

Best Sustainable Initiative at an Airport, Airline, Cruise or Rail company

Winner

Olio

Best Overall Airport

Winner

Abu Dhabi International Airport (AUH)



The Best Overall Airport award was accepted on behalf of Abu Dhabi International Airport by Eléonore de Boysson, President DFS Europe & Middle East, joined by Gavin McKechnie, formerly Vice President Commercial, Abu Dhabi Airports Company (ADAC).



COEUR^{DE} LION



AUTUMN / WINTER 2022



COEUR DE LION has been delighting jewellery lovers all over the world for 35 years. The brand is synonymous with a zest for life, colour and individuality. With unique jewellery designs, such as the iconic **GEOCUBE®**, COEUR DE LION has managed to become one of the few brands which customers recognise instantly. Creating durable pieces of jewellery has always been at the heart of what the brand does, which is why it only uses carefully chosen materials such as colourful natural stones or genuine freshwater pearls. Nature's beauty serves as the inspiration; the conscious and sustainable handling of resources plays an important role in this respect. The jewellery is produced locally by hand at the Stuttgart studio. This year, the brand is also celebrating its 35th anniversary, giving rise to the slogan '35 years of jewellery handmade in Germany'. **COME VISIT US IN YELLOW VILLAGE, D42.**

FOR MORE INFORMATION, PLEASE CONTACT SABRINA VALENTI ON:
SV@COEUR.DE OR +49 - 151 - 27 24 46 80.

WWW.COEUR.DE

Onsite services

Shuttle service

Tuesday 4 October to Thursday 6 October
Hotels to Palais des Festivals, the main
pick-up points are indicated in **bold**. For
guests staying in other listed hotels, the
shuttle service is available at the main
pick-up points.

ROUTE 1
Hotel Juliana - Grand Hyatt
Martinez - JW Marriot
Pick up and drop off for:
7eme Art, Abrial, Nehô Suites, Alnea,
Amiraute, Athénée, Canberra, Cannes
Croisette, Carolina, Colette, Cristal,
Chryseis, Eden, Esterel, Festival, Five Seas,
Florian, Gray d'Albion, Ibis Cannes Centre,
La Villa Cannes Croisette, Le Verlaine,
Ligure, Little Palace, Hôtel Croisette Beach
Cannes - MGallery, Mondial, O'Carré
Croisette, Okko, Patio des Artistes, Simone,
Splendid, Résidéal, Résidence Carlton
Riviera, Riviera Eden Palace, Schtak,
Sun Riviera, Univers, Villa Garbo, Villa
d'Estelle.

ROUTE 2
Hotel Montfleury - Best Western
Plus Cannes Riviera & Spa
Pick up and drop off for: Golden Tulip -
Hotel de Paris, Apart Hotel Villa Annette.

ROUTE 3
Ibis Style Le Cannet - Amarante -
Citadines
Pick up and drop off for: Cavendish, Ibis
Budget, Le Montaigne, Némée Résidence,
Renoir, Suite Novotel.

ROUTE 4
Royal Casino Mandelieu - la
Verrerie - Luxhotel

Regular services

Tuesday 4 October & Wednesday 5
October

ROUTE 1
From Hotels to Palais: every 15
minutes from 08:15 to 19:00

ROUTES 2,3,4
From Hotels to Palais: every 30
minutes from 08:00 to 10:30
From Palais to Hotels: every 30 minutes
from 17:30 to 19:00

**Thursday 6 October - Exhibition closes
at 17:00**

ROUTE 1
From Hotels to Palais: every 15
minutes from 08:15 to 10:30
From Palais to Hotels: every 15 minutes
from 11:30 to 15:00

ROUTES 2,3,4
From Hotels to Palais: every 30
minutes from 08:00 to 10:30
From Palais to Hotels: every 30 minutes
from 11:30 to 15:00

Departure transfers to Nice
Thursday 6 October

From the Palais des Festivals
(Pantiero)
Every hour, from 15:00 to 20:00

Friday 7 October

From the Palais des Festivals
(Pantiero)
Every hour, from 07:00 to 12:00

New train service

A new rail link between Nice Airport and
Cannes runs up to three trains an hour.
The new Nice Saint-Augustin railway
station is just 10 minutes' walk from
Terminal 1. A free tram service also links
Terminals 1 & 2 to the new station, from
where the train journey to Cannes takes
as little as 22 minutes.

PCR tests

For delegates requiring a PCR test prior
to their flight home, TFWA has partnered
with the LBM Bioesterel Site Cannes
Ferrage to provide these tests. The Clinic
is located at 29, Boulevard de la Ferrage,
06400 Cannes, a 10-minute walk from the
Palais des Festivals.
Dedicated time slots are available
for TFWA delegates from Tuesday 4
October to Friday 7 October (09:30-10:30
and 15:00-16:00). Results will be sent
within 24 hours.

Business Centre

LOCATION: LEVEL 1
Administrative and communication
support from specialist staff, plus meeting
room rental and vital back-office help
while in Cannes.

Special service desks

LOCATION: LEVEL 1

- Hotel accommodation
- ONE2ONE Meeting Service
- Information desk

Press centre

LOCATION: LEVEL 1
A dedicated area where journalists can
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TFWA i.lab at a glance

- Tuesday 4 October and Wednesday 5 October, 09:00-18:30; Thursday 6 October, 09:00-17:00
- New location: the TFWA i.lab returns physically this year at the heart of TFWA World Exhibition & Conference, within the Red Village on Level -1 of the Palais des Festivals.
- TFWA Lounge: after-work session: 18:30-21:00, Tuesday 4 October and Wednesday 5 October.
- TFWA Lounge: night-time session: 23:00-02:00, Tuesday 4 October and Wednesday 5 October.
- Innovation in Action Workshop: Hi5 Studio, Level 5, Palais des Festivals, 12:30-14:00, Wednesday 5 October.
- TFWA i.lab pitch sessions: Wednesday 5 October, 10:30-11:30 and 15:00-16:00. Venue: TFWA i.lab, Palais des Festivals, Red Village (Level -1), Pitch Area, stand number: M.
- Exhibitors will benefit from the TFWA ONE2ONE meeting service: an opportunity for TFWA i.lab exhibitors and visitors to meet face-to-face.

