

TFWA

WORLD  
EXHIBITION &  
CONFERENCE

TFWA  
*daily*  
WEDNESDAY 5 OCTOBER 2022



**04**

**TFWA Airport  
Forum**  
Report from  
yesterday

**08**

**TFWA Lounge**  
After-work and  
night-time sessions  
at Carlton Beach

**10**

**TFWA i.lab pitch  
sessions**  
New ideas and  
fresh thinking

**15**

**Exhibition news**  
Reports from the  
show floor

# NARS

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# NARS



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# TFWA agrees new deal to stage TFWA Asia Pacific Exhibition & Conference in Singapore

One of the most important events in the duty free and travel retail calendar, TFWA Asia Pacific Exhibition & Conference, will continue to be held in Singapore over the next four years. An agreement has been signed with the Singapore Alliance group of partners that will see the country host the event from 2023 until at least 2026, with an option to extend the agreement. Singapore Airlines will be the official airline for TFWA Asia Pacific Exhibition & Conference and the event will continue to be held in May each year.

Next year's TFWA Asia Pacific Exhibition & Conference will take place at the Marina Bay Sands Expo and Convention Centre in Singapore from 7 to 11 May.

"We're delighted to conclude an agreement with Singapore to host TFWA Asia Pacific Exhibition & Conference for the years ahead," said Erik Juul-Mortensen, TFWA President. "The decision to host our event here is sound for many reasons. The quality of the infrastructure is outstanding, the city is extremely dynamic and business friendly, and there are significant plans underway both at Changi Airport and Marina Bay Sands

to enhance what are already first-class facilities. As a business centre and a travel hub with highly impressive connections to all corners of the world, it is an unrivalled choice of location. We are looking forward to working with the Singapore Tourism Board and all of our partners on our future events, and we can assure all our industry friends and colleagues of a warm welcome in Singapore, beginning next year."

Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board, commented: "The Singapore Tourism Board is delighted to extend our partnership with TFWA to host TFWA Asia Pacific Exhibition & Conference in 2023 and beyond. As a leading business events destination and travel hub, Singapore's interests in the growth of international tourism and travel are closely aligned with TFWA. We are heartened by the strong rebound in both business events and leisure visitors to Singapore. Our world-class connectivity, thriving business environment, as well as vibrant lifestyle and entertainment offerings, make Singapore an ideal venue to support the continued growth of the global travel retail industry."



## TFWA ONE2ONE meeting service

TFWA's dedicated meeting service organises introductory encounters between exhibiting brands, key buyers, airports and trade agents. It is open to both TFWA World Exhibition & Conference and TFWA i.lab delegates. Eligible companies simply name the participants they want to meet and the ONE2ONE team handles the arrangements, providing onsite support.

## TFWA Annual General Meeting

A reminder that the TFWA Annual General Meeting (for TFWA members only) will be held tomorrow at 09:00 in Auditorium K of the Palais des Festivals.

## Today: TFWA Management Committee election

A reminder that the TFWA Management Committee election (for TFWA members only) takes place today between 08:00 and midday in the TFWA offices on Level 0 of the Palais des Festivals.

## 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.

Plan your event, navigate your way around onsite with the geolocation service, connect and meet with your business partners, interact with conference speakers, and be part of the TFWA community all year round.

Scan this code to download the TFWA App:





# TFWA Airport Forum Workshop

TFWA Airport Forum  
kindly sponsored by:



*Yesterday's TFWA Airport Forum brought together some of the world's leading airports to explore the future of non-aeronautical revenues in the post-pandemic world.*

## **“Passengers now expect enhanced speed, innovation and personalised experience”**

**F**raser Brown, Retail Director, Heathrow Airport, discussed three key topics in yesterday's TFWA Airport Forum Workshop: how the passenger mix has evolved during the recovery, while seeing a bounce-back in business travellers; how Heathrow's customer interactions are also evolving, including an increase in leisure passengers and increased digital behaviour; and how the digital retail offering is growing and evolving to meet demand.

“The impacts of Covid have been devastating for aviation and that story is no different for our retail partners,” said Brown. “Many of our retail outlets closed during the multiple national lockdowns, with phased re-openings taking place once permitted. I am proud, however, that through the collaborative efforts of my team and our partners, we have ensured that re-openings have occurred as planned, demonstrating the strength of partnership during the toughest of circumstances.”

All four Heathrow terminals are now reopened, most recently Terminal 4 in June 2022, which included 20+ planned airline moves. “We are currently operating with about 90% of our retail and F&B offer and will see this percentage grow by the end of the year to around 92%,” Brown explained. “We've had a positive 2022 in terms of new openings, with 39 new retail and F&B outlets and pop-up activations opened since the pandemic began.”

The Heathrow passenger mix has evolved during the recovery, but the airport is seeing a bounce-back in business travellers. “We are also seeing an increase in leisure passengers and increased luxury retail in China, with potential to gravitate locally,” said Brown. “We are seeing an increase in digital behaviour, with 90% of passengers using some form of digital during their journey. Passengers now expect enhanced speed, innovation and personalised experience.”

Last year, Heathrow launched its first physical Heathrow Reserve & Collect store in T5, which is a prime example of how it is proactively adapting its digital offer to serve the needs of a new generation of tech-savvy consumers.

Brown noted that Heathrow and the industry have been delivering on the recovery. “Our recent passenger numbers have seen the largest rise of any European airport in the last year. Over 12 million people travelled through Heathrow in July and August.”

The airport is predicting its most positive year since 2019 from a passenger traffic perspective and plans to welcome



*Fraser Brown, Retail Director, Heathrow Airport: “We are currently operating with about 90% of our retail and F&B offer and will see this percentage grow by the end of the year to around 92%. We've had a positive 2022 in terms of new openings, with 39 new retail and F&B outlets and pop-up activations opened since the pandemic began.”*

over 54.4 million passengers back through a safe Heathrow, which represents a return to 67% of pre-pandemic traffic this year. “Demand remains very volatile, and we do expect these passenger numbers to drop off significantly after the summer,” Brown added. “While current plans and forecasts may be inherently uncertain, we are sure that we are commencing on a growth trajectory that will see steady growth in passenger traffic over the next three to four years.”



