

TFWA

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CONFERENCE

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THURSDAY 5 OCTOBER 2023



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MEADFA Conference
Latest on the
MEADFA Conference
2023

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Exhibition news
Reports from the
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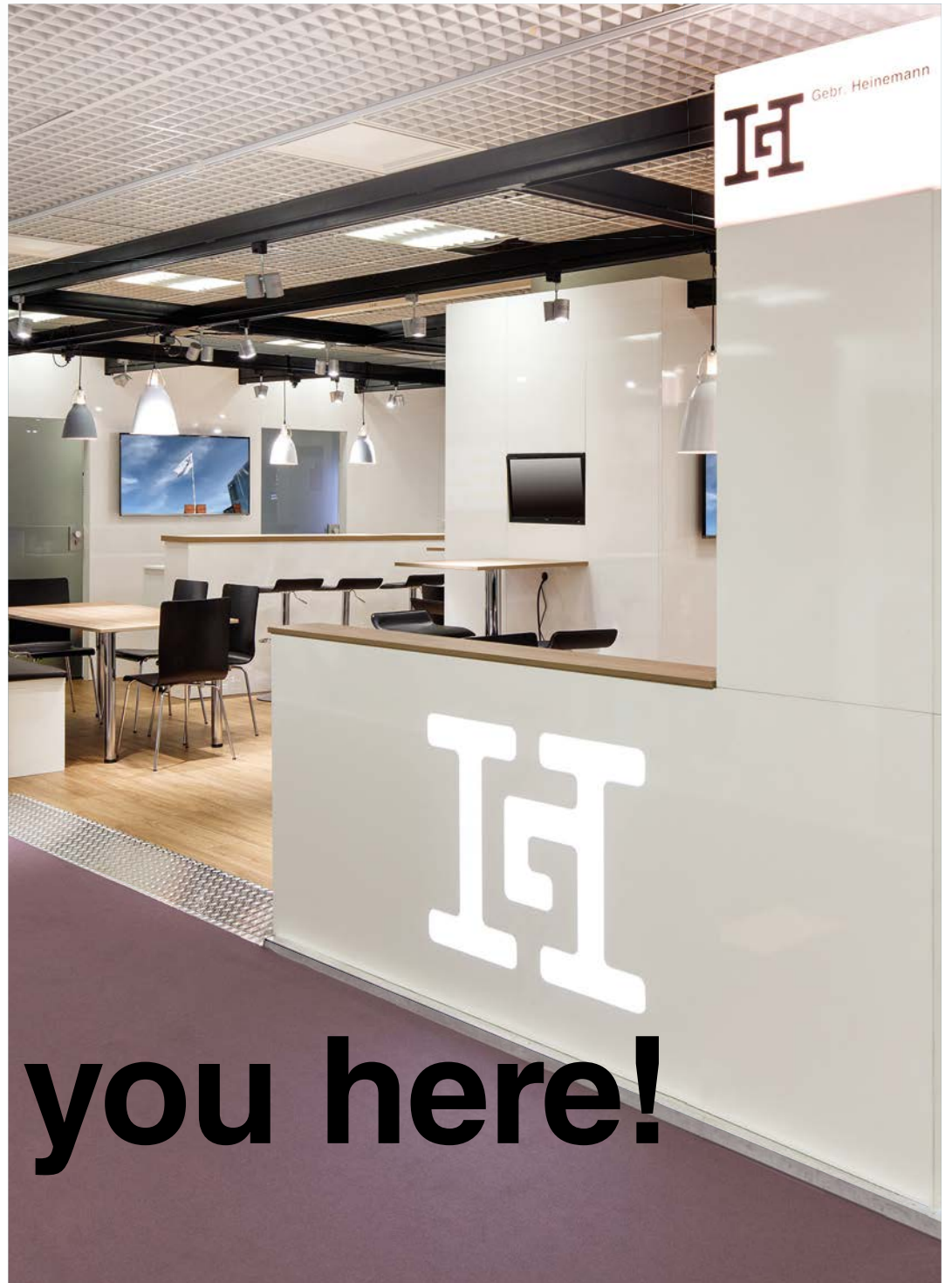
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At Gebr. Heinemann, we turn travel time into valuable time as the most human-centric company in global travel retail. We are looking forward to meeting you in Cannes at our booth D21 (Yellow Village). Let's exchange ideas and shape the future of travel retail!

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MEADFA announces further details for November 2023 conference

With a strong number of delegates already pre-registered for the 2023 MEADFA Conference in Accra, Ghana, further details have been revealed on this year's speakers and key topics. Managed by TFWA, the event will take place from 19 to 21 November at the Kempinski Hotel Gold Coast City and will mark the first time this annual event has been hosted in West Africa.

"The strong industry support and growing number of registrations reflect the interest for exploring the promising African market and staying up-to-date on developments in the Middle East," said Sherif Toulan, MEADFA President. "With a comprehensive agenda featuring distinguished speakers and thought-provoking sessions, we are confident that delegates will gain valuable knowledge and build meaningful connections. In Accra, we are not only brought together to learn and connect but also to celebrate the dynamics and excellence of the travel retail industry. Join us in Accra as we unite to shape the future of travel retail, embarking on a journey filled with opportunities for networking and growth."

MEADFA President Sherif Toulan will open the conference with a welcome address. The opening session will hear from Pamela Djamson-Tettey, Managing Director, Ghana Airports; Dina El Sherif, Commercial Development Director, Egyptian Airports Co;



and Youssef Jroundi, Commercial Director, ONDA Morocco. The morning will continue with comments from duty free and travel retail experts from across the region. Following this, sessions will explore illicit trade and the post-Covid MEA traveller. Day two will feature further sessions on charting the industry's recovery and a focus on African shoppers. Later in the day,

sustainability and innovation will be on the agenda.

