

TFWA

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EXHIBITION &  
CONFERENCE

TFWA  
**daily**  
WEDNESDAY 4 OCTOBER 2023



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Forum**

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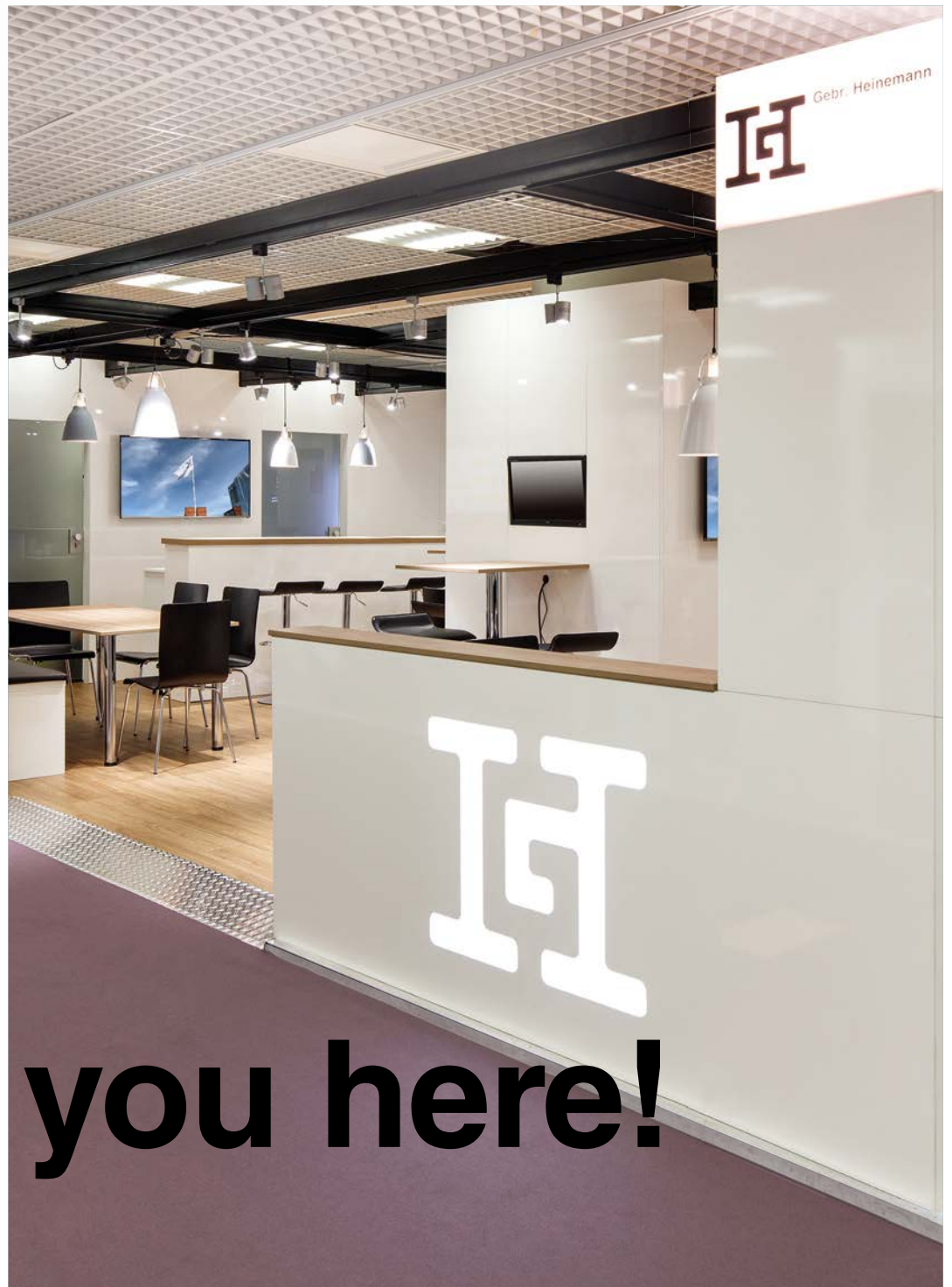
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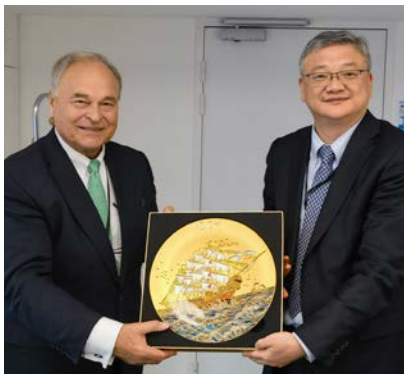
At Gebr. Heinemann, we turn travel time into valuable time as the most human-centric company in global travel retail. We are looking forward to meeting you in Cannes at our booth D21 (Yellow Village). Let's exchange ideas and shape the future of travel retail!