# “Airports that are especially customer-focused will be the winners in this industry”

**E**rsin Inankul, Chief Digital and Commercial Officer, IGA Istanbul Airport, delivered five key messages in yesterday's TFWA Airport Forum Workshop:

- “Airports that are especially customer-focused will be the winners in this industry. The one-size-fits-all model does not work any longer. Airports need to adjust to both the needs of the airlines and of their passengers.”
- “Digital transformation and its technologies play a crucial role in the development of our airport. We take advantage of technological opportunities to allow for both a seamless customer experience in the airport and a seamless integration of systems and services, including partners such as airlines, security, customs, concessions and ground handlers.”
- “Our primary goal for IGA Istanbul Airport is to carry this unique structure far beyond the point of just being a journey, and transforming our guests' journeys into unforgettable experiences. Within this context, we have opened the Youth Lounge, a project that we have been working on for a long time, and which is specifically geared towards our youth.”
- “Shopping while using Augmented Reality technology is extremely important in terms of being the first step towards the digitalisation of trade at IGA Istanbul Airport.”
- “We have created this application to develop trade at our airport, together with our technological infrastructure and our wide scale that diversifies the services and shopping capabilities we offer our passengers.”

By observing the recovery in airport retail, Inankul states that high-end luxury shopping has the largest portion of revenues. “Business travellers are increasing, and the qualification of the passengers determines the tendency in shopping trends. Besides, as time spent in the airport before the flight extends, shopping appetite also goes up.”

IGA Istanbul Airport also observes several trends in travel retail, some of which existed before the pandemic and some of which have only emerged as a result of the pandemic. “Digitalisation is on the rise,” said Inankul. “Retailers' and brands' omnichannel

strategies are increasingly influencing customers, and e-commerce is increasing price transparency. New forms of competition such as the use of social media and music and video streaming compete for travellers' leisure time. Passengers now expect more than traditional 'shopping' at the airport and demand for experiential events, especially virtual ones, is increasing. There are more and more opportunities to collect and exploit passenger data.”

In terms of new customer trends and spending patterns, Inankul explained that collaborations between affordable and high-end luxury brands, which aim to reach an extended customer profile, are in high demand. “An increase in the proportion of younger and less affluent travellers – Gen Y and Z – has led to declining demand for traditional airport products and services,” he said. “By 2025, this group will make up more than 50% of all passengers, while the share of business travel, long-haul groups, and Chinese passengers – traditional consumers of the luxury goods sold at airports – declines. At the same time, the share of high spenders moving through airports will decline by more than 5%, and the percentage of airport retail sales directly influenced by online sites will rise to 30%, up from low single digits today.”

From day one, IGA Istanbul Airport's ultimate goal has been to offer solutions that go beyond the standard. Inankul added that, thanks to a guest-centric approach, the behaviours the airport has implemented with its stakeholders, and its segmented solutions for each touchpoint, it has already achieved its goal of providing a more pleasant travel experience for passengers. “However, in line with our vision, we aspire to achieve much more. Ultimately, we want to create a technology-driven passenger experience that integrates physical and online experiences by implementing an even richer set of digital solutions.”

*Ersin Inankul, Chief Digital and Commercial Officer, IGA Istanbul Airport: “Shopping while using Augmented Reality technology is extremely important in terms of being the first step towards the digitalisation of trade at IGA Istanbul Airport. We have created this application to develop trade at our airport, together with our technological infrastructure and our wide scale that diversifies the services and shopping capabilities we offer our passengers.”*



# “In the post-pandemic era, customer experience and digitalisation are key”

**I**n yesterday's TFWA Airport Forum Workshop, Sung-Bin Im, Director, Duty Free Management Team, Incheon International Airport Corporation, delivered a fascinating address on the future direction of the airport's retail.

He talked about how to satisfy customers' desire to have “a thrilling shopping experience and a great time in our retail space”, as well as the ways in which to mix online and offline shopping experiences effectively by using innovative technologies. Another key message was about how various airport functions work together in order to increase airport retail sales.

“In the post-pandemic era, customer experience and digitalisation will become the important keywords,” said Im. “Our airport retail needs to evolve into an advanced shopping destination where our passengers enjoy a pleasant shopping experience full of a variety of fun and new technologies.”

In terms of new customer trends and spending patterns, Im noted that, thanks to the increased duty free limit for liquor and the abolition of the purchase limit for Koreans, the number of consumers buying more than two bottles of liquor has doubled and sales of expensive high-end products over \$5,000 are increasing. “While several major top brands of each category are taking up the significant proportion of our sales, sales from various new brands preferred by the younger generation are growing remarkably,” he added.

Fashion is now the biggest category at Incheon International Airport Corporation, overtaking perfumes & cosmetics which had been the undisputed number one for many years pre-pandemic. Within the fashion category, luxury has made the biggest contribution, with sales of top-tier brands standing out.

“After launching a special duty free licence for the local brands of small and medium-sized enterprises, the sales of smaller local brands is gradually increasing,” Im explained.

Incheon International Airport Corporation is at an early stage in terms of its digitalisation and has plans to install cutting-edge technologies in its retail stores. “I believe we can provide interactive communication,” said Im. “We are considering the introduction of an Artificial Intelligence (AI) chat-bot service and an Augmented Reality (AR) showroom. Regarding the online duty free shop, Incheon Airport is continuously making efforts to obtain government permission to launch an airport online duty free shop, which is entirely subject to the decision of Korea Government.”

Commenting on how prepared the travel industry is for the return of pre-pandemic international traffic levels, Im explained that, despite the difficulties presented by the decreased number of passengers, it was an opportunity to rearrange business strategies and to enhance infrastructure and customer service.

“During the pandemic, Incheon Airport prepared for the recovery of passenger traffic by not stopping our terminal operations and by maintaining staff employment,” he added. “Furthermore, by completing the renovation of Terminal 1, Incheon Airport is now a cleaner, more convenient and fascinating space for passengers. The only remaining issue is to ease the quarantine level. If this happens, it is expected that not only Incheon Airport can fully handle the soaring demands of travellers, but also passengers can spend more enjoyable time in our airport.”

*Sung-Bin Im, Director, Duty Free Management Team, Incheon International Airport Corporation: “In the post-pandemic era, customer experience and digitalisation will become the important keywords. Our airport retail needs to evolve into an advanced shopping destination where our passengers enjoy a pleasant shopping experience full of a variety of fun and new technologies.”*





\*US NPD report 2021

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## TFWA Lounge: after-work session

Tonight, 18:30 - 21:00

**VENUE:** Carlton Beach

In partnership with:



Sponsored by:



## TFWA Lounge: night-time session

Tonight, 23:00-02:00

**VENUE:** Carlton Beach

TFWA Lounge returns this year at Carlton Beach. The after-work session takes place today between 18:30 and 21:00. Later in the evening, between 23:00 and 02:00, 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.