Alongside the extensive learning opportunities, delegates will also benefit from a packed social programme, which will include an opening cocktail on Sunday evening, gala dinner on Monday night, and networking coffee and lunch breaks throughout the conference.

WiTR+ meets and exceeds expectations for Koma Karanth Foundation

Women in Travel Retail+ (WiTR+) met for a great networking session on Diageo's fabulous beach location on Tuesday. At the Cannes event, jointly hosted by Diageo, Victoria's Secret and Tumi, WiTR+ announced that it had raised a monumental €34,000 for the Koma Karanth Foundation, over double its initial target and enough to build and furnish five houses. The total was significantly boosted by the generosity of Victoria's Secret, which presented Koma Karanth Foundation Founder, Maitreyi Karanth, with a cheque for US\$12,000.

"We are absolutely thrilled with the turnout at today's networking session and with the industry's generosity," said Sarah Branquinho, WiTR+ Chair. "Our goal was to reach €15,000 and to raise over double that is mind-blowing. I'd like to extend my sincere thanks to everyone who donated, to Diageo for hosting, and to Tumi and Victoria's Secret for co-sponsoring the event."

Caritas collection

Exhibitors are requested to have their donations to the Caritas Secours Catholique charity ready for collection this morning. Helpers from Caritas will visit stands and collect the donations in the course of the morning. They will use the contents to bring pleasure to disadvantaged people. Please use the special Caritas bags, which were distributed yesterday. Thank you for your generosity.

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.

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TFWA Lounge

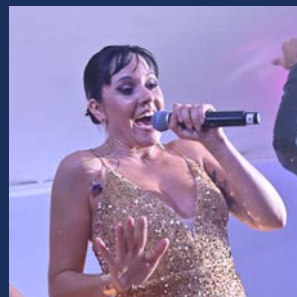
The popular TFWA Lounge, located on Carlton Beach, featured a special live music performance for its closing night yesterday.



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Strong industry support for DFWC and TFWA anti-illicit trade declaration as DF:TTS campaign takes next steps

Yesterday's important workshop explained the aims of the Duty Free: Trusted, Transparent, Secure campaign, which has gained the support of several of the industry's leading retailers and brands, why action is essential, and how delegates in Cannes can lend their support.

The Duty Free World Council (DFWC) and Tax Free World Association (TFWA) anti-illicit trade declaration received a strong endorsement from the travel retail industry in yesterday's Duty Free: Trusted, Transparent, Secure workshop.

The event marked the next step in the Duty Free: Trusted, Transparent, Secure (DF:TTS) campaign. Jointly launched by DFWC and TFWA in 2022, it is a global campaign to coordinate and demonstrate a clear stance by the duty free industry against illicit trade, counterfeiting and intellectual property theft.



Sarah Branquinho, President, Duty Free World Council: "Our industry needs to be synonymous with honesty, authenticity and integrity. We already boast one of the most transparent and secure supply chains in the world, and we have a strong history of close collaboration with customs authorities and enforcement agencies across the globe. We are proud of the level of support in our industry for the declaration, and we encourage all retailers and suppliers to sign up to this important initiative."



Michael Schmidt, Senior Vice President – Retail, Dubai Duty Free: "We have very clear and precise anti-illicit trade policies. We see the damage that illicit trade can cause to our channel – the profits from illicit trade fund criminality and can do a lot of harm to our reputation. Dubai Duty Free is very trusted by our passengers. It is important to educate them as they pass through our airports."



Thabet Musleh, Senior Vice President, Qatar Duty Free: "Illicit trade is a super-important issue to us, no matter the product category. When we work together proactively, significant progress can be made. We are one country and one operator – as an entire industry, if we come together we can make a difference. My message to the industry is let's be proactive, let's work together as one before we regret it. We're a powerful voice when we come together."



Nuno Amaral, Chief Operations and Business Development Officer, Aer Rianta International: "We need to demonstrate that we are proactively undertaking initiatives to protect the industry. If we fail to prove how serious we are about fighting anti-illicit trade, regulation will step in, ultimately hampering value creation, and deteriorating the overall passenger experience and access to choice."

Attendees heard an address from Sarah Branquinho, President, DFWC, followed by a panel discussion including senior industry figures Nuno Amaral, Chief Operations and Business Development Officer, Aer Rianta International; Lucio Rossetto, Chief Business Officer, Lagardère Travel Retail; Thabet Musleh, Senior Vice President, Qatar Duty Free; and Michael Schmidt, Senior Vice President – Retail, Dubai Duty Free, moderated by John Rimmer, Managing Director, TFWA.

Speakers at the event were unanimous in their commitment to opposing illicit trade and other criminal activities wherever they occur, and reiterating the industry's desire to collaborate with governments and enforcement agencies at every opportunity. Each had tangible examples of the way that illicit trade poses economic and reputational risks to the industry, and the need for a concerted 'all of industry' approach to reinforcing the industry's credentials as an authentic and trusted channel.

Branquinho also set out the anticipated next steps for the DF:TTS campaign, noting an intention by DFWC and TFWA to use the declaration in focused stakeholder engagement in 2024, and a commitment to growing industry participation further.