Blynk: interactive experiences, digital merchandising, and display solutions

Blynk (i.lab M8) creates custom interactive experiences, digital merchandising, and display solutions. "We not only install gizmos and gadgets, we challenge convention, connecting brands and people through immersive tech-speriences," says Lauren Mudie, Digital Production, Marketing & Communications Manager, Blynk. "Blynk bridges the gap between digital agency and system integrator, combining our creative and technical skills to craft thoughtful, responsive solutions. We can assist you through the whole process, from initial conception through to installation and maintenance."

In-store digital has become ubiquitous in travel environments and Blynk aims to work with brands and retailers to build effective and successful digital strategies. "We combine physical and digital technologies to create eye-catching, engaging, and dynamic experiences that help brands to connect with their audience, inspiring, informing

and influencing them at the point of decision," says Neil Muir, Managing Director, Blynk. "In addition, our software can also provide real-time feedback and analytics on participation to demonstrate ROI."

Blynk has over 10 years of experience delivering airport activations and understands the complexity and unique challenges this environment can present. "We install and manage the digital estate of several airport stores and understand the technology, systems, and screen formats available inside out," says Mudie. "As a result, all the experiences we create are tailored to this environment, meaning they are not only the best use of technology in the space but also engaging and visually appealing. We can provide an in-house holistic service, from software development and content creation to installation and maintenance."



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Tokinomo: transform products into storytellers

When it comes to choosing a product, customers don't rely on just facts but also their feelings. Tokinomo's light, sound and motion capabilities allow brands to better make emotional connections with shoppers. "Show off your brand's values and personality in ways that go beyond 2D static displays and product packaging," says Ciprian Campanu, Chief Revenue Officer, Tokinomo. "Tokinomo acts like a speed bump within retail, stopping customers right in front of your own brand's stage."

Tokinomo works directly with brands and retail operators. The solution enables brands to add new retail communication dimensions, adding motion, lights and sound to their brand expression. "Equally it creates a new revenue stream for travel retail operators," says Campanu. "Our objective for 2023 is to support brands and retailers and have live campaigns in major travel hubs around the world."

As a startup, Tokinomo has grown from zero. The natural first steps were to create a large enough geographical network of local partners to support getting the campaigns rolling in the markets. "Now that we are present in 50+ countries, it is the right time to introduce our solution to travel retail, where winning every customer moment is essential," Campanu explains. "We are here to stay, hence our objective is to connect with as many potential users as possible and together, start establishing long-term partnerships with brands and retail operators equally."



When it comes to choosing a product, customers don't rely on just facts but also their feelings. Tokinomo's light, sound and motion capabilities allow brands to better make emotional connections with shoppers.

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TFWA I.LAB EXHIBITORS

- Bluedog Group – TFWA 365 Discovery i.lab
- Blynk – i.lab M8
- DIGILAB – i.lab M12
- Duffle App – i.lab M5
- DutyFreak Airport.Store Marketplace – i.lab M7
- iClick Interactive – i.lab M9
- Inflyter – i.lab M10
- Intelligent Trolley Service by ITS – i.lab M6
- Mydutyfree – i.lab M2
- Perfect Corp – i.lab M11
- PERFUMIST – i.lab M13
- TFWA 365 – i.lab M15
- TOKINOMO – i.lab M4
- tRetail Labs – i.lab M3
- Valtech – i.lab M1
- Visuall – i.lab M14

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Dubai Duty Free's commitment to developing retail offer results in strong sales growth

An interview with Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. By Ross Falconer

Dubai Duty Free recorded a 104% increase in sales for the first eight months of 2022, with turnover reaching US\$1.06 billion, placing the operation well on track to reach its target of US\$1.6 billion by year-end – an increase of 68% over last year.

"Currently, we have recovered over 80% of our business for the year to date from January to August, whereas the passenger recovery is about 67% of 2019 levels," explains Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. "We are confident that this trend will continue through the remaining months and that ratios of shoppers to passengers and spend per passenger will remain above levels recorded in 2019."

Perfume remains the top category, followed by Liquor, Gold, Cigarettes & Tobacco, and Electronics. Sales of perfumes reached US\$186 million, showing an 89% increase. Liquor in second place recorded sales of US\$168 million and accounted for 16%. Gold sales increased by 181% over the same period last year with sales amounting to US\$106 million. Cigarettes & Tobacco reached US\$98 million and accounted for 9% of sales, while Electronics rose by 79% reaching sales of US\$81 million.

"It also worth noting that we have witnessed a sharp rise in the performance of the fashion segment against 2019," says McLoughlin. "Fashion accounted for 6% of our total business in 2019 and has shot up to 13% in the first half of this year, which we credited to recent openings from big-name fashion brands such as Louis Vuitton, Dior and Cartier."

Incremental growth in high-end luxury category

The sales growth and success of the operation over the past eight months is the result of many factors, and a key component has been Dubai Duty Free's commitment in developing the retail offer, which included the opening of luxury boutiques including Christian Dior in Concourse A and B, Louis Vuitton in Concourse B, and a Cartier boutique also in Concourse B. Since the openings, these outlets have provided substantial incremental growth in the high-end luxury category.

"In addition, we have continued to collaborate with our stakeholders, suppliers and partners to ensure that we are delivering the right products at the right prices in the right location," says McLoughlin. "This combined with a series of strategic promotions, both in the physical stores and online, has seen an increase in sales in core categories. An example of this is the promotion of premium and luxury liquor brands which were either exclusive to Dubai Duty Free, or a rare collector's item, which were available in limited numbers or indeed only had one bottle allocated to Dubai Duty Free. The promotions resulted in huge customer interaction and sales retention. Overall, the recovery is doing well, so far, the indication and forecast for the traffic growth at the airport is good, which we are all excited about."