# HARIBO

## HAPPY BEARSDAY



Celebrate with us at our booth in Bay Village 11B  
at TFWA WE&C Cannes 2022

The TFWA i.lab is located within the Red Village on Level -1 of the Palais des Festivals. Yesterday, there were two TFWA i.lab pitch sessions in which exhibitors offered a glimpse into the future of duty free and travel retail. Two more TFWA i.lab pitch sessions take place today at 10:30-11:30 and 15:00-16:00.

## TFWA i.lab pitch sessions: a glimpse into the future of duty free and travel retail



Alexander Trieb, founder and CEO of Duffle Travel Retail Platform, participated in the TFWA i.lab pitch session yesterday. He explained that the start-up has developed an online marketplace for travel retail that connects retailers, brands and consumers and increases comfort at the airport. "It is the first digital end-to-end platform including fast delivery service for travel retail."



Julian Bottaro, Director - Business Development & Partner Relationships (Oceania), tRetail Labs, participated in the TFWA i.lab pitch session yesterday. "Based in Melbourne, Australia, tRetail Labs is a boutique firm specialising in consumer behaviour analytics and travel retail-centric SaaS platforms," he said. "We bridge the gap between data and consumer behaviour to help our clients build richer and more meaningful relationships with their customers." The company is actively building its presence in Oceania, with proof-of-concept scopes with notable airports and airport operators, as well as a commercial partnership with a global luxury travel retailer.

### 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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## WiTR supports the Hope Foundation

**T**his year at TFWA World Exhibition & Conference, Women in Travel Retail (WiTR) returned to the foyer of the Palais des Festivals with the focus of raising funds for the Hope Foundation.

Upon arrival, attendees were welcomed with a glass of Moët Hennessy's Chandon Garden Spritz, while also hearing about, and raising funds for, WiTR's 2022 charity.

Since 1999, the Hope Foundation has been committed to ensuring the protection of children living on the streets and in the slums of Kolkata (India).

For the evening, WiTR set an intention to raise 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.

This year, instead of the past raffle format, participants were invited to contribute €20 and a business card to be entered into a draw for three prizes.

The event, which saw generous donations from Victoria's Secret, Heinemann and Harding Brothers, along with all attendees contributing sums towards the cause, was a great success and well-attended by women from across the industry, all networking and sharing their views.

Karen Cheng, Brand Manager for Travel Retail at Victoria's Secret, said: "One of the goals of WiTR is to really support women in their business ventures, so we partnered with Henkel Ventures which is a venture capital firm that works with female entrepreneurs. I am so thankful for spaces like WiTR where you all help to bring to life, and into the forefront, the issues of women from all around the world. That is why Victoria's Secret is donating \$10,000 to the Hope Foundation – the chosen charity of WiTR."

Sarah Branquinho, WiTR Chair, said: "Heinemann has donated €5,000 and the cruise team from Harding Brothers has donated an extra £500. Whatever you have collectively done tonight by contributing, thank you."



## Drinks international Travel Retail Awards 2022 winners

### *Drinks Launch of the Year*

The Macallan Concept No.3, Edrington

### *Luxury Drinks Launch of the Year*

The Dalmore Decades, Whyte & Mackay

### *Travel Retail Exclusive of the Year*

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

### *New Design of a Drinks Brand*

William Grant & Sons Global Travel Retail, The Balvenie Cask Finishes

### *New design Extension of an Established Drinks Brand*

Bombay Sapphire Sunset

### *Marketing Activation of the Year*

"The Secret is You" Jägermeister, Mast Jägermeister

### *Supreme Champion Product*

Jura Islanders' Expression, Collection No. 1, Whyte & Mackay

### *Supreme Champion Campaign*

"The Secret is You" Jägermeister, Mast Jägermeister



Supreme Champion Campaign: "The Secret is You" Jägermeister, Mast Jägermeister

# 'Duty Free: Trusted, Transparent, Secure' campaign

**T**he Duty Free World Council (DFWC) and Tax Free World Association (TFWA) have released a position paper on tackling illicit trade, counterfeiting, and intellectual property theft.

The paper sets out the disproportionate and unfair impact illicit trade has on duty and tax-free channels through fraudulent labelling by criminals and in terms of lost sales opportunities. It calls on national governments and cross-border enforcement agencies to work with industry to put an end to the practice.

The paper's release comes after the successful launch of the 'Duty Free: Trusted, Transparent, Secure' campaign in July, which is being led by DFWC and TFWA and supported by a global network of regional travel retail associations.

Duty and tax-free channels are among the world's most transparent, secure and legitimate supply chains, with all products sold in travel retail shops being authentic and traceable.

The position paper recommends:

- Better regulation of informal and casual retail channels, such as street stalls and markets, and for the robust implementation of existing rules.
- Greater control over Free Trade Zones (FTZs) & Special Economic Zones, with a common approach to enforcement to prevent the emergence of illicit trade hot-spots.
- Help educating consumers to build on industry-led initiatives



such as the [www.dutyfreefacts.com](http://www.dutyfreefacts.com) website.

- Investigation of duty free specific issues, such as fraudulent mislabelling, an emerging trend among criminals.
- Enhanced cooperation between industry and enforcement bodies to tackle the 'common enemy' that is illicit trade.

"We are proud to launch the position paper in support of the 'Duty Free: Trusted, Transparent and Secure' campaign," said Sarah Branquinho, President, DFWC. "Since the campaign's launch this summer, we have been greatly encouraged by the level of support it has received from industry and enforcement bodies. Today's paper outlines how we can increase cooperation and work together to tackle this form of illegality."

Erik Juul-Mortensen, President, TFWA, added: "TFWA has been honoured to be a part of the 'Duty Free: Trusted, Transparent and Secure' campaign since its conception. Today's position paper highlights the action our industry has been taking against illicit trade for many years, and what steps are required from the public sector to strengthen this."

## ASUTIL Conference to return in June, managed by TFWA

**T**he ASUTIL Conference will be returning in-person in 2023 for the first time in five years, and will be managed by TFWA. The event will take place on 7-8 June at the Hotel Hilton in Puerto Madero, Buenos Aires, Argentina.

This will be the first time the ASUTIL Conference has been held in Buenos Aires since 2005. The agenda will follow the same format as the last conference in Rio de Janeiro in 2017, in which changes had been made to the traditional format.

The event will begin on Wednesday 7 June with industry leaders speaking on some of the prevalent topics affecting the duty free and travel retail industry. Attendees will then sit down for lunch before operators and suppliers will meet during the allotted networking time in the afternoon. The first day will then close with a cocktail.

On Thursday 8 June, delegates will again be afforded time to network with industry colleagues in the morning, and the afternoon will see a number of international keynote speakers giving their insights. The conference will close with the traditional dinner that evening.