"Our industry needs to be synonymous with honesty, authenticity and integrity," said Branquinho. "We already boast one of the most transparent and secure supply chains in the world, and we have a strong history of close collaboration with customs authorities and enforcement agencies across the globe. We are proud of the level of support in our industry for the declaration, and we encourage all retailers and suppliers to sign up to this important initiative."



Lucio Rossetto, Chief Business Officer, Lagardère Travel Retail: "We must join forces with all parties in our ecosystem to ensure we are all committing to the same level of standards to protect our reputation, and long-term success. The Duty Free: Trusted, Transparent, Secure campaign is an excellent example of how we can come together to make a difference and we are grateful to TFWA and DFWC for providing all of us a platform to collectively voice our unwavering focus on fighting anti-illicit trade."



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TFWA 2023 – RIVIERA VILLAGE RG16

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Franchise offer to airports – Dead Sea treatments combined with reflexology to fill “wellness gap”



Elham Zeadat, CEO of Jordan's BLOOM Dead Sea Gift Enterprises, a first-time exhibitor, is offering a unique treatment centre franchise concept combining Dead Sea treatments with reflexology – and many CSR activities benefitting the less-fortunate.

That is quite a claim and it's made by Elham Zeadat, CEO of Jordan's BLOOM Dead Sea Gift Enterprises, a first-time exhibitor to the TFWA World Exhibition & Conference.

BLOOM offers a full range of over 25 types of Dead Sea minerals and trace element products for natural, organic, healthier, happier skin metabolism for face, body... and foot.

Besides sale and production, BLOOM is now franchising a unique treatment centre concept combining its one-and-only Dead Sea treatments with reflexology, offering travellers considerably enhanced wellness after no more than 20-30 minutes of application – all at a very affordable cost.

Already established at Amman's Queen Alia Airport, Zeadat has come to Cannes to encourage other retail operators and airports to adopt the franchise and add stand-out added value to their commercial proposition. Indeed, the Dailies saw an impressive pile of business cards – including major European hubs – from visitors to the BLOOM exhibit this week.

Following the tragic death of her son in a flying accident in 2008, Zeadat established the Pilot Yazan Aranki Charity Association, and subsequently BLOOM has integrated many hugely benefitting CSR attributes into its activities – for instance all BLOOM bags and boxes and kits are handcrafted by less fortunate single mothers to support their families for essential daily needs. Hundreds of families are now benefiting – clearly BLOOM can help wellness on multiple levels.

Red Village J7



Cavendish & Harvey's Joana Röhrich, Product Manager, and Lennart Schumann, Head of Marketing, showing off the new Travel Exclusive 220g bag containing “2Fruits2Go” – and the best-selling travel tin – much beloved everywhere – but especially in Asia.

News just in – Cavendish & Harvey “travel tin” – 99% recyclable (since 1975)

With sustainability being the most dominant theme here in Cannes, one of the most talked about innovations is packaging. But when north German confectioner Cavendish & Harvey was founded in 1975 its sweets were sold in what has always been described as a “travel tin.” It is, as then, 99% recyclable – but, of course, you can easily re-purpose it to store coins, paper clips, or whatever else you collect in your spare time, without going through the energies of a recycling process. Ergo: no “travel tin” innovation required.

Having said that the range has been significantly strengthened with the double-fruit drops range with unusual flavours such as cherry and lime, orange and raspberry, and lemon and strawberry.

While the travel tin remains its best-selling proposition in GTR, a Travel Exclusive 220g bag containing “2Fruits2Go” has been created with individually-wrapped sweets for sharing (although sharing is not obligatory). Significantly for Cavendish & Harvey (its quintessentially English name is also a... ‘confection’...) Asia is its biggest market, Lennart Schumann, Head of Marketing, told the Dailies in the exhibition yesterday.

Blue Village H27

Best-selling Aviator brand is back in air



Hanse Distribution Strategic Advisor Stuart McGuire says the Aviator Smart Watch is currently the best seller: "It's as good as the one with the logo featuring an apple, but doesn't cost \$1,000."

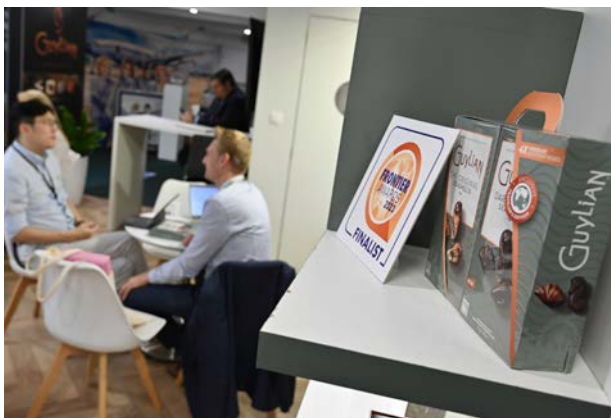
It was the best-selling watch brand inflight. And now the Aviator watch is back in production and available through Hanse Distribution, the supplier of brands which has a particular strength in onboard retail.

Featuring solid stainless steel cases and Japanese quartz chronograph movements, the watches retail at \$150-200, and as little as \$129 for the Aviator Smart Watch – "it's as good as the one with the logo featuring an apple, but doesn't cost \$1,000, so it's unsurprisingly our best-seller right now" Hanse Distribution Strategic Advisor Stuart McGuire, told the Dailies in the exhibition yesterday.

A ladies' smart watch is also available – "in addition to the full smart functionality it's also a piece of jewellery, while for those wanting to make a more intensive statement, the Aviator Ladies Luxury Collection carries the same theme of travel that all Aviator watches resonate in the most fashionable way."