Dubai Duty Free recently completed the refurbishment plan for Dior in Concourse A, while the scheduled works in the rest of the concourses will start by the end of September to October,



Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free: "Currently, we have recovered over 80% of our business for the year to date from January to August, whereas the passenger recovery is about 67% of 2019 levels. We are confident that this trend will continue through the remaining months and that ratios of shoppers to passengers and spend per passenger will remain above levels recorded in 2019."

including a specialty shop in Concourse C, a swimwear brand shop in Concourse D, and the Hugo Boss refurbishment plans in Concourse B and D.

Meanwhile, Dubai Duty Free has seen consumer reliance on the e-commerce channel increase significantly, with sales doubling between 2019 and 2020 and then increasing again last year, leading to an unusually higher spend per passenger.

Looking ahead, McLoughlin adds: "We are continually looking at improvements throughout the retail operation and there are a number of plans which include the re-planning of Fashion and Electronics spaces in Concourse D, and changes and refurbishment in Concourse C Control Tower."

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Heineken Silver: a crisp flavour and subtle finish

HEINEKEN rejects the one-range-suits-all strategy that used to prevail when supplying beers and ciders in duty free channels. It carefully develops customised portfolios for ferries, airlines and cruises globally, based on journey origin and destination, sharing re-start learnings from other markets and global beverage trends. For instance, it knows in different regions, consumers are often looking for no/low-alcohol beers, trusted local brands or more premium, craft options.

The latest portfolio innovation is Heineken® Silver. Launching now in European ferries and cruises. It is a new, extra-refreshing lager brewed to 4% ABV, crafted using an ice-cold brewing process at -1°C to create a crisp flavour and subtle finish. Perfectly suited to the cruise market Heineken® Silver is carefully balanced to provide a lighter drinking profile that works across a wide spectrum of drinking occasions.

So, whether it's Heineken® 0.0 for the non-alcoholic choice and mindful balanced drinking, or Birra Moretti® sharing the true taste of Italy, perfect with food pairings, or Lagunitas IPA® for fans of US craft beers, or one of the many local favourites it owns, like Kalik® from The Bahamas, HEINEKEN has the right beer for the right customer on the right ship or flight. Above all, HEINEKEN aims to provide a balanced range of draught beers and ciders underpinned by consumer



insights to ensure ferries, airlines and cruises globally delight their passengers and maximise sales potential.

Heineken Silver is available in the TFWA Lounge this evening and tomorrow evening.

 **Beach Village 2** *Beach 18*

Osborne presents updated packaging for 1866 Brandy de Jerez

Osborne is highlighting 1866 Brandy de Jerez, which is aged in criaderas and solera for more than 12 years. This brandy, which is made in very limited quantities, has now been released in updated packaging.

1866 is also distinguished by the exacting methods used to make it, with the low temperature batch distillation of selected white wines in traditional copper alquitara stills. It is then aged using the traditional criaderas and solera method, in this case composed by no more and no less than 16 scales, using American oak sherry butts of more than 20 years of age. These internationally-recognised sherry casks, which formerly housed Osborne's finest biologically aged sherries, are in much demand across the world.

Osborne is also showcasing its new gin Gold 999.9. Pale, luminous, and brilliant gold in colour, a subtle note of juniper emerges between the powerful notes of tangerine skin and the exotic nuances of Javanese Pepper, Angelica, and Coriander. It is very soft and fresh on the palate with the tangerine standing out. Gold 999.9 has a persistent finish and a good balance of flavours. It is a unique gin that shines on its own – pure and luminous thanks to its five distillations, and floral and exotic due to its exquisite selection of botanicals. It is a meticulous process where not only the liquid shines, but also the bottle that contains it. A daring golden bottle created to shine and make the bearer shine.



 **Red Village** *L25*



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Drink responsibly

Underberg featuring core brands in Cannes

Underberg is featuring its core brands at TFWA World Exhibition & Conference. These include Underberg, Asbach, PITÚ and XUXU.

The herbal classic Underberg is appearing in a new international design. Both the classic boxes and the iconic wrapped bottle have been revised as part of the recent modernisation of the brand identity. The traditional and globally unique 'Underberg green' will, of course, continue to form the core of the new brand identity.

Also being presented is Asbach Coffee+Cream, with original barrel aged Asbach, aromatic coffee and real cream.

Meanwhile, the strawberry liquor brand XUXU is showcasing its trendy cream version, which was launched in early 2022 and delivered promising first results in the recovering travel retail markets.

PITÚ is the No. 1 Cachaça in Europe and synonymous to many with the Caipirinha and other exotic drinks. PITÚ is going all out for the exotic fruit with its new 'PITÚ Flavoured Passionfruit', celebrating the 'passionfruit season' and with innovative 'ready to serve' cocktails PITÚ Coconut & Strawberry Batida and a Passionfruit Colada.

Underberg's new International Sales Team is also introducing itself at TFWA World Exhibition & Conference, including new Export Director Udo Bruns. He is supported by Thomas Kirscht, who joined the Underberg Group in the summer of 2022 as Head of Sales Global Travel Retail.



 **Blue Village D10**

Spongellé transforming your bathing ritual

Spongellé is a company specialising in innovative beauty-care product lines such as body wash infused buffers, moisturisers, home fragrances, and gift sets. All products are proudly made in USA using patented infusion technology, custom-blended fragrances, and skin nourishing natural extracts.

As inventor of this patented technology and time-released manufacturing process, Spongellé has replaced your everyday bottle of body wash with a luxurious 'All In One Beauty Treatment' infused with the finest skincare ingredients.

Spongellé's body wash infused buffer® will transform your bathing ritual into a Beyond Cleansing® experience.

These colourful flowers are designed to cleanse, exfoliate, massage and nourish the skin, from neck to toe. Spongellé's unique body wash infused buffers® change instantly under water as you squeeze, from a sensual exfoliating massage texture to as soft as silk.

The patented technology provides a guaranteed a minimum number of washes (14+ washes minimum).