The fee for the event will include access to all event lunches, dinner and cocktails.

"We're pleased to announce the return of the ASUTIL Conference, which will be back with the familiar format blending excellent learning with outstanding networking, culminating with the customary fabulous party," said José Luis Donagaray, ASUTIL Secretary General. "This is indeed very much the right partnership at the right time and in the right place and we will certainly be

striving to be the best possible hosts for this event."

Erik Juul-Mortensen, TFWA President, added: "The South American duty free and travel market is both vibrant and dynamic, and it is truly excellent to see that the continent will once again have its own event dedicated to the industry. It is an honour for TFWA to be able to be a part of this event and support in the growth of the industry in this region. I have no doubt that this returning event will be a great success once more, and I'm looking forward to meeting friends and colleagues from across South America."







# COEUR<sup>DE</sup> LION

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MADE IN  
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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.

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# Onsite services

## Shuttle service

**Wednesday 5 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

**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 Wednesday 5 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 relax, conduct interviews and source event-related information.

# Parfums Marina de Bourbon unveils Princess Style



**P**arfums Marina de Bourbon is enjoying a successful TFWA World Exhibition & Conference this year, with fruitful meetings and its newest fragrance collection 'Style' set to "touch the market" soon.

Speaking at the show, Antoine de Pracomtal, CEO of Zylangia Parfums, Princesse Marina de Bourbon, Paris, said: "We are very happy to see a new Cannes – dense with meetings and appointments."

He explained: "The mood is very positive, and we are so happy to welcome all our customers. We have plenty of meetings and we are very busy."

At the fragrance company, de Pracomtal revealed that the plan was to "continue to launch novelties and new sets and new fragrances" but added that already the response had been huge. "We have already had very good returns on our new launches," he revealed and added: "We have had a very positive 2022 and I will be looking at an even more positive 2023 because of what I am hearing from the market, but also because of the optimism I have from these introductions."

According to de Pracomtal: "People need to definitely not miss the new collection 'Style'. It has just started to touch the market now and includes Royal Style and Princess Style – two very different interpretations of the same style."

He explained: "Royal Style is very active, modern and young" and said it was "presented last year at the 2021 fair" and has now been launched in June/July this year, so "will touch the market in September" but disclosed that "people love the flask and the cap, and they found the fragrances absolutely gorgeous".

The plan for the company is to move into "local markets first" and, "depending on the fragrance" roll out from there. "We will go into our 75 markets" which, he said means penetration of "something like 4,500 stores" where the new launch is set to "be a success".

PRINCESSE  
MARINA DE BOURBON  
PARIS



Princess  
STYLE

# Period Prosecco – finest of its kind

**T**he most esteemed of Italian winemakers Carpenne Malvolti returns to Cannes this week to announce the re-branding of their sparkling wines and an upgrading of their image and style in regional wines. “This is very important to us,” says Director Domenico Scimone.

Carpene Malvolti, a six generations family-owned business, was the first company in the world to make Prosecco wine in 1868. It was then called ‘Champagne Italiano’ through the champenoise method until 1923. The company is proud of its historical legacy dating back to the 18th century when it was supplier to the Italian Royal Household. The estate is in the Conegliano Valdobbiadene district, one of the greatest areas for Italian sparkling wine production.

“We have enhanced our brand image with new label designs especially in travel retail. Our first goal is to introduce this to every country in the world and we are present in 65 countries on five continents,” says Scimone. “The new branding retains the regional logo of 1868 but with a modern uplift.” Grappa and brandy are other important liquors in the Carpenne Malvolti portfolio. New launches include PVXINVM, which means prosecco in Latin, but the main focus in travel retail is the Carpenne Malvolti, 1924 prosecco and the 1868 regional variety bottles seen here. The next most important are the 1868 Grappa prosecco and 1868 Brandy Riserva.

“We want to communicate our rebranding activity with new customers and are aiming to grow business in Asia, particularly Japan, China, Singapore, Hong Kong, and also South America,” says Scimone.



 **Blue Village B1**

# The Underberg Effect

**F**urther to Tuesday’s article about the famous German classic Underberg brand, the TFWA Daily spoke yesterday to the company’s President Hubertine Underberg-Ruder and husband Franz about the reason for the popularity of the iconic herbal classic small bottle in America, their largest export market.

Germans settling in the US states, many soldiers and emigrants, after both World Wars liked their beer. A change took place after 2000 when Fine Food shows including craft beer brewery exhibitors were visited by Franz who sold the concept of drinking Underberg digestive alongside their pints to American folk. This was called ‘Herrengedeck’ – a practice acknowledging the health-giving benefits of combining the power of aromatic herbs from 43 countries with 44% volume premium-quality kosher alcohol contained in the Underberg ‘shot’. A truly extraordinary piece of creative marketing which led to sales of the Underberg digestive increasing every year in the USA by 15% in volume and value. Such are family fortunes made.

The Underberg company, who have been present at Cannes since the earliest days, are pleased to announce their new international sales team including Export Director Udo Bruns supported by Thomas Kirscht as Head of Sales, Global Travel Retail.



 **Blue Village D10**



# BUILDING FOOD INTO THE #1 MOST PURCHASED CATEGORY



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"Show me what you are doing for the environment"



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# Osborne – maintaining “value not volume” with caviar and Gold

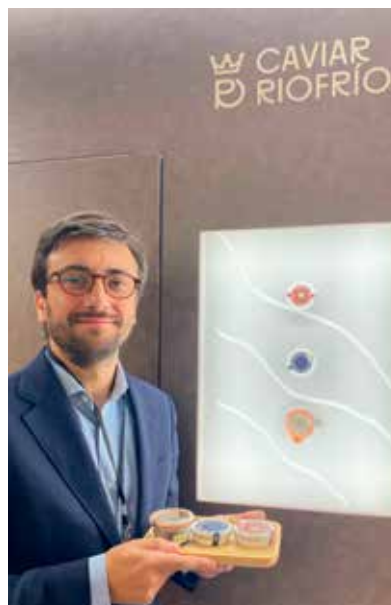
**O**sborne, a business emphatically associated with premium craft brands of Spanish origin, recently brought caviar production into its portfolio with the acquisition of Riofrío.

“Wines and spirits are our origin, but we are now producers of the world’s first certified organic caviar produced in southern Spain in very special conditions,” says Juan Alegría López, CMO Osborne.

But while “value not volume” is passionately close to the heart of Osborne’s beliefs, its portfolio still impresses with significant performers and best-sellers. Nordés Gin – introduced just 10 years ago and made in north west Spain with Albariño white wine grapes – continues to be the fastest-growing premium brand Spanish gin, delivering double-digit growth in GTR, and now available in stores in 75 airports.