Red Village J24

Guylian presents three travel retail innovations



Guylian is presenting its innovations in the travel retail range at TFWA World Exhibition & Conference. With two new premium assortment boxes – namely Les Exclusives (327g) and Belgian Seashells Collection (362g), plus the revamped Multi-pack (474g) – Guylian aims to meet the specific needs of travellers.

Guylian's travel retail range is successfully finding its way into the premium chocolate category. Earlier this year, Guylian introduced the Dark Praliné Seashells to mark the brand's 65th anniversary. The Dark Praliné Seashells are an intense variation on the classic recipe, filled with dark praliné made from in-house roasted hazelnuts and coated in 72% dark Belgian chocolate from 100% Fairtrade cocoa.

"Besides a significant expansion of the travel retail range – no less than 15 products today – we have also adapted the packaging to the specific needs of travellers with a clear distinction in weight compared to traditional markets (250g)," explained Sven Adriaenssens, Senior Channel Manager Travel Retail & Duty Free, Guylian.

Mediterranean Village P19



Lacoste shares travel retail strategy update

Lacoste reports a very successful TFWA World Exhibition & Conference, where its EMEA and APAC teams have been meeting existing and new customers and updating them on the brand's travel retail strategy.

"The teams have been meeting key duty free operators here at the show, where we have been sharing a global review and our strategic direction in the travel retail channel, which is very important for Lacoste," said Lacoste's Emilie Wilhelm.

The Lacoste strategy has been very well received by visitors to its stand. "We are showing our new concept for travel retail, as well as updates and the next steps for our brand," Wilhelm added.

Riviera Village RH15

Rossi d'Asiago highlights four key brands

Rossi d'Asiago Distillers 1868 reports a successful TFWA World Exhibition & Conference, at which it is presenting four key brands. The first is Kranebet – a botanic gin liqueur. Cinzia Tosato, Marketing Manager, Rossi d'Asiago, explained that Kranebet is a rich, elegant, aromatic gin liqueur with a predominant taste of juniper.

Secondly, the company is presenting its Limoncello with the taste of natural Sicilian lemon peels. Visitors to the stand can enjoy a refreshing Limoncello Spritz.

Third is Antica Sambuca – Rossi d'Asiago's most famous brand worldwide. Tosato highlighted the recently-launched shot machine, which is present on the stand and delivers a chilled shot of Antica Sambuca.

Finally, there is the Grappa Culto line of monovarietal grappas, which are aged for 12 months in oak barrels.

 **Green Village H60**



Lifestyle and premiumisation

“The focus in Cannes this week is to consolidate our cigar brands in the premium high-end category in duty free with current partners and sell more in airports,” said Thomas Gryson, Export Manager and Travel Retail Coordinator, J. CORTES & OLIVA CIGARS. “We celebrate the 135th anniversary of the Oliva brand with a Figurado shaped Serie V cigar, handmade in Nicaragua, in a limited-edition box of 13, which is now launching in all main global airports.”

Asia representative Hans Rijkogel added: “It feels that everyone wants a handmade cigar. Premium is the thing. Both men and women of all generations want to indulge themselves, especially after Covid, and premium cigars like luxury spirits have become a lifestyle choice. The Oliva cigar is known for its quality and consistency and has become a ‘hot brand’. We have more than doubled Oliva sales in two years in domestic and duty free with most demand coming from Asia.”

Recently signed contracts with China Duty Free have secured shop space in Hong Kong, Shanghai, Beijing and Guangzhou. “We still have a lot of work to do in Asia and are just starting with CDF, King Power, Eraman Malaysia, Everrich Taiwan and Lotte Duty Free where the Oliva Serie V Melanio and NUB cigars will be sold. Regular sales staff training is essential, where the heritage of the brand is explained and that cigars are made from natural tobacco as a traditional craft product,” said Rijkogel.



Gryson added: “Recently, we have collaborated with Paris-based Elie Bleu company to make exclusive handmade humidors to be introduced into airports over the next two years. There is a demand for this kind of premium merchandising

unit to display our finest cigars such as the Oliva Serie V Melanio and Oliva Connecticut Reserve.”

 **Harbour Village
Lady Amanda**

Bon Ton Toys – raised €6 million + for WWF – and Certified B!

A whacking 12% of the wholesale price of every Bon Ton Toy is donated to the Worldwide Fund for Nature (WWF) – raising some €6 million in the past 27 years. So it is unsurprising that it has been “Certified B” – Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy – making Bon Ton Toys the first plush toy company to receive the mark.

In addition to the giving, the stuffing of each toy is made of 100% recycled bottles and is, naturally, fully recyclable. Overall, the ethical standards of Bon Ton Toy gave it a score of 109, whereas the qualifying pass-mark is 80!

The money raised is spent on WWF projects in the country of point-of-sale. “In Australia it will help the Great Barrier Reef and in Dubai and the Maldives it will help sharks and turtles – so it really is the perfect travel gift,” Michael Hendriks, Managing Director, told the Dailies in the exhibition yesterday. (We are also grateful for Micheal loaning “Fido” for the DELSEY PARIS photo in the accompanying article on this page.)



Bon Ton Toys Managing Director Michael Hendriks: “The money raised is spent on WWF projects in the country of point-of-sale – so in Australia it will help the Great Barrier Reef and in Dubai and the Maldives it will help sharks and turtles – so it really is the perfect travel gift.”