Skin care extract ingredients: Yuzu, Edelweiss, Vetiver.

Fragrances: Sugar Dahlia, Beach Grass, Freesia Pear, Papaya Yuzu, Honey Blossom, Coconut Verbena, French Lavender, Bulgarian Rose.



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Fraternity Spirits' CEO Raffaele Berardi: "Potential for Tequila Corralejo growth in GTR Europe is near in-exhaustible."



Fraternity Spirits "European interest in Tequila Corralejo beginning to tip the scales"

Speaking at the TFWA World Exhibition & Conference yesterday, Fraternity Spirits' CEO Raffaele Berardi said that "Tequila Corralejo is one of the top 10 best-selling tequilas in the world."

While sales continue to "sky-rocket" in the Americas, Berardi says: "The potential for growth in Europe, albeit from a modest base, is near in-exhaustible, and interest, particularly from travel retail, is certainly beginning to tip the scales."

For GTR the Fraternity Spirits Tequila Corralejo range is extensive – spanning high end, precious Corralejo 99,000 and Gran Corralejo, through to gift and taster packs. "You really do not have to spend too much to get a beautiful souvenir or a superb introduction to Tequila Corralejo, but once tasted in travel retail, rest assured you will open the door to life-long loyal sales of premium Tequila Corralejo."



Taster packs lead to lifelong premium sales: "You really do not have to spend too much to get a beautiful souvenir or a superb introduction to Tequila Corralejo."



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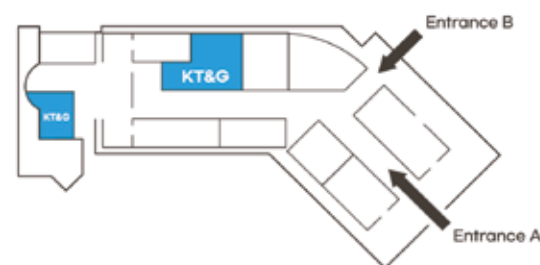
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*Source : Euromonitor International Limited;
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Already #1 super slim in travel retail segment – KT&G targets Europe for greater sales of Esse

K T&G is celebrating its 10th year at the TFWA World Exhibition & Conference and, in particular, is using this event to further its representation in Europe.

South Korea's leading cigarette manufacturer wants to join the top table of global tobacco companies and, like most exhibitors at this event, it sees the travel retail sector as the main strategic vehicle of extending brand reach in new international markets.

"In Europe we want to mirror the success we have achieved in international markets like Latin America and Africa – Europe is a key market, but clearly it is also a very challenging market due to regulation, however we have achieved important successes in Turkey and Eastern Europe" said Grace Kim, KT&G Team Manager, Export Business Office, talking to The Dailies yesterday morning.

Esse is already number one in the travel retail segment for its high tech super slims targeted towards women, not merely for being flavoured and super slim, but also because of their lower tar and nicotine content.



Visitors to KT&G can experience 10 different aromas for the world's No 1 super slim brand – including Lemon, Apple Mint, Lime, Orange, Mango, Pineapple, Grape, Blueberry and Watermelon, demonstrated here by Grace Kim, KT&G Team Manager, Export Business Office.



Jungjin Ahn, Assistant Manager Export Business office hopes to build on over dozens of new export markets for Esse – already the number one super slim in the travel retail segment.

Omè

SUPERSLIMS



KARELIA TOBACCO COMPANY INC.
Bay Village N° 6

KARELIA showcasing impressive brand portfolio

Returning to TFWA World Exhibition & Conference with an impressive showcase for its brand portfolio, KARELIA continues to strengthen its position with its popular premium offerings George Karelias and Sons, Karelia Slims, Omé, Karelia Family, and its trending RYO brands George Karelias and Sons. The comeback of passenger traffic has proven to be successful and helped to enhance sales and target further growth.

The dynamic and colourful packaging design of Karelia brands have proven to be attractive purchases for travellers. Also demonstrating their popularity and extended reach in the category are the exclusive multi-packs offered in formats of 400s, 600s and 800s. The company makes a point of expanding its engagement opportunities in travel retail channels wherever possible, where brands are supported with high-quality channel customised merchandising display units and promotional activities.

An ever-growing number of consumers have also been showing their preference for the RYO category's George Karelias and Sons Full Flavor, Crème and Dark Blue variations. Proving very popular is the distinct pouch design and the fine quality tobacco blends that have been created by the company's highly experienced master blenders.

Karelia returns to the Bay Village with its impressive stand and terrace for visitors to enjoy. There, representatives will be on hand to explain further about their products and their company.



 **Bay Village Bay 6**

Davidoff Cigars' Zino Nicaragua: the A to Z of flavours

Davidoff Cigars is showcasing its Zino Nicaragua Gordo Line Extension, which complements the global trend towards bigger cigars. With the new product line up, Zino Cigars keeps activating and re-energising consumers for the Zino Nicaragua line.

The medium-intense cigars offer distinctive aromas of fresh pepper, salted nuts and dark chocolate. This horizon-broadening blend brings a distinguished Nicaraguan spiciness, combined with the creaminess of Dominican tobaccos.

The fresh packs are said to have a number of benefits:

- Keep cigars humidified for up to three months
- See-through window to support product appeal
- Safe from unwanted aroma transfer
- No humidified storage needed
- Merchandising outside of walk-in humidors
- Perfectly suited for check-out / impulse placement

Zino Nicaragua is the cigar line for those who aren't content with just A to B. It is an original blend of tobaccos which gives them the A to Z of flavours.

To complement the robust and spicy notes of the Zino cigars, a pairing with a Nicaraguan or Cuban rum is a safe choice. The spicy and sweet character of the rum perfectly enhances the aromas of the cigars.



A well-crafted beer that delights the palate with deep malty flavours is ideal to pair with the spicy and creamy character of the Zino cigars.

 **Bay Village Bay Terrace T1**



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Champagne Lanson launches Le Vintage 2012 and showcases new packaging

Champagne Lanson has returned to TFWA World Exhibition & Conference this year to launch its Le Vintage 2012 in celebration of the variant's 10th anniversary.