Building on the success of Nordés, just two weeks ago Osborne launched “Gin Gold” at Madrid Airport – the spirit gets its colour from the “intensely fresh citric blend botanics with the finest tangerines”. The Madrid Airport launch was sold out within two days – unsurprisingly Osborne sees significant opportunity to continually expand its presence of very high performing, ultra-premium brands in global travel retail.

 **Red Village L25**



*Iñigo Anitua,  
Osborne's  
International  
Project &  
Business  
Development  
Director:  
Following the  
acquisition of  
Riofrío, Osborne  
are now  
producers of the  
world's first  
certified organic  
caviar.*



## MARCOLIN STOP PRESS: Four new Guess travel retail 2023 exclusives

Marcolin’s highly-successful Guess Eyewear travel retail exclusive line will be expanded in 2023 with four new colours said Giovanni Miente, Marcolin’s Global Channels Trade Marketing Manager, talking with the TFWA Daily in the exhibition yesterday.

 **Yellow Village A19**



## Cavendish & Harvey: combining innovation with heritage

**C**avendish & Harvey is showcasing the new flavour in its Double Fruit Drops range: a tropical combination of grapefruit with pineapple filling. Nele Krabbenhöft, Marketing, Product Manager, Cavendish & Harvey, explained that young adults in particular, who are looking for a special fruit kick, will love this new flavour. The confectionery manufacturer continues to provide fruity impulses in the confectionery market by skilfully combining innovations with its traditional premium heritage.

Cavendish & Harvey is known for its golden tins and Victorian jars, and is available in over 90 countries worldwide.

Krabbenhöft explained that the launch of the Double Fruit Drops has been a success, with contemporary flavours including 'Lemon with Strawberry Filling', 'Blackcurrant with Apple Filling' and 'Cherry with Lime Filling'. Each creation offers the contrasting combination of a sweet fruit with a sour fruit. The fusions enhance the taste diversity between the casing and the filling – a fruity and varied experience for more diversity on the confectionery shelf.

Cavendish & Harvey has identified two important trends. Firstly, consumers want to experiment and try something new. Secondly, the demand for filled confectionery is increasing faster than the category. The new creation – 'Grapefruit with Pineapple Filling' – is available in the famous 175g golden tin.

Cavendish & Harvey is also showcasing its Mint Choco Drops, which feature a delightful combination of fresh peppermint coating on the outside and a creamy chocolate filling inside.

 **Blue Village H27**



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\*\* Results based on 21 women aged 19 to 64, daily application.  
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TFWA 2022 – RIVIERA VILLAGE RG16

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## Removing 2 billion wrappers from the ecosystem – and other key takeaways from Nestlé press conference



Stewart Dryburgh, Assistant VP and GM Marketing, Nestlé International Travel Retail,; “30% of GTR purchases are food and confectionery, and 70% of consumers want to select a global brand they can trust...in that respect there is nobody better to talk about food than Nestlé.”



The bounce: Tamara Spada, Marketing Manager, Nestlé International Travel Retail, explains how the #1 category is also the most resilient – “4% growth in the confectionery category year-on-year.”



And the really good news for GTR: “It’s still significantly underexploited!”



We’ve got it covered: “The Nestlé portfolio reaches consumers across the full travel journey.”



Continuous improvement has delivered refreshes for Kit-Kat Senses with new pistachio and lotus flavours...



...and Kit-Kat Vegan featuring an 18% lower carbon footprint.



“Learn through play” – yet more product developments include the “Smarties Cool Creatures” activities packs – available from March 2023.



The next big step – removing 2 billion plastic wrappers from the ecosystem starting from March 2023.



# MAYBACH

A FRAGRANCES COLLECTION



EXCELLENCE IS AN ATTITUDE



## Already #1 super slim in travel retail segment – KT&G targets Europe for greater sales of Esse

**K** T&G is celebrating its return to TFWA World Exhibition & Conference after an absence since 2013 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 TFWA Daily yesterday morning.

Esse is already number one in the travel retail segment for its high-tech super slims which are both multi-flavoured and super slim, but also offer a lower tar and nicotine content. (This article is a revised and updated version.)



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.





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# Distell launches Amarula Gin using 'nostalgic' African botanicals

**D**istell has launched a gin under its Amarula brand using wild, hand-harvested marula fruit as a key botanical.

The 43% ABV gin, named Amarula African Gin, uses marula fruits, juniper, orange blossom and Ghanaian grains of paradise to give it its trademark flavour.

Speaking about the launch and Distell's decision to roll out variants from the Amarula brand more and more of late, Rachel Hawes, Head of Marketing - Global Travel Retail at Distell, said: "Amarula obviously is a South African brand that started in 1983 as a liqueur and moved into being a cream liqueur in 1989. For many years, we were a single SKU and just one product and in the '90s we went into international distribution and now we have a footprint in over 100 countries worldwide."

Hawes explained that the history of the brand has helped it move towards a more exciting future, where brand awareness is high, but building excitement with new consumers has also become crucial. She stated: "We have gone from being one SKU for 30 years to now moving into very much an innovation stage. The reason we've moved into innovation at break-neck speed is because bringing new consumers to our brand is really important."

Hawes highlighted how the "journey into flavour" has helped grow Amarula, which also recently launched a vegan variant last year that is outstripping expectations. She explained: "We don't want to forget Amarula Vegan, just because it was launched last year, either. The brand is in growth again on a global level and some markets are stronger than others, but our innovation journey is really reigniting Amarula and bringing new consumers in."

The move into flavours for Distell with Amarula is also showing the company that it can broaden its reach – not just across demographics, but also across different calendar occasions and situations.

Speaking of this revelation, Charmelle Conning, Global Brand Lead at Amarula, said: "What we've seen with our flavours is that it's actually de-seasonalising the brand. For example, Raspberry Chocolate Baobab has more appeal during summer, whereas Vanilla Spice is seen as a very kind of festive serve."

Conning said that the turning point came for the brand when Distell asked a few pertinent questions about its positioning and how it saw itself versus its potential. She said: "We had to ask ourselves a question: 'Are we a cream liqueur brand, or are we a marula fruit brand?' The answer was that 'we're a marula fruit brand' and so what makes this gin so unique is that it is the only gin in the world that's actually been distilled from marula fruit."

Conning pointed out how many "other gins are made from a grain-based spirit" but described how Distell has "actually developed the base spirit for the gin from the marula fruit in a similar way to Amarula – we just don't put Amarula cream in here and we don't put it into French oak for two years".