Yellow Village D38

DELSEY PARIS awarded three 2023 RED DOT Design Awards



The RED DOT award-winning Raspail pet carrier backpack – as modelled in the exhibition yesterday by DELSEY PARIS’ Vincent Michel, Export Director, “Fido” (centre, on loan from exhibitor Bon Ton Toys), and Natalia Maslova, Export Manger.

D ELSEY PARIS has again been awarded with prestigious RED DOT Design Awards – one of the most sought-after labels of design-quality. The RED DOT jury, composed of 43 international experts, awarded three of its products in the “Product Design” category – and all are on show this week on DELSEY PARIS’ exhibit at the TFWA World Exhibition & Conference.

- The REMPART cabin and hold suitcase – easy to spot thanks to its unique design and its bright colours (often bright red), 360 degrees swivel double wheels, and the expandable zipper featuring patented SECURITECH® 3 Zip technology – making it three times more resistant to tampering than standard.
- The Arche backpack – with fabric 100% made from recycled plastic bottles, a minimalist and elegant design for daily use, but also cleverly compatible with the trolley system of a suitcase.
- The Raspail – a pet carrier backpack – and the Dailies’ favourite. Thanks to its foamed back and shoulder straps, this bag ensures comfort to the wearer – and the furry friend within! The Raspail can be tilted to give the beloved creature more room, allowing it to stretch. The Raspail can also attach to a car’s seatbelt to ensure maximum travel safety and legal requirements. Not only is the inner lining recycled, but it is also treated with SILVADUR antimicrobial technology to prevent the growth of bacteria – yet the inside cushion is removable and machine washable at 30°C.

Blue Village A6

Bottega reveals broader range



Bottega is showcasing its new products at TFWA World Exhibition & Conference, with the travel retail launch of Lemon Spritz and Green Gin The Wild Bottega. Lemon Spritz (available in 20cl bottle and 25cl can) is a ready-to-drink cocktail with a low alcohol content thanks to the use of only lemon infusion instead of Limoncino. Its pleasantly refreshing taste makes it a new and interesting version of the traditional Spritz.

Green Gin The Wild Bottega (70cl bottle) is a new version of the Bottega distillery, characterised by herbaceous notes and a complex bouquet given by the numerous botanicals used, including, in addition to juniper, lemon and mandarin, hemp seeds, wild fennel and basil.

“On the grappa side we have not done anything new – instead we have made an Italian vodka,” said Sandro Bottega, Founder and Managing Director, Bottega.

“Then we have made a Lemon Spritz, a new Super Tuscan at our new winery and also a limoncello with zero-alcohol and a green gin which is made with hemp and basil.”

Bottega added: “We have to improve the strategies that allow better distribution of products. Our goal is to make red wines a priority for the future too.”

 **Blue Village A11**

Extended reach

Extend Beauty has seen boosted visitor numbers this year and says it is the perfect launchpad for its new fragrances. “We are very happy here at TFWA – it’s an excellent exhibition,” said Antoine de Pracomtal, President, Extend Beauty. “We have had about 35-40% more visitors this year compared to last year and so it has been a great success. For the first time, we have got Le Coq Sportif as a perfumery launch under this brand and we are very happy with the response, in terms of the concept, the positioning and the fragrances, which is indeed what counts.”

He added: “On our current activity, which is Princesse Marina de Bourbon, we presented two strong novelties for next year. Also, next year we are celebrating the 30th anniversary of the brand. We have one new fragrance which is very much connected to opulence and elegance and the qualities of a princess. We think it will be a global fragrance.”



 **Riviera Village RG7**



Henkell Freixenet reveals new packaging and additions to range

Henkell Freixenet is delighted to be present at TFWA World Exhibition & Conference. The global sparkling wine market leader is showcasing rebranded offers, and a range of travel retail exclusives from across its brand portfolio: Mionetto, Henkell, Freixenet, Champagne Alfred Gartien, Bolney Wine Estates and Segura Viudas.

“Our travel retail sales performance has been growing steadily since travellers started returning post-pandemic and we were pleased with the channel performance in a still challenging environment,” said Sandra Janetzki, Senior Vice President, Henkell Freixenet Global Export.

Henkell Freixenet yesterday hosted a tasting at its stand and took attendees on a journey through its portfolio. The team led the way from Mionetto Prosecco, through to the new design for Henkell Brut Vintage and Freixenet Brut Vintage Reserva, followed by a taste of English fizz from The Bolney Estate with its Cuvée Rosé and a look at Alfred Gartien Champagne’s new GTR exclusive twin pack. The tasting ended with Mionetto Aperitivo, a Venetian spritz with bittersweet orange flavours all made with 100% natural ingredients.

Speaking about the breadth of the portfolio, Christian Witte, Global Export, Henkell Freixenet, said: “We are always looking at the market and what is going on, and thinking about what we can do.”

 **Blue Village F11**

Cigar buyers boost spend in GTR



Davidoff Cigars is presenting the latest addition to its Zino Nicaragua line: the Zino Nicaragua Half Corona with an innovative pre-cut. With this, Zino, the cigar brand for dynamic, adventurous and always-on-the-go cigar lovers, responds to its aficionados’ needs and lifestyle. The new pre-cut format can be enjoyed spontaneously – anywhere, anytime.

To support the Half Corona’s purpose of flexibility in enjoyment, the cigars come in a handy tin of five, which enables aficionados to carry them safely when they are on the go. The blend of tobaccos from Nicaragua, Ecuador, Honduras and the Dominican Republic creates a unique taste profile many aficionados have grown to love.