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# ASUTIL announces date and location of 2024 conference

**T**he 2024 ASUTIL Conference will take place in Bogotá, Colombia, on 19-20 June. Continuing the successful partnership established in 2023, the ASUTIL Conference will once again be managed by TFWA. The ASUTIL Conference is the only duty free conference of Latin America and the Caribbean that changes its city venue each year, providing a unique environment for businesses and networking. It's a conference that mirrors the travel retail industry's own journey as it constantly evolves.

Carlos Loaiza-Keel, the newly-appointed ASUTIL Secretary General, expressed his excitement about the upcoming ASUTIL conference in Bogotá, Colombia, in June 2024. Highlighting the historic nature of this event as ASUTIL's first-ever presence in Colombia, Loaiza-Keel emphasised the organisation's commitment to fostering regional integration and exploring new horizons. He also underscored the significant business opportunities in the region and the sentimental aspect of the conference, with the presence of former Secretary General José Luis Donagaray as a special guest. Loaiza-Keel assured attendees that this conference would not only celebrate ASUTIL's past, but also pave the way for an exciting evolution in the travel retail industry.



**M**r. WANG Haimin, Director & President of China Tourism Group (CTG), met with TFWA President Erik Juul-Mortensen during TFWA World Exhibition & Conference. Mr. WANG presented a special gift, and Mr. Juul-Mortensen congratulated CTG – parent company of China Duty Free Group (CDFG) – on its 100th anniversary this year.

CTG and CDFG attendees included Mr. WANG Haimin, Director & President of CTG; Mr. LI Ming, GM of CTG Operation Department; Mr. CHANG Luke, EVP & Board Secretary of CDFG; Ms. ZHAO Feng, VP of CDFG; Ms. SUN Michelle, Assistant GM of CDFG; and Ms. ZHANG Fengyi, GM of Sunrise Duty Free (China) Co.,Ltd, Sunrise Duty Free (Shanghai) Co.,Ltd, CDF Sunrise Internet Technology Co.,Ltd.



*The Duty Free World Council met yesterday during TFWA World Exhibition & Conference.*

## 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.

## Caritas collection tomorrow

Exhibitors are requested to have their donations to the Caritas Secours Catholique charity ready for collection tomorrow 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 distributed today. Thank you for your generosity.

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# TFWA Airport Forum

*Yesterday's TFWA Airport Forum explored the work being done to safeguard the future of non-aeronautical revenues as the industry continues its recovery.*

## “There is a need for airports and industry stakeholders to embrace new strategies and technologies”

The TFWA Airport Forum focused on the findings of Airports Council International's ANARA (Airports Non-Aeronautical Revenues and Activities) working group, which has brought industry stakeholders together to exchange experience and intelligence on best practice in commercial activities at airports. Delegates heard from members of the ANARA group on their recommendations to ensure an equitable and durable business model.

Svetlana Simeonova, Head of Commercial, Fraport Twin Star and ANARA coordinator, emphasised the critical importance of innovation and adaptability in the pursuit of safeguarding and enhancing non-aeronautical revenues in the evolving aviation industry. “There is a need for airports and industry stakeholders to embrace new strategies and technologies to remain resilient in a rapidly-changing landscape,” she said.

ANARA is a subcommittee to the WESK committee at ACI World. It is a platform of experts and a collaborative effort among industry stakeholders. “During our work

in the last years, we unearthed invaluable insights,” Simeonova explained. “Key findings include the significance of data-driven decision-making, the role of technology in enhancing passenger engagement, and the need for airports to become destination hubs in their own right. Furthermore, the subcommittee has stressed the importance of flexibility in commercial agreements and the need for sustainable practices that align with both passenger demands and environmental considerations.”

Simeonova shared some proposed recommendations to establish equitable and durable business models. These include:

- Flexibility: “Concession agreements should be flexible to adapt to changing market conditions and passenger preferences.”
- Transparency: “Encourage transparency in negotiations and operations to build trust between airports and concessionaires.”
- Performance metrics: “Define clear performance metrics and KPIs to measure the success of concessions and ensure accountability.”



*Svetlana Simeonova, Head of Commercial, Fraport Twin Star and ANARA coordinator: “There is a need for airports and industry stakeholders to embrace new strategies and technologies to remain resilient in a rapidly-changing landscape.”*

- Sustainability: “Promote sustainable practices in all aspects of concession agreements, from operations to environmental considerations.”
- Innovation: “Encourage innovation and technology integration to enhance the passenger experience and revenue generation.”