In terms of taste, nose and flavour profile in general, she



identified how "the fruit actually has quite a zesty sweet and sour, citrusy flavour to it and it's very high in vitamin C and antioxidants" and explained: "When we developed the gin, we paired it with orange blossom and peel that really bring out those citrus notes of the marula fruit. It also has a very tropical flavour to it which can be best described as a combination between guava and melon."

Conning said: "Sometimes I describe it as a nuttiness on the nose. But, for me, it's earthiness, which probably isn't the best way to describe the gin. But, coming from Africa, that beautiful African earth smell is quite nostalgic."

According to Conning, the marula fruit is paired with Ghanaian grains of paradise because "it is quite popular in African cooking" and you "can definitely smell the marula earthiness or nuttiness coming through, which is very refreshing and a very easy-drinking smooth gin".

 **Harbour Village MR SEA**



# Rituals kiosks offer full sensory store experience in busy airports

**R**ituals has showcased its 'perfect store' kiosk format to show how one-person stores offering the full range of Rituals products can operate harmoniously in airport locations.

Melvin Broekaart, Director Global Travel Retail, Rituals, said: "Our kiosk is absolutely new. It is so new that it is the only one at the moment and it is being created for mass production and we are planting all of these at airports."

He explained: "The kiosk is actually a hybrid – or like the perfect temporary store – or maybe even the perfect store. It is very flexible. It has all of the Rituals products and can be looked after easily. It can be staffed with just one person and there is an iPad on there that is used as the cash register. It really is a small store, or a store in itself."

According to Broekaart there is high demand for the Rituals kiosks in busy airport locations already. "This one is going to Berlin immediately after the show because they really wanted to have it in place for the Christmas holidays."

The focus, Broekaart admitted, was all on the Rituals' kiosk concept. "We have been selling the kiosks into many customers during the show," he revealed and added: "For us, it is a really good tool to help people sell Rituals even if there is no store effectively, because, as a brand, we have quite a big focus on standalone stores and we would love to do more in airports."

Broekaart highlighted how Rituals is a brand that is all about experiences and about stepping into something and



using all five senses. "We want people to truly live the brand. People love stepping into Rituals. They love that feeling of experiencing it. And we can only properly bring that experience with our own stores."

He added "We train our staff really well" and "our main focus for a year ahead is to open far more standalone stores in travel retail".

 **Riviera Village RGS**

# Quality, provenance and craftsmanship – the timelessness of cigars

**O**liva Cigars & J. Cortès Cigars, now known as Vandermarliere Cigar Family (VCF), is showing its portfolio of cigars and highlighting how quality, craftsmanship and story play a vital role in the category's future.

Thomas Gryson, Export Manager & Travel Retail Coordinator at Oliva Cigars & J. Cortès Cigars (aka VCF) said: "We want to focus on the products we have listed and continue with them this year. Our three-pack of cigars are really popular."

Hans Rijfkoogel, Director of Asia Marketing Services (AMS), said: "The three-packs make it easier for impulse-buying. Oliva is a very strong brand worldwide and is well-known with many cigar smokers. These packs are perfect for people who just want to try them – like new smokers. They are very easy to carry. You can't put a box of 24 cigars in your pocket."

Gryson explained: "These are the same cigars as we have in the wooden box of 24. We have a duty free assortment, which is the Oliva Serie V Melanio Figurado – it's a box of 10 and it's also our premium line. Then, we have the Robusto, which is a smaller size. It is giftable, but also for personal use."

Rijfkoogel pointed out that "Melanio is the flagship brand" and the one we are pushing. "Asia at the moment is still coming back and we are waiting for Chinese consumers to start travelling again, but now things are coming back."



Gryson highlighted how "handmade cigars have seen a big boom which started three years ago. Machine-made is a bit more difficult. It is more stable. We take market share. In Europe it is stable. In Asia, we can still grow. But with premium handmade cigars we can always explain the craftsmanship, the story and the quality behind the attitude."

 **Harbour Village Spice of Life**

# Handmade cigars and the need for ‘me time’ that translates as indulgence

**S**candinavian Tobacco Group is placing the focus for this year's show on its handmade cigars. Gertrude Stormink, Global Travel Retail Manager, Scandinavian Tobacco Group, said: "We have a lot of beautiful brands, but the focus of this exhibition is on our handmade cigars."

Stormink pointed out that "brands like Macanudo and CAO" really seem to offer consumers what they are seeking right now – indulgence and comfort.

She explained: "Macanudo is far and away our biggest brand and we are selling a lot of Macanudo cigars in the US, but also in the rest of the world and in travel retail. For Macanudo in travel retail we selected a range that is a travel edition. There are five cigars inside – there is the Inspirado Robusto. It can be an impulse buy or a gift."

She added: "A lot of people like different cigars because of the image, but quality-wise people are moving towards and looking for different profile cigars."

Speaking about the trend towards handmade cigars, Stephan Brichau, Sr. International Sales and Marketing Manager at Scandinavian Tobacco Group, said: "There's a lot going on with handmade cigars and it's all about indulging, relaxing and enjoyment." He observed that "Inspirado is a nice gift" and "the CAO is for the real aficionado who is really looking for something different. Why? Because you have five different cigars from different places."

Scandinavian Tobacco is also showcasing its CAO Champions collection, which includes a variety of top-rated



cigars that are all presented in a black lacquered box. A few of the cigars in the CAO Champions box are rare classics and no longer available for retail and the box includes 10 – all of which are 90+ rated, which makes each cigar a rare treat. Additionally, catering for the true fan, the Silencio Red Dot collection has been created for the most discerning of palates and features some of the most exclusive tobaccos in the world, really tapping into the trend for indulgence and 'me time'.

 **Golden Village GOS**

# Mondelēz announces “evolved vision”

**M**ondelēz International World Travel Retail yesterday revealed a renewed category vision at its breakfast briefing at the Majestic Hotel during TFWA World Exhibition & Conference.

The confectionery giant explained how it was focused on driving greater penetration and accelerated conversion and plans to build on three areas: a winning portfolio, elevating category awareness and delivering unique experiences. The morning's session was opened by Jaya Singh, WTR Managing Director at Mondelēz International, alongside Clive Jones, President Central Europe, EU Central Sales, WTR, Global Licensing at Mondelēz International, whose presence underlined the wider business' support for travel retail.

Anna Szentivanyi, Customers Insights, Strategy and Activation Director at Mondelēz International, shared insights about the initial development of the vision a decade ago, when she delivered crucial work as WTR's Category and Customer Development Manager at Mondelēz International.