Le Vintage 2012, which is characterised by its aromatic intensity and complexity, offers up notes of candied fruit, dried apricots and almond and punctuated by aromas of acacia honey and sweet spices.

Edouard De Boissieu, Head of Travel Retail, Champagne Lanson, said: "This exceptional Vintage 2012 to Cannes and look forward to hearing the retailers' response" He added: "At Champagne Lanson we continue to be committed to global travel retail as a vital channel for our business and we are quite optimistic about the remainder of 2022," revealing that "the last two years have been very difficult, but the Champagne category generally performed very well in 2021. As travel restrictions continue to ease, we expect to see similar rapid recovery for Champagne sales in GTR, where the category is currently overperforming within the sector, as consumers want to celebrate after the difficult years. In this context of unexpected high demand, Champagne Houses need to pay special attention to the product stock in order to deliver to all clients."

He added: "We are aware that the rising cost of living may affect this strong performance, but at the moment Lanson seems to be holding its own. We are delighted that the travel retail industry is seeing real recovery and expect a very positive week in Cannes."

Lanson, is also showcasing its recent packaging update at the show, which was completed by design company Mazarine.

Stéphane Fournier, Directeur Associé at Mazarine, revealed that the update for the range's packaging was based on a need for the brand to move with the times and also ramp up its visibility. He explained: "Lanson wanted better visibility and focus on the L."

 **Blue Village CS**



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*Source: Nielsen. Unit Share, Nicotine Pouch Category, Total US. Jan-Aug 2021. Produced by Swedish Match.

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which is a highly addictive substance.**



Lancaster Paris shows off its sustainable credentials

Lancaster Paris is unveiling elements of its collection by showing how sustainable and eco-conscious the brand is with regards to sourcing materials and creating its bags.

Davide Ravizza, Commercial Director at Lancaster Paris said: "This whole wall is made in France. This is something we are very proud."

Ravizza added: "These are all made with leather from Italy and the bags are made in France. We want to be responsible, from an environmental point of view. So, logistically, we have a reduced carbon footprint."



 **Riviera Village RC15**

Gonzalez Byass shows the potential of sherry and launches a new whisky

Gonzalez Byass is creating symbiosis between brands by ageing spirits in sherry casks, especially whisky.

Violaine Creuzé, Global Duty Free & Travel Retail Director, Gonzalez Byass, said: "In travel retail this year what we have done is launch a travel retail sleeve for Tio Pepe and we have a nice collection of wines and spirits too."

Creuzé explained: "We also have novelties with spirits and we are doing the aging of sherry cask spirits for big brands of whisky such as Whyte & Mackay and The Macallan and we have also launched our own spirit as well, named Nomad."

She added: "There is more desire in travel retail and whisky is growing as well. It is important and we need this industry to show new products."

Nomad's 10-year-old triple cask blend is being shown at the TFWA World Exhibition & Conference and the company plans to roll it out to other markets in due course.



 **Blue Village F3**

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Zonin shows off Ca'Bolani's new look

This year at the TFWA World Exhibition & Conference, Zonin is showing visitors to the show its new packaging for its Ca'Bolani Wines.

Briony Clark, Global Head of Marketing for the Zonin 1821 Group, said: "This year, we will showcase a new brand identity for our Friulian estate Ca'Bolani – sophisticated and elegant the new identity and packaging is designed with our target consumer in mind by evoking the natural beauty of Friuli and more specifically our estate in Aquileia. Ca'Bolani is an idyllic 'Garden of Vines' with picturesque Friulian coast nearby – each white wine label is inspired by a different green hue of our garden of vines and each red wine label represents a blue of the water."

Clark added: "We are inviting consumers across the world to take a step away from the hectic everyday and make their moment with our fresh, appealing wines such as Pinot Grigio and Sauvignon Blanc."



 **Blue Village C5**



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Tito's Handmade Vodka celebrates 25 years

Tito's Handmade Vodka is celebrating its 25th anniversary in Cannes and has brought its 'ugly sweater' bottle along with a 25th anniversary bottle cover and poster marketing.

John McDonnell, Managing Director International, Tito's Handmade Vodka, said: "You know the successful brand Jameson? Well, that started in 1780. We are 25 and so what took them 240 years, took us just 25."

McDonnell, speaking to Erik Juul-Mortensen, TFWA President, said: "Hey Erik, this is what you call a busy booth. Welcome back!"

Replying to McDonnell, Juul-Mortensen said: "When I stepped down, I stood up and said: 'You will never see me again'. But now I'm here again, I have got to be careful what I say!"

 **Red Village H2**



Coeur de Lion celebrates 35th anniversary with cubic jewellery

Coeur de Lion is celebrating its 35th anniversary this year with a new line of cubic jewellery targeted at a younger demographic.

Speaking to the TFWA Daily, Coeur de Lion's Head of Travel Retail and International Key Accounts Sabrina Valenti said: "To celebrate our 35th anniversary, we have specifically launched a new piece which is globally available. It combines cubes which we are very known for, but with a younger up-to-date twist."

Valenti, who admitted that "Europe is still our core market" described the importance of TFWA World Exhibition & Conference for networking with customers and courting new buyers. She explained: "We really want to see a lot of great people. We want to see our customers again and find new customers as well."

Talking through the range, Valenti revealed: "We are showing our core assortment in travel retail. It is all handmade in Germany and that is why, as a brand, we do stand out in travel retail. There are not many brands left in our category that produce in Germany."

She added: "Scope is still big for us, but as a handmade manufacturer, growth has to be very organic. We need to find people who will help us grow organically and still uphold the quality of our product."