## Heathrow's focus on four retail pillars: Digital, Experience, Space and Offer

The recovery at London Heathrow Airport has been strong. It will finish the year at close to the 81 million passengers handled in 2019 and, according to OAG statistics, Heathrow is the best-connected airport in the world.

Fraser Brown, Retail Director, explained that London Heathrow Airport's continued focus is on its four retail pillars of Digital, Experience, Space and Offer:

- Digital: “This does a number of things in terms of pre-engagement and can also solve problems for airports as they get to be capacity constrained. We're famously the biggest airport in the world with only two runways. That capacity challenge equally then flows into the terminal space. Digital is a way to expand the offer when space is at a premium.”

- Space: “How intelligently we use space is important, as well as how we use digital to give virtual space. Clever and efficient use of space is really important.”
- Experience: “We want to deliver the best airport service in the world. The main advantage we have in a retail sense at an airport is that we've got the footfall. We have the benefit from increased traffic and recovery now, so the challenge and opportunity is to build a fantastic experience.”
- Offer: “How we see retail is getting the offer right for those passengers. If the product range and assortment is not right, and exclusives are not available, it is not going to be as successful as it could be.”

Brown added: “I think as well as the pillars, real collaboration between the



*Fraser Brown, Retail Director, explained that London Heathrow Airport's continued focus is on its four retail pillars of Digital, Experience, Space and Offer.*

quaternity, not trinity, of airport, brand, retailer and media partner is what will make us all successful. Designing between the four parties with the travelling passenger truly in mind, rather than focusing first on the money, will ensure great long-lasting business for us all.”

## “The industry is experiencing a significant shift in consumer behaviour and travel patterns”

The airport travel market has proven to be a resilient and attractive space, showing a strong rebound after the Covid crisis. “While the fundamentals of the market are solid, the industry is experiencing a significant shift in consumer behaviour and in travel patterns,” shared Isabel Zarza, CEO Southern Europe, Dufry. “Consumer demographics have changed, bringing about, among other things, a stronger demand for personalised experiences, a greater influence of social media in purchasing decisions, and stronger interest for sustainable, healthy, and eco-friendly products.”

To cater to the needs of these ‘new’ travellers, Dufry has developed a new strategy, ‘DESTINATION 2027’, built around customer-centricity and a travel experience revolution.

“One of the pillars of our new strategy is actually based on a customised offering for travellers, including elements of experience, new categories, and exclusive products,” Zarza explained. “This experience will be delivered both in physical ‘smart’ stores, with a modular concept that allows to customise the offering to different passengers, routes and nationalities, as well as through digital channels, with extensive digital engagement before and after travel, to drive consideration and loyalty.”



Isabel Zarza, CEO Southern Europe, Dufry: “One of the pillars of our new strategy is actually based on a customised offering for travellers, including elements of experience, new categories, and exclusive products.”

She added four key areas of best practice:

- “Put the customer at the centre of the commercial activities, providing exactly the services needed at any specific location to cover the needs of the specific airport’s traveller profile.”
- “Permanently assess the needs of the

travellers and adapt the assortment and services accordingly. Include both physical commercial areas as well as online services.”

- “Increase customer engagement touch-points through use of digital platforms.”
- “Focus on providing experiential shopping and F&B environments.”

## Travel retail faces its moment of truth: strategies to reinvigorate the marketplace

The TFWA Airport Forum presented a new report commissioned by TFWA and conducted by leading global consultant Kearney, on ways to ensure that the duty free & travel retail sector remains an attractive investment opportunity for brands and retailers.

“The report aimed at making a comprehensive assessment of the industry’s current state and offering a path to regenerate the marketplace,” explained Alex Liu, Managing Partner and Chairman, Kearney. “Our team conducted a thorough analysis of the industry throughout a worldwide travellers’ survey encompassing both quantitative and qualitative questions to a representative panel of 3,500 travellers from 10 countries. We also conducted interviews with more than 40 executives, who offered us strong insights on forces, pains, and hopes they had for the industry.”

Kearney’s main observation from the report is that the industry is at a crossroads.

Supported by passenger resurgence, the travel retail market has indeed almost recovered and is close to reaching pre-Covid levels. “However, the change in scenery – including an increasing heterogeneity in the passenger mix, a growing share of commercial travel represented by young generations, and the large variety of sources of distractions – weighs down on the industry’s existing value proposition,” said Liu.