Finally, Beatriz de Otto, Head of Customer Marketing at Mondelēz International WTR, highlighted how the vision will be made tangible through multiple touchpoints, new category segments, and relevant products.

Jaya Singh said: "We will once again be the driving force behind the change. We are here to listen, to collaborate, to inspire, and to achieve accelerated conversion – together."

Clive Jones added: "It is incredibly rewarding to witness the fruits of the changes that Mondelēz International WTR has driven with our retail partners to alter the travel retail shopping environment. As category leaders, Mondelēz International remains



committed to investing in and supporting the travel retail industry, which plays such a crucial role in the wider Mondelēz International business, and to continue driving the growth of confectionery in such a hugely important channel."

Mondelēz World Travel Retail has also launched the limited-edition Toblerone Golden Caramel 360g bar.

Dogus Kezer, Marketing Director at Mondelez WTR, said: "It is incredibly rewarding to see travellers so drawn to the new limited-edition Toblerone Golden Caramel 360g bar, with such an immersive and exciting instore activation."

 **Riviera Village RG5**

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\*Source: internal sales data



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# Foreo seeks out new faces with skincare technology

**F**oreo talked through its cosmetics range and described how its skincare technology was a big hit in travel retail.

Speaking at TFWA World Exhibition & Conference, Gary Leong, Global Travel Retail Director, Foreo, said: "Our last show was 2019 and so I believe that we want to meet new faces and new people. We have just begun our expansion. At 12pm, I walked in and it has been non-stop for us with meetings."

Leong, who described the range, added how the brand, along with its convenience, as well as its technology, was something that people understood more readily now.

The range will be available across travel retail with further products still in development, but in the pipeline.

 **Yellow Village G37**



# Mazaya boosts shisha listings and flavours

**M**azaya has secured new listings and revealed novelties that can help fans of shisha products amplify their flavours to suit their tastes.

Speaking at the show, Ghina Ammour, Brand Manager, Travel Retail at Mazaya, said: "So far we have had a very good start to the show and we have surpassed 2019 benchmarks even though all the research in the industry said that it would take at least until 2023 for the situation to go back to 2019 figures. But we have actually started the year with good listings."

She revealed: "We can mention Saudi Arabia. Luckily, the regulation changed. Before, Saudi Arabia was not allowed to have any shisha, but now luckily it can so there is huge potential and also we are also now being stocked in Iraq Duty Free and Heineman Egypt, plus we will have more interesting listings in the pipeline and we will announce them when they materialise."

Ammour stated that "coming to Cannes, it is always a pleasure to meet with industry partners especially after the long pause during Covid and the fact that 2021 was more on the quiet side due to restrictions and the vaccine rollout. Now, we are so happy to have a very fruitful Cannes. All our customers are here, and the highlights are using Mazaya with potential partners and introducing our novelties."

Additional items and novelties launched include "the Two Apples Masri – in Egypt – which caters to the audience of regular Two Apple smokers who want a bolder taste," said Ammour, explaining that "it has been listed in domestic markets as well" and added that Mazaya has also "introduced a new line of flavour enhancers called the Caviar



line – we call it that because it resembles caviar as it is little pearls that the smoker can mix themselves with the flavours to enhance them". She explained: "It is trendy and it has the do-it-yourself element that is also very well-liked by our consumers and it comes in six flavours: Sleek Vanilla, Fruity Fusion, Mint Mania, Icy Frost, Luscious Lemon and Rich Liquorice."

 **Harbour Village BANG**

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## Oliver Weber Collection presents 'Spirits 2023' Collection

**T**his year at TFWA World Exhibition & Conference Oliver Weber is presenting its new 'Spirits 2023' Collection, as well as introducing a renewed selection for travel retail.

The Spirits 2023 Collection is inspired by the change of seasons, which explains its fresh and colourful appearance. Oliver Weber strives to create new jewellery lines that are diverse and rich in variety, have high-quality products and a smart price policy.

As part of 'Spirits 2023' the brand has also launched a Peace and Love Collection. The company considers it important to create and participate in various charitable projects and always stays true to Oliver Weber's belief that "in times of need, it is important not to close your eyes". The pieces of this selection reflect its name and are very vibrant and symbolic. This allows customers to make a clear statement and at the same time help the world, since all the revenue generated from sales will proceed to charity.

Oliver Weber's brand is well-known for its creative approach in the crystal jewellery market. You can see it in both the development of its collections and the innovative ideas it has for its partners. This year it is showcasing its renowned spinners – something that has been in high-demand among duty free stores all around the world. The self-service spinner will allow retailers to optimise their



space, all while saving time for their personnel. It is designed in a compact yet efficient manner and has the jewellery displayed in a way that catches the eye when you walk by.

 **Yellow Village D32**

## E. Gluck's wearable accessories get the thumbs up

**R**obert Robertaccio, Vice President Global & Travel Retail Sales at E. Gluck Corp, said: "This is our third time exhibiting. We are a fashion watch manufacturer first, with licensed brands including Anne Klein and Steve Madden."

Robertaccio explained that the company is "also showing accessible products for accessories for the With it brand" and hinted that "wearable accessories are a new category of business" and explained that "besides the With it brand we are also showing things under our client brand category so for Anne Klein, we also now have Apple bands and also for Steve Madden," he admitted "it is the first time we are showing those in travel retail". He added: "We have quite a few appointments, so it's encouraging," and observed that, even though the watches were eye-catching, it was the 'wearable accessories' that were the most interesting.

Robertaccio admitted: "We do want to talk about the wearable accessories – bands for your Apple watches or protective bumpers with integrated glass, as well as AirPods cases and Apple watch AirTag holders."



 **Blue Village F15**



**Smoking seriously harms you and the others around**



**Smoking seriously harms you and the others around**



# Pass it on

“ We are very encouraged by our growth in travel retail – up 80% in pre-pandemic volume numbers and next year we’ll exceed that,” says John Gates, SVP, Global Retail and Travel Retail, MoroccanOil. “We have a healthier disbursement globally and picked up more point-of-sales in Europe through Heinemann and Lagardère; in America and now MoroccanOil is expanding in Asia with POS in Macao and Cambodia. We open our first POS with Dufry in Hainan in 2023 and are about to enter the mainland China market with Sephora.”

“Our focus at Cannes this year is our MoroccanOil Treatment oil with colourful new label and our travel sets,” says Gates. “We are also introducing a new hand cream. We have tripled our value-added sets offer – four products combining the best of body and hair treatments in a neat carry pack. Cost just \$49 or equivalent euros. We want our travel retail operator to see how we have re-imagined our hero products and how MoroccanOil is evolving as a brand. The new label, launched in September, shows two women whispering to each other ‘Pass It On’ – as if you like this product then tell others. We’re focusing on Gen Z, the demographic using TikTok and social media extensively – young, outgoing people looking for different, exciting skin and body products on their travels.”