 **Yellow Village D42**



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Duty Free Global reveals new relationships for GTR

Duty Free Global is showcasing a range of spirits and wines from around the world with a raft of travel retail exclusives, as well as plans to boost presence for the brands now under its remit. The company represents brands in GTR such as The Last Drop blended Scotch whisky, Wakefield Taylors Family Wines, Paul John the Indian single malt whisky, Bladnich Scotch, Albert Bichot Wines, Fercullen Irish whiskey, Gold Bar whiskey, Amazzoni Gin, Ginati Gin, Ukiyo Japanese spirits, Stolichnaya vodka, Simrus cream liqueurs, Drumshanbo Gunpowder Irish Gin, Broker's Gin, Silent Pool Gins, Parrot Bay ready-to-drink cocktails, Jung & Wulff rums along with other Sazerac brands such as Fireball Cinnamon Whisky and Buffalo Trace.

Kerri Judge, Vice President Marketing, Duty Free Global, said: "New things include The Last Drop – especially the 48-year-old. In the gift set each comes with its own miniature."

 **Green Village J35**



Mavala launches sustainable products in Cannes

Mavala has introduced its most recent launches for its nail colour and skincare line with particular emphasis on sustainability.

Speaking at the show, Doris Maute, CEO Mavala said: "Our main emphasis is on developing new markets – Africa and Asia. We have new things. We have new products too – mini bio-color. 85% of our ingredients are from natural origin and are bio sourced. They are sustainable. We are starting with 12 shades."

Maute explained: "It is based on various natural ingredients, like sugarcane, beetroot and wood pulp, corn, crushed clay and it is a completely new foundation and we are very proud of it."

According to Maute: "Another new product in our skincare line is called Swiss Skin Solution and we have developed a new mask called Snow Mask and this is a booster for moisture and hydration and has a gel-trap technology and has the faculty to give a fresh flash on your face."

She added: "We are focusing more on sustainability, so we have added some things like 94% of natural ingredients on the packaging and using tubes and boxes made out of partly recycled plastics and paper."

 **Riviera Village RG16**





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Pernod Ricard unveils plans to lead in ethical consumerism journey

Pernod Ricard has talked about its 'duty to lead' and has asked the industry if the duty free channel can drive the ethical consumerism journey globally.

Speaking at an event during TFWA World Exhibition & Conference, the drinks giant revealed its plans for a sustainable future at a fireside chat it hosted at the Majestic Hotel, led by Behavioural Science Expert Phillip Adcock.

Melanie Guilloud, Group EVP Foodservice & CSR, Lagardère Travel Retail, said: "If you look at our product strategy, we all share the same goals and we will do exactly the same things within our country."

The goal for the drinks company is, as it attests, looking for ways to be authentic, transparent and open about its sustainability journey.

Joanna Yarrow, Founding Partner at M&C Saatchi Life, said: "We are all sitting facing the same challenges when it comes to climate. I think actually what we're seeing when we look across markets is that there is far more that we have in common on this agenda than what distinguishes us."

Vanessa Wright, Chief Sustainability Officer, Pernod Ricard, said: "Some of the things that we're seeing very clearly as well, and it's very helpful because actually for further record, it's a very decentralised organisation, sustainability is probably the first topic in the group that actually became quite centralised because, you know, we've got 20-30 targets, there's more than 30 of them on reducing our carbon emissions on improving



what we're doing around our waste and circular etc, but also we recognise because of the differences in different countries that we have to allow some nuance in terms of what's most relevant within those markets, and certainly also how the brands communicate in those markets to consumers who have a different mindset on different topics."

Wright added: "When I first joined, I was saying 'wow all these amazing things that we're doing but we're not talking about them' and I understand the nervousness about talking before we've got there – but, actually, then you look at some of the things that we're doing and I think when you have iconic global very powerful brands, I think, there's almost a duty to try and take some of these big global messages and communicate them and help people and take people on a journey with you because we're learning and I think if you're humble enough to say that you get trust from consumers."

 **Bay Village Bay 4**

Shiseido celebrates milestone 150th year

To mark Shiseido's milestone 150th year, Shiseido Travel Retail is spotlighting the Japanese beauty company's journey since 1872 with a 150th anniversary wall at its booth. Set in a minimal, elegant space, the booth is inspired by the distinct Japanese aesthetics, uncompromising quality and Omotenashi spirit at the core of Shiseido's DNA. The booth design concept, 'Dynamic Equilibrium', honours Shiseido's historic fusion of Western medicine and Eastern philosophy through the juxtaposition of nature and digital, light and shadow, curved and straight edges, and metal and wood materials. Designed and constructed with reusability in mind, the booth showcases the company's diverse portfolio of prestige skincare, makeup and fragrance brands.

 **Riviera Village RJ5**

To mark Shiseido's milestone 150th year, Shiseido Travel Retail is spotlighting the Japanese beauty company's journey since 1872 with a 150th anniversary wall at its booth. ▶



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Walker's return to Cannes after 9-year absence

Following a complete brand and corporate image makeover, Walker's Shortbread are back at this year's TFWA World Exhibition & Conference after a nine-year absence, highlighting that "Scotland at its finest" is also a versatile travel retail staple that can stand out on travel retail shelves anywhere in the world (Walker's is sold in over 100 countries worldwide).

This is aptly demonstrated by the World of Walker's range – which not only features Union Jacks and other British imagery delivering a sense of place for UK airport sales – but can be expanded to include any locality which can be translated into the international language of shortbread.

This ranges from a special gift box featuring playful recreations of the world's iconic global landmarks – the Taj Mahal, the Acropolis, Sydney Opera House etc – and specific gift boxes such as the shortbread camels most recently baked for sale in Dubai.

To illustrate the range of these, and other capabilities, Walker's is also exhibiting its recently-devised, first to market, Global Travel Retail Range which was launched exclusively with Dufry earlier this year.

Walker's Shortbread Marketing Manager, Marianne Urquart, explains "besides our delicious shortbread we have also brought a big slice of Speyside to the Riviera this week with an exhibit featuring sprigs of pine from the grounds of our headquarters and some Speyside Whisky" (should there not already be enough of that on show in Cannes this week).

The change of corporate image has been paralleled by a complete makeover of packaging – which now features paper sharing bags – moves which parallel "massive" advances in making both the product and productive processes sustainable.