“TFWA World Exhibition & Conference is a very important place for us,” said Jean-Christophe Hollay, Head Partner Markets & Duty Free EMEA & Americas, Oettinger Davidoff. “Not just to stay in contact with customers, but to be able to show that we are mainly focusing on category management. We want to extend the debate. We have been in the channel for decades. We can present some new limited editions, but we want to explain how the cigar category is a very important category in terms of shopper profile. Shopper profile is super important to travel retail. Cigar buyers like to spend, and they are super important to travel retail.”

 **Bay Village Bay Terrace T1**



Interactive confectionery

Ferrero is offering gifting SKUs and sharing SKUs across its namesake line, as well as a whole host of interactive items to appeal to children and families.

The newest line from Ferrero under its Kinder brand is a range of biscuits called Kinderini, all sporting different facial expressions, which is set to be marketed with new digital interactive elements that encourage trial, while assisting in children's communication.

Ferrero has also returned to TFWA World Exhibition & Conference to continue its mission to build the biscuit category in travel retail and help drive sales in the food and confectionery sector with an exciting and inspiring new offer.

La Biscofferia has enjoyed phenomenal success in the market by leveraging globally-loved brands such as Kinder and Nutella to outperform expectations by double digits across travel retail. The concept is supported

by a ground-breaking and engaging digital campaign in key locations.

"We are delighted with the response to La Biscofferia and this concept is just getting started," said Sergio Salvagno, General Manager, Ferrero Travel Markets. "We are focused on continuing to create and inject new products and activations."

 **Bay Village Bay 11**

Ian Macleod Distillers highlights exclusive single malts

Ian Macleod Distillers (IMD) is showcasing three new and exclusive Single Malt Scotch whiskeys, including two ultra-premium luxury expressions – one from Tamdhu Speyside Single Malt Distillery and one from Rosebank Lowland Single Malt Distillery. Furthermore, Edinburgh Gin is unveiling stunning new packaging, to be launched in the channel in early 2024.

IMD is launching the Remarkable Casks Collection, the first in a limited-edition series for Rosebank and Tamdhu 46 Years Old, an ultra-premium single cask bottling, introducing Tamdhu's New Dedication Collection; both have been created exclusively for global travel retail.

Another star on IMD's stand is Edinburgh Gin, the pioneer of naturally flavoured gin. The new packaging and branding include a new bottle design. The central product focus is a new flavour – Strawberry & Pink Peppercorn.

"We have been enjoying positive momentum for our single malts, Tamdhu, Glengoyne and Rosebank, so much so that demand now exceeds supply for the existing expressions," said William Ovens, Global Travel Retail Director, IMD. "We have seen particular success in Asia Pacific and undertaken several successful projects and activations with leading operators. The new releases from Rosebank and Tamdhu allow us to maintain this momentum and build the luxury franchise in global travel retail."

 **Red Village K22**



Category Captains and the Kraken awakes!

Proximo is an 11th generation Mexican-owned family business, descendants of José Cuervo who created the world's best-selling tequila. The company's sights are set on expansion into super premium luxury tequilas with Maestro Dobel Crystalino 50 extra anejo tequila at \$150 rrp a litre bottle and the 1800 Crystalino at \$60.

"We want to push the category forward with new ways of making tequila, expand our listings as 'category captains' and show retailers how tequila is best represented in shops," said Patrick Lynch, Trade Marketing Manager – GTR. "It's all about discernment that people don't always associate with tequila. It's a category that's on fire right now and our push is towards increasing the listings in European and Asian duty free outlets."

Roy Summers, Head of Global GTR, commented: "There are three categories driving growth – rum, malt whiskies and super premium tequilas – and we are well positioned in all of them. This year we launched the 25 and 30 year Bushmills aged malts, part of a rolling programme of new launches you'll see over the next 2-3 years. We



also launched Bushmills' 15 and 21 year old single malts – an APAC travel retail exclusive – and a 31 year old, ex sherry and madeira cask matured, and available on Singapore Airlines."

Lynch added: "Asia is a prime focus, we're already talking with China Duty Free and others and we're currently working out how the supply chain will work through. Then there is the new limited edition 2023 Kraken rum following several travel retail exclusives based on city landmarks in London and Sydney being attacked by the Kraken. The creature has further extended its reach into flavours with a Kraken roast coffee litre bottle launched into UK travel retail this year."

 **Harbour Village Sud**

COLLECTION PRIVÉE franck olivier Paris



RED VILLAGE / BOOTH J33 / LEVEL -1

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The Whole Nut Selection.



Made from camel milk and finest ingredients like genuine Bourbon vanilla and pure cocoa butter, Al Nassma chocolates symbolize the discerning taste of the Arabian world and a unique and halal quality product. With the whole nuts selection, travelers looking for a distinctive and delicious gift can choose from a broad variety of the refined elegance and luxury of Arabia.

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Karlijn Vlasblom, the Founder of TOOT! – cosmetics for kids and teens – a brand she created because she could not find anything suitable for her daughter, Sterre (11) – who can be seen being made up in the background.

TOOT! – no nasties – just pure cosmetics for kids and teens

Karlijn Vlasblom, the Founder of TOOT! Cosmetics, came up with the idea of her own brand of natural cosmetics for kids and teens when her seven-year-old daughter asked her if she could try on some make-up. Not wanting to use adult products – and finding that even the available childrens' cosmetics were still “full of nasties” – TOOT! was born (although in between there was a great deal of research and development involving 100 children and “the best experts in Italy”).

The resulting range is all natural – “no talc, no micro plastics, cruelty free – and vegan.” Already established domestically and present in Schiphol, Vlasblom is understandably keen to use the

traditional springboard of GTR to gain wider recognition. “The range works as individual items and we also have several gift sets – these can be placed in the traditional cosmetic areas, but equally we have also had interest from operators who see a place for our POS in other gifting store locations in GTR.”