Sebastien Levi, Vice President, Global Travel Retail, MoroccanOil, adds: “Digital is important. We are looking to sell on more apps and increase the awareness of our value-added sets. Fixtures at airports and the chance to partner with operators, especially in Asia and America, selling more sets in travel retail and linking with new distributors in these countries. This is our goal in 2023.”



Yellow Village B19

# Make life more colourful

C loetta, best known for its popular Jelly Bean Factory, Pez, Kex and Red Band brands, and a leading company in sugar confectionery in Northern Europe, is expanding its travel retail footprint with supportive operators such as Dufry, Lagardère, ARI and others by offering innovative packaging and eye-catching displays.

“Our brands are bright and colourful,” says Jana Stroop, Global Travel Retail Manager International Markets, Cloetta. “We offer something unique in the travel retail category. We have put a lot of effort into new consumer launches and people are looking for exclusive products in travel retail, and novelty in confectionery. Earlier this year we gave The Jelly Bean Factory a brand refresh which had a big impact with consumers and retailers. A more prominent logo, with colourful swirl design on the 275g pack and our best-selling 175g tubes which are a Frontier Awards finalist for ‘Collaboration of the Year’ with Lagardère. Volume sales have more than doubled on 2021.”

The cute, eye-catching twin PEZ pack of Luigi and Mario (Super Mario) is hugely popular. Red Band’s Sour Suckers and Swedish Fish travel retail exclusive sharing bags in 12 sachet packs launched early this year have exceeded sales expectations.



“We have hit a stride in the way consumers are receiving our products and with KEX’s milk chocolate filled wafers complementing the other brands we can now boast a full category range of sugar and chocolate confectionery,” Stroop explained.

Red Village L25

# Familia Torres focusing on quality

**F**amilia Torres is showcasing a wide range of wines and spirits. “It’s good to be back,” said Bruno Teixeira, Global Travel Retail Director, Familia Torres. “It has been a very good show so far. Our agenda has been full of partner meetings. Business is about people, so it is good to sit down together and meet face-to-face.”

There is a strong focus on Familia Torres’ comprehensive portfolio of wines, which are being showcased here at TFWA World Exhibition & Conference. A key focus is on sustainability – indeed, some products in the company’s next vintage will be organic wines.

“We are also focusing on exclusive products for the channel, which we will keep on developing for our wines and spirits,” Teixeira explained.

On show at the stand are restyled bottles and labels across the Familia Torres portfolio of wines.

A broad spirits range is being presented here at the show. This includes Smoked Barrel – the first smoked brandy – which is an extension of the Double Barrel range.

Another innovative product generating a lot of interest is Torres Alta Luz Cristalino brandy. “We are presenting it here to our partners to see the potential,” Teixeira added.

Familia Torres was recognised as ‘The World’s Most Admired Wine Brand 2022’ by Drinks International. “Such recognition is something special. We keep focusing on quality,” Teixeira added.



 **Blue Village E3**

# Ferrero showcasing premium chocolate lines

**F**errero is showcasing a broad range of products at TFWA World Exhibition & Conference, including its premium Ferrero Rocher lines. An SKU dedicated to travel retail is Golden Travels, which has a strong sense of place.

Another product being highlighted at the show is the range of tablets that comes in three flavours – milk chocolate, dark chocolate and white chocolate – with a creamy filling with hazelnut.

Roberta Masia, Category Manager Premium Chocolate Travel Market, Ferrero, explained that new this year is a QR code at the point of sale, which takes the customer to the Ferrero website for relevant information.

A new launch being highlighted at the Ferrero stand is ‘La Biscotteria’ from Nutella and Kinder. “It is a totally new category we are building, showing at the point of sale that we are dedicated to the biscuit category,” said Masia. Visitors to the stand have the opportunity to ‘personalise their luggage tag’.

Also being showcased is the range of Kinder packs dedicated to travel retail. “We are using the digital world to make experiences for travellers,” Masia explained. Indeed, visitors to the Ferrero stand can scan a QR code to play a game and ‘start making memories’, as part of the trend towards using digital to engage with travellers.

Meanwhile, Ferrero is also presenting a new premium



chocolate gondola designed to let consumers see the ‘premiumness’ of the brand. The use of the colour gold leverages on Ferrero’s position as a “power brand”. A new gondola has also been designed for Kinder.

 **Bay Village Bay 8**



## JT International innovating to engage with consumers

**J**T International is focusing on its core Camel and Winston brands here at TFWA World Exhibition & Conference. Antonio Vencesla, Corporate Affairs and Communications Director, Global Travel Retail, JT International, reported a very positive event, with lots of customer meetings.

Another focus at the JT International stand is Ploom X – its flagship product in the heated tobacco segment. Vencesla explained that the brand is all about providing consumer choice, with strong demand for reduced risk products. “It is working very well in Japan, where it has been launched,” he said.

Ploom X is a modern heated tobacco device that responds to the discerning needs of today's adult consumers seeking choice. JT International believes it will be a strong challenger in the rapidly-growing heated tobacco products category.

Vencesla commented that JT International is innovating in the areas of sustainability and digitalisation. “We are bringing those elements together in new and different ways to engage with consumers and meet their expectations.”

JT International is experiencing a strong recovery in Europe, the Middle East and the Americas, which are almost at pre-pandemic levels. “We are optimistic about Asia too with Japan reopening,” said Vencesla. “Overall, we are very happy, and business is doing very well.”



**Marine Village T1**

## INCC presenting new Mercedes Benz fragrance trilogy

**I**NCC Group is presenting its blockbuster product for next year, which is the fragrance trilogy – Mercedes Benz Land, Sea, Air. All three fragrances centre on a fougère base.

Together, the bottles form a star – the iconic symbol of Mercedes Benz. “The trilogy is all about getting back to the elements,” explained Magalie Chauvin, International Marketing Director, INCC Group.

She reported a very busy TFWA World Exhibition & Conference, with visitors to the stand very impressed with the new trilogy. “Mercedes Benz Land, Sea, Air is launching in March 2023. The project goes back to the heritage of Mercedes Benz, while also bringing modernity.”

Meanwhile, in line with a strong focus on sustainability, the fragrance trilogy comes in bottles made of recyclable glass and with an aluminium cap.

Chauvin also highlighted that INCC Group is integrating two new brands – AMG and Maybach, which are very high-end, luxury brands of Mercedes.



**Riviera Village RD9**

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