 **Blue Village G4**



The Walker's Shortbread Eiffel Tower by food artist Prudence Staite of "Food is Art". Guess how many pieces of Walker's Shortbread were used in the construction and you could be the lucky winner of a Walker's Shortbread hamper. (Hint 2.5 million inedible rivets were used in construction of original Paris monument.)



Walker's Shortbread Marketing Manager, Marianne Urquart and Phyllis Mitchell show off the World of Walker's range which can depict any locality which can be translated into the international language of shortbread – such as the shortbread camels most recently baked for Dubai.



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Loacker launches “delicious biscuit range” into travel retail

“Loacker’s introduction of our delicious biscuits range is a very important development in the travel retail sector for Loacker, its showcase here represents a completely new launch at the TFWA World Exhibition & Conference this week,” explained Juan Miguel Cabrera, Business Director Duty Free & Travel Retail, to the TFWA Dailies in the exhibition yesterday.

According to Cabrera the move to travel retail for Loacker’s biscuits follows highly successful sales in domestic markets. “As you would expect of Loacker, this is a high-quality product which has been enthusiastically greeted by both the existing loyal lovers of Loacker, and also the many new consumers who are looking for a great biscuit by a trusted brand – after all, it is completely GMO-free.”

In parallel developments Cabrera reports that “the entire Loacker assortment is now transitioning into paper.”





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Ian Macleod strengthens TR exclusives with 'Orange and Basil' Edinburgh Gin

Having been a pioneer of flavoured gins with its raspberry-flavoured Edinburgh Gin in 2010, Ian Macleod continues to develop its range with the launch of Orange and Basil Edinburgh Gin at this year's TFWA World Exhibition & Conference. The industry-wide launch follows a favourable reception after being initially launched on easyJet earlier this year. "It has a really balanced flavour profile, both herby and citron, as a result it is so smooth you can drink it straight," explained Ian Macleod's Global Travel Retail Director, William Ovens, to the TFWA Daily in the exhibition yesterday.

Meanwhile, Ian Macleod continues to refine its range of travel retail exclusive speciality single malts including Shieldaig "American Oak Reserve" which Ovens describes as "a traditional speciality single malt with an accessible price point." Also exclusive to travel retail

is White Cask, named for the white oak used in the barrels – "this is a malt aimed at a new space, a more contemporary consumer, perhaps taking their first steps into malts from blends or bourbons," explains Ovens. Slightly stronger, with an ABV of 41.1%, White Cask is set to be exclusive to travel retail for two years: "Like many brands represented at this event we see travel retail as a great opportunity to 'seed' a product before its introduction to wider markets."

"As We Get It" is another Ian Macleod travel retail exclusive which is currently being 'decanted' into clearer and informative packaging. "As We Get It" is so-named because it comes straight from the cask, hence its natural colour and cask strength of 60.6 ABV, in limited batches of 10-20 casks, meaning that each bottle is unique and numbered.

Ian Macleod's Global Travel Retail Director William Ovens with "White Cask" which is set to be a two-year travel retail exclusive – "a malt aimed at a new space, a more contemporary consumer, perhaps taking their first steps into malts from blends or bourbons." White Cask balances well with Shieldaig described as "a traditional speciality single malt with an accessible price point."

Initially launched on easyJet earlier this year, Ian Macleod continues to develop its range of flavoured gins with the launch of "Orange and Basil" Edinburgh Gin.



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Anthon Berg's "great cooperation with Diageo" delivers Bailey's treat collection

Anthon Berg's Bailey's treat collection is both a travel exclusive, and also a unique cooperation between the popular Diageo liqueur and the chocolate maker. "The combination of Bailey's creamy filling with our chocolate is a perfect marriage of flavours, but to be successful it also requires sophisticated production techniques," explained Peter Dige, Travel Retail Director, Toms Confectionery, talking to the TFWA Daily in the exhibition yesterday.

Dige says the Anthon Berg Baileys selections, available in a range of 10, 12, 16 and 24 pieces, represent an extension of "a great cooperation with Diageo".

In all, Anthon Berg now works with 25 different drink brands, aptly illustrated the Anthon Berg collection clearly entitled: "Chocolate Cocktails With Premium Spirit Brands." This includes a mojito with Mount Gay rum, a cosmopolitan with Cointreau, and a lemon Drop with Danzka Vodka. "We always want the biggest names," explained Dige.



It's both a travel retail exclusive and "a great cooperation with Diageo".



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Diverse Flavours launches “juniper-led” Cape Diversity Gin

Diverse Flavours’ Managing Director Anthony Budd explains that the South African portfolio has a strong Asian and Middle East focus, but intends that the TFWA World Exhibition & Conference will help it strengthen its representation in Europe and the US.

Diverse Flavours’ Cannes debut for its Cape Diversity Gin is something very new indeed: “We have only just completed the first bottling of 2,400 handcrafted bottles of Cape Diversity Gin,” explains Budd. “It draws heavy influences from our family business which has links to the UK and Japan, but we also wanted something that resonated the essence of South Africa. What we have is a gin that is juniper-led, but also benefits from the incredible floral ingredients of the Cape.”

Diverse Flavours’ fine wines include those of the estates of Groot Constantia, South Africa’s oldest; Ernie Els, former World Number 1 professional golfer; and the Delaire Graff Estate – the same Graff as of diamond fame – and Cederberg – from the highest altitude vineyards in South Africa. Consequently, Budd says Diverse Flavours is unashamedly quality focused: “Having our products listed in first and business class as a result of blind tastings tells you all you need to know – these exquisite products sell.”

A family affair: Diverse Flavours’ launch of Cape Diversity Gin draws heavy influences from the family business which is now firmly rooted in South Africa – but has links to the UK and Japan. The just-launched, and just-bottled “juniper-led” gin is being launched in Cannes by Managing Director Anthony Budd (centre) flanked by his daughter Rachel and his wife (and Financial Director) Michiko.