Although it is TOOT!'s first time at the TFWA World Exhibition & Conference, Vlasblom told the Dailies: “My show has been perfect! We have met so many people and opened so many doors to distribution.”

 **Yellow Village E33**

The Monica – SEKONDA's “best-selling watch by far”

This SEKONDA watch is called the Monica – it's named for the TikTok influencer who has made it “our best-selling watch by far” according to Alison Forrestal, Chief Executive of Time Products. “We have sold tens-of-thousands; we can't make enough.”

According to Forrestal the TikTok initiative led to surging demand for the Monica in both Europe and the United States and, although “we can barely keep enough in stock”, a gift set has now also been created – available to view in Cannes – which will debut on Virgin Atlantic inflight in November.

 **Green Village K50**





Reaching for the sky with PATRÓN EL CIELO

Bacardi Global Travel Retail's ambition to super-charge the tequila category in travel retail is accelerating with the launch of PATRÓN EL CIELO, a new game-changing prestige silver tequila (40% ABV).

Translating to "the sky" in Spanish, PATRÓN EL CIELO epitomises how PATRÓN Tequila is redefining category expectations by being the first to launch an unaged, four-times distilled silver tequila. Created with masterful craftsmanship in the smallest copper port stills at the PATRÓN Hacienda distillery in the Jalisco Highlands of Mexico, PATRÓN EL CIELO offers a point of difference to discerning

silver tequila drinkers. The multi-layered distillation used to create PATRÓN EL CIELO opens up the natural sweetness and smoothness of the agave, with perfectly balanced complexity to achieve a light tasting and radiantly smooth body.

"This is the perfect moment to release PATRÓN EL CIELO into travel retail," said Ignacio Vazquez, Global Head of Marketing, Bacardi Global Travel Retail. "With the rebound in leisure travel, there's a wonderful sense of excitement among spirits shoppers looking for new discoveries on their travels and innovation in their favourite super-premium and prestige categories, driven by the surge in elevated cocktail-making."

Leila Stansfield, Managing Director, Bacardi Global Travel Retail, added: "Honestly, I think we've barely scratched the surface. When you're out travelling, tequila hasn't got as much space as you'd expect for a category that has grown as much as this. Now, retailers are starting to give it more space and this is a conversation we are having more this week because travellers are asking for it."

 **Bay Village Bay 36**

Conversion persuasion



Mars Wrigley has identified that conversion rates for confectionery could be much improved in GTR if tapped into at the checkout. "One of the big things for us this year is that we have a much more open stand," said Marcus Hudson, Global Sales Director, Mars Wrigley. "We have been trying to show strategy in action and actually enable our customers to have a conversation about what it actually can look like on the shop floor. We know 40% of travellers are looking for something impulsive for themselves to consume on the go, but we know that opportunity, particularly in duty free space, is not being converted at all. For Mars, we have been leading on transaction zone conversion at the checkout for years. In travel retail, every single airport is different, and every single retailer has a different view on how to execute it. So, we are showing this week what it could look like."

The company is sharing an expanded portfolio to better fulfil traveller needs in all key moments: Enjoy travel time together, Give a gift, Refresh & energize on the go and Unwind & indulge. Expanding the product range for this moment, taps into Mars Wrigley's ambition to unlock opportunities for incremental sales in the transaction zone to further accelerate category growth.

 **Bay Village Bay 41**



The sixth continent

Santa Margherita has amplified the importance of the global travel retail platform, reminding people that GTR is like another continent in its own right.

“Travel retail, for us, is the sixth continent,” said Giacomo Marzotto, Export Director, Santa Margherita Gruppo Vinicolo. “It is one of our core markets. We are the second oldest family wine group in Italy and we have 10 different wineries. We were one of the first pioneering Prosecco and we only focus on quality. We enjoy the fact that our portfolio of 10 different wineries is in a very good position to offer many things to our clientele.”

 **Red Village H18**

Rituals: make every moment matter



Rituals Cosmetics described TFWA World Exhibition & Conference as a true opportunity to connect with customers and also introduce new people to the brand experience.

“I see Cannes and TFWA World Exhibition & Conference as a point of connection with all of our operators and airports within all the different regions,” said Lotte Rozemuller, Head of Travel Retail EMEA & Americas, Rituals. “What we are really trying to do here is to bring the atmosphere we have in our stores over here, so we can really showcase the experience of Rituals. We also bring in some newness, so we have brought in our Amsterdam collection, which is one of our collections we play with in airport locations due to coming from Amsterdam where Rituals is based.”

 **Riviera Village RGS**



A sparkling return

Swarovski has revealed this is a very special year in Cannes as it marks the return to the show for the brand. The focus for Swarovski is to meet customers and see local stakeholders who are harder to reach.

TFWA World Exhibition & Conference, in itself, allows the perfect opportunity to network and also to reach out and see people face-to-face. The company admitted that it always leaves the show with lots of fresh ideas and many new business opportunities and this year has been no different.