In light of these findings, he added that the report ventures into a new consumer-centric travel retail value proposition built upon four foundational pillars: assortment, price, service, and experience. “This value proposition amendment primarily seeks to increase collaboration and data sharing among stakeholders, which is why we propose an evolution from a commercial trinity (airports, retailers, and brands) to a traveller-centric ‘pentarchy’ (commercial trinity + carriers and digital and media partners).”



Alex Liu, Managing Partner and Chairman, Kearney: “The report aimed at making a comprehensive assessment of the industry’s current state and offering a path to regenerate the marketplace.”

# TFWA Lounge

Today, Carlton Beach

18:30-21:00

**TFWA Lounge: after-work session**

22:00-01:00

**TFWA Lounge: night-time session**

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 22:00 and 01:00, a night-time session will be held in the TFWA Lounge, with live music tonight. The TFWA Lounge is free of charge to badge holders – please present your badge to gain access.

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**Product distribution sponsors:**



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\*产品名: XL装流光美肌轻透蜜粉饼

# Glenfiddich and Aperol take top honours at Drinks International Travel Retail Awards 2023

**T**his year the Drinks International Travel Retail Awards had two Supreme Champions: one for a product and one for a marketing campaign. While Glenfiddich took the supreme product award, the latter has been won by Aperol for its 'Targeting the European Leisure Traveller' campaign, for which Gruppo Campari continues to capitalise on the in-vogue drink that continues to sweep across Europe.



## Drinks Launch of the Year

The Glenfiddich Perpetual Collection, William Grant & Sons

## Luxury Drinks Launch of the Year

Patrón en Lalique, Bacardi Global Brands

## Travel Retail Exclusive of the Year

Jura Islanders' Expressions, Collection No 2. Whyte & Mackay

## Drinks Innovation of the Year

RITO, Capri Cocktails

## Marketing Activation of the Year

Aperol, 'Targeting the European Leisure Traveller' campaign, Gruppo Campari

## New Design Extension of an Established Drinks Brand

The Royal Salute, Coronation of King Charles III Edition, Chivas Brothers

## Presentation Box Packaging

Penfold's Bin 389, GTR Exclusive Travel Retail Gift Pack, Penfolds

## Supreme Champion Product

The Glenfiddich Perpetual Collection, William Grant & Sons

## Supreme Champion Campaign

Aperol, 'Targeting the European Leisure Traveller' campaign, Gruppo Campari



## WiTR+ breaks target

**W**iTR+ hosted a fundraising gathering at Diageo's Majestic Beach venue during the early hours of Tuesday evening. The event raised funds for the Koma Karanth Foundation. Speaking about the charity event, actor, producer, writer, humanitarian and comedian Maitreyi Karanth, who heads up the charity explained: "The Koma Karanth Foundation has built 27 homes, a tutoring college, an old age home, we give free lunches for tribal children, free transport for schools, water for the tribal village, typhoon shelters and single mothers' business support so they can own and run things themselves. The idea is to create a safe community for women and children."

Speaking about the evening's fundraising efforts, Sarah Branquinho, founder member and Chair of WiTR+, said: "We set a target of €15,000. We have raised double that."

Sponsors of the evening were Diageo Global Travel, Victoria's Secret and Tumi.

Victoria's Secret contributed a cheque for €12,000 to double the fundraising efforts of the cause and offered a giant cheque to the charity.

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

## **Alipay:** offering an end-to-end digital experience

**D**eveloped by Ant Group's International Business Group, Alipay+ (TFWA i.lab 14) is a suite of cross-border digital payment, marketing and digitalisation solutions that help connect global merchants to consumers. Consumers enjoy seamless payment and a broad choice of deals using their preferred



*Developed by Ant Group's International Business Group, Alipay+ is a suite of cross-border digital payment, marketing and digitalisation solutions that help connect global merchants to consumers.*

payment methods while travelling abroad.

The accelerated digitalisation over the past three years has brought about a new generation of online consumers and new digital habits that will reshape the way they engage. As a tech company, Alipay believes that digitalisation is the future and it aims to work with its partners to cater to these new digital-first habits and drive continued visibility and growth.

Alipay has been working with travel retail brands by providing a one-stop digital and intelligent marketing solution, enabling them to design and promote data-driven, integrated marketing campaigns, to accumulate brand assets and to drive business growth. It also works with retailers to enhance payments and marketing digitalisation. As consumer habits shift towards digital lifestyles, retailers can leverage Alipay+ to offer an end-to-end digital experience, engaging with customers pre-, during and post-shopping.