Diverse Flavours’ Managing Director Anthony Budd: “Having our fine South African wine listed in first and business class as a result of blind tastings tells you all you need to know – these exquisite products sell.”



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Greenall's Gin in a paper bottle – Dufry becomes first GTR launch customer

Having only had seven master distillers, Quintessential Brands' Greenall's Gin is created using a recipe which has been unchanged since 1761. But while what goes into the bottle will continue to remain completely the same as it has been for almost 300 years, how it is packaged is undergoing a revolution to meet the essential environmental needs and demands of the 2020s with the launch in Cannes of the Greenall's paper bottle.

Indeed, as of yesterday, Dufry became the GTR launch customer at the TFWA World Exhibition & Conference; appropriately in the Green Village.

The Greenall's paper bottle marks a significant step on Quintessential Brands' journey to reduce its carbon emissions to net zero. Made from 94% recycled paperboard, the paper bottle is lined with biodegradable plastic which, according to Jonathan Marsh, Quintessential Brands' Head of GTR, does not affect the shelf life: "The spirit's stability is exactly the same as glass bottle, but its carbon footprint is 5-6 times lower, furthermore, in a partnership with climate action group Ecologi, for every case of six sold, we'll plant six trees."

Perhaps they should call it All-Green?

The Greenall's paper bottle – in partnership with climate action group Ecologi, for every case of six sold, Quintessential Brands' will plant six trees.





Smoking seriously harms you and the others around



Smoking seriously harms you and the others around



50% less CO2: Veuve Du Vernay in an aluminium bottle stands alongside Barton & Guestier travel retail exclusives.

Barton & Guestier 2022 Chateau Magnol travel exclusive: “all the makings of a classic vintage”

Approaching its 300th birthday in 2025, Barton & Guestier is the oldest wine merchant in France: “We are still around after Covid... and a lot of other stuff,” says Philippe Marion, Barton & Guestier’s Sales and Marketing Director. This clearly has more to do with strategy than luck.

Travel retail plays a major role in Barton & Guestier overall sales: “We make some 10% of our sales in GTR, compared to 3-4% among competitors” and Marion clearly sees this as a major advantage. We play the game, we know that the retailer needs good margins, and the travel exclusives certainly deliver this, and while exclusives are more common to spirit houses, unusually for a wine merchant, Barton & Guestier continues to develop many travel retail dedicated and differentiated products.”

Sustainability is also a central preoccupation for Barton & Guestier: “While we’ve been around for 300 years, if we want to be here in another three centuries, we need to make sure that we pass on a company in good condition for the next generations.”

Sustainability ranges across all processes from viticulture to products and packaging with lighter glass and PET bottles already under development and in many cases in circulation. New products in this vein include Veuve Du Vernay in an aluminium bottle. “It’s 100% recyclable, and frankly there are more consumer opportunities to do so, but the main factor is that aluminium uses 50% less CO2 than glass. There are other advantages in the travel retail space – including safety – after all, you can’t smash an aluminium bottle on a plane.”



Big bottle and big travel retail exclusive – Philippe Marion, Barton & Guestier’s Sales and Marketing Director, shows off a generous serving of Chateau Magnol: “As the warmest summer ever, 2022 Chateau Magnol has all the makings of a classic vintage – and you can only get it in GTR!”

Swedish Match: “tobacco-free ZYN has opened up a whole world for us!”

Swedish Match is here at TFWA World Exhibition & Conference for the very first time with the ZYN range of tobacco-free nicotine pouches. “Originally developed as an alternative to our traditional ‘snus’ moist tobacco products, which we did not widely sell outside of the Nordic region, ZYN is now opening up a whole world for us!” says Fredrik Borin, Sales Manager Travel Retail for Swedish Match.

“The trend for vaping, and other ‘harm reduction’ products – or whatever you want to call them – has been very good for us,” relates Borin who says that the US market has been particularly buoyant. ZYN has also seen important entries to travel retail at a range of points such as Vienna, Qatar, and in the UK through WHSmith Travel Retail.

“There are a few challenges, not all markets are clear about their regulatory response to tobacco-free nicotine pouches – some countries are not sure what the products are – even though they are not tobacco.” But Borin says one thing about the market potential is clear: “Some 1.1 billion smokers in the world want to quit – and many others who smoke also need a complementary nicotine product when they cannot smoke – on aircraft etc – and in this sense ZYN is a very modern and convenient product which can be enjoyed absolutely anywhere.”



ZYN potentially chases a market of some 1.1 billion smokers in the world who want to quit – but also serves as a complementary nicotine product when consumers cannot smoke – on aircraft etc – hence why travel retail offers such a great potential introductory sales point.

Harbour Village HERO

Fredrik Borin, Sales Manager Travel Retail, Swedish Match: “ZYN is a very modern and convenient product which can be enjoyed absolutely anywhere.”



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L EGO Group is highlighting the latest fan-designed set, LEGO Ideas Jazz Quartet – a striking depiction of a musical ensemble in brick form, designed to be co-built by up to four friends. It was designed by Taiwan-based LEGO fan Hsinwei Chi through the LEGO Ideas platform, which offers fans the opportunity to submit their own brick creations with the chance to have their concept brought to life with the help of LEGO master designers and a share of the profits.

This latest set consists of a group of four musicians on a stage, with a grand piano, trumpet, double bass, and jazz drum, representing a quartet as they perform.

Blue Village D13



E. Gluck Corporation, maker of fashion watch brands such as Anne Klein, Armitron and Torgoen, is now offering fashion watches and wearable tech accessories from Steve Madden.

Inspired by rock and roll and his New York roots, Steve Madden has spent over three decades providing on-trend individuals with an outlet to express their individuality. Innovative, daring, and inspiring are just a few words that come to mind when thinking of the brand's mark on fashion and modern street style.

E. Gluck Corporation has received an overwhelmingly positive response to its Steve Madden collections and has already shipped to 10 countries worldwide. Wearables retail for US\$35-70, and the watch collection ranges from US\$55 to US\$150.

Blue Village F15

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