 **Red Village L10**

K E R I N G
E Y E W E A R



L I N D B E R G ∞

Maui Jim



G U C C I

Cartier

SAINT LAURENT

BOTTEGA VENETA

BALENCIAGA

Chloé

Alexander McQUEEN



MONTBLANC

dunhill

BOUCHERON
PARIS

Pomellato

ALAÏA
PARIS

MCQ





Loacker introduces drinks bottle and crème spread to GTR

There are three important highlights among the Loacker GTR range on show in Cannes this year:

- The new drinks bottle piled with Loacker minis is 50% recycled – and made in Italy close to Loacker's Dolomite home.
- The Loacker Gardena Travel Pack “paper bag outside, goodness inside.”
- The Napolitaner 290g crème spread; available in smooth and also crispy – with an enthusiasm of Loacker's signature wafer.

All produce is from the Loacker sustainable cocoa programme while the hazelnuts are sourced from its very own Nocciololetti Italiani Project involving the planting of its very own groves in Tuscany in 2013.

 **Yellow Village AA11**



“It’s cosmic – I’d love you all to come and try it”

By open invitation Tim Young, Wines & Spirits Consultant, GMAX Travel Retail, invites you to come and try “Au Vodka Cosmic Berries” combining its award-winning, five-times distilled British vodka with the “finest” dark berries. It’s in a gold bottle “symbolising power and perfection” - it is, after all, “the UK’s best-selling premium vodka.”

Back to black



Champagne Lanson presented the 257th blend of its multi-vintage brut LE BLACK CRÉATION 257, based on the 2017 harvest. Winemaker Hervé Dantan drew on a precise selection of Lanson's reserve wines to make up 45% of the final blend as he selected from a hundred Crus the grapes that were used in the Black Création blend. This provides the breadth and aromatic depth so essential to each new Création and this Création is aged for more than 4 years in the cellars before being revealed. The Le Black Création 257 blend is dominated by Pinot Noir (51%), Chardonnay (36%) and Meunier (13%) that delivers a characterful champagne with a fresh and elegant style.

President François Van Aal gave a very upbeat introduction about Lanson's business success in 2022 which saw the second biggest historical record in shipments for the company of 326 million bottles and a 9.6% value increase on 2019. Emmanuel Gantet, Global Travel Retail Director, stressed the importance of travel retail and how Lanson wines are listed on the top ten airlines in the world.

 **Blue Village C8**

Dubai Duty Free

Day 1

23 November 2023
Trump International Golf Club



The Dubai Duty Free Golf World Cup
1993 - 2023



**DUBAI DUTY FREE GOLF WORLD CUP.
WORLD CUP GOLF, WORLD CLASS ENTERTAINMENT.**

Day 2

24 November 2023
Dubai Creek Golf & Yacht Club



Two eagerly awaited days on the golfing calendar are back. On the 23rd and 24th of November, the Dubai Duty Free Golf World Cup is teeing off at the spectacular Trump International Golf Club and the Dubai Creek Golf & Yacht Club. Feel the agony and ecstasy, experience the triumph and tribulation, take the rough with the smooth. Be there to enjoy many exciting golfing moments and you may even walk away with some of the fabulous prizes. For more information, contact marketing@ddf.ae

Participation is by invitation only

www.dubaidutyfree.com



Full of surprises.

2023 Frontier Awards *winners*

Airport Retailer of the Year
Qatar Duty Free

Best Airport for Retail
Changi Airport

Best New Shop Opening
TimeVallée – Qatar Duty Free

**Border or Downtown
Retailer of the Year**
The Shilla Duty Free

Campaign of the Year
Aperol Travel Journey Omnichannel Campaign –
Campari Global Strategic Travel Retail

Cruise or Ferry Line Retailer of the Year
Harding+

**Inflight & Omnichannel
Retailer of the Year**
3Sixty Duty Free & More

**People & Planet: Diversity &
Inclusion Champion**
Dubai Duty Free

People & Planet: Sustainability
International Diplomatic Supplies

Rising Star
Tom Diver – Heathrow Airport

Star Beauty Product of the Year
Fame By Rabanne – Puig

**Star Electronics, Toys, Gifts & Travel
Accessory Product of the Year**
Snoooza Reprave, Ocean Carbon Neutral Memory
Foam Neck Pillow – Bitmore Limited

**Star Food & Confectionery
Product of the Year**
Smarties Cool Creatures – Nestlé

**Star Jewellery, Watches, Fashion &
Accessories Product of the Year**
Amore Italia Chain Classic Rainbow –
Coti Vision represented by YV Global

Star Spirits Product of the Year
Jura Islanders' Expressions No 2 –
Whyte And Mackay Travel Retail

**Star Tobacco & Next Generation
Product of the Year**
Vuse Go – BAT Global Travel Retail Limited

Star Wines Product of the Year
Veuve du Vernay Ice Rosé 250ml Aluminium Bottle –
Patriarche

Supplier of the Year
Nestlé

Team of the Year
Search & Rescue Team of Unifree –
Unifree Duty Free, Istanbul

Technology Success of the Year
iCoupon – iCoupon Global

Lifetime Achievement Award
Mohit Lal, Chairman & CEO,
Pernod Ricard Global Travel Retail

Frontier Pioneer Award
Colm McLoughlin, Executive Vice Chairman & CEO,
Dubai Duty Free

Outstanding Contribution
Thabet Musleh, Senior Vice President,
Qatar Duty Free

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Dubai Duty Free



40th
anniversary
1983-2023

With a legacy spanning four decades, Dubai Duty Free has thrived on 40 years of surprises, emerging as the largest single airport retailer in the world. With our dedication to maintaining a world-class operation and enhancing Dubai's global recognition, we are proud of our continued success.

This would not have been possible without the support of the Government of Dubai, our Customers, our Employees, our Partners, our Suppliers and the Media. We express our gratitude for your ongoing support and look forward to a bright future ahead.



Full of surprises.