## TFWA i.lab at a glance

- Open today from 09:00 to 18:30 and tomorrow from 09:00 to 17:00.
- New location: the TFWA i.lab returns in a new location at the heart of TFWA World Exhibition & Conference, within the Golden Village, Level 1 of the Palais des Festivals.
- A TFWA i.lab pitch session takes place today at 14:30-15:30 (Golden Village, Level 1, Palais des Festivals).
- An Alipay Workshop takes place at 15:30-15:50 today (Golden Village, Level 1, Palais des Festivals).

## **iClick Interactive:** leveraging expertise in engaging with Chinese travellers

**i**Click Interactive (TFWA i.lab 15) is an independent online marketing and enterprise data solutions provider in China. Since 2009, iClick has been committed to empowering the China market entry ambitions of many worldwide brands through its proprietary data-driven solutions. "Our full range of marketing solutions enables clients to precisely target confirmed Chinese travellers and connect with them at key travel stages across premium Chinese media channels," explained Frankie Ho, President, International Business, iClick Interactive Asia Group Limited. "We have served 320 multinational companies, 3,000 direct marketers from SMEs to MNCs, and agency clients."

iClick Interactive's strategy within

the travel retail channel is to leverage its expertise in engaging with Chinese travellers. "We focus on developing innovative and targeted marketing solutions that resonate with Chinese consumers and drive sales for our clients in the travel retail industry," said Ho. To achieve this, we utilise a data-driven approach that includes consumer insights, programmatic advertising, and precision targeting. Our team of experts works closely with clients to understand their needs and develop customised solutions that optimise ROI and enhance brand awareness. We're passionate about delivering results-driven solutions that enable our clients to effectively reach and engage with Chinese travellers. Come visit our stand if there's anything else you'd like to learn about our approach."



*Eric Cheng, Vice President, APAC & EMEA, iClick Interactive Asia Group Limited shared insights on the Chinese consumer landscape and digital ecosystem and introduced iClick's travel retail publication, "A Practical Guide to Engaging with Chinese Travelers: China Travel Retail Market Facts and Tips to Know [2023 Edition]."*

The TFWA i.lab is located within the Golden Village on Level 1 of the Palais des Festivals. Yesterday included a TFWA i.lab pitch session in which participants offered a glimpse into the future of duty free and travel retail. A second TFWA i.lab pitch session takes place today at 14:30-15:30.



## Intelligent Track Systems: turning passenger trolleys into personal digital assistants

**I**ntelligent Track Systems' (TFWA i.lab 8) vision is to turn passenger trolleys into personal digital assistants that boost passenger satisfaction and spending. "Our intelligent trolleys' integrated screen provides a personalised map with wayfinding, relevant flight information, one-to-one advertising and other services," explained Morten Pankoke, Managing Director, Intelligent Track Systems. "Ultimately providing an elevated customer experience for travellers and greater revenue for airports, retailers and brands."

The company's ultimate goal is to provide a stress-free airport experience to passengers in airports around the globe by providing a trolley that not only allows them to take a load off but also guides them to F&B offerings, stores, serves them personalised advertising, and finally takes them to their gate. "As an ACI study demonstrates, if the passengers are relaxed and happy, they are much more likely to spend money – thus boosting non-aeronautical revenue for the airport," said Pankoke.

Since summer 2022, Intelligent Track Systems has been running product trials at airports worldwide, such as Riyadh, Hamburg, Oslo, Nice and San Diego. "We are currently live at Hamburg, Vienna, Munich and Hyderabad airports, with new major airport launches in Europe, MENA and Asia to be announced soon," Pankoke added.



*Morten Pankoke, Managing Director, Intelligent Track Systems: "Our intelligent trolleys' integrated screen provides a personalised map with wayfinding, relevant flight information, one-to-one advertising and other services."*

### TFWA i.lab participants

Alipay – NEW	TFWA i.lab 14
Billion Connect – NEW	TFWA i.lab 6
Blynk	TFWA i.lab 5
China Trading Desk – NEW	TFWA i.lab 11
Commersive Solutions – NEW	TFWA i.lab 7
Dayholi – NEW	TFWA i.lab 10
Elba Group – NEW	TFWA i.lab 3
Hylink Group – NEW	TFWA i.lab 13
iClick Interactive	TFWA i.lab 15
Inflyter	TFWA i.lab 1
Intelligent Track Systems	TFWA i.lab 8
JCDecaux	TFWA i.lab 2
MyDutyFree	TFWA i.lab 4
Perfect Corp	TFWA i.lab 9
Voiceback Analytics – NEW	TFWA i.lab 12

TFWA i.lab Main Partner:



TFWA i.lab Media Partner:



TFWA i.lab Digital Partner:



# 2023 Global Travel Retail Awards winners revealed

The winners of the 2023 Global Travel Retail Awards were announced at a glittering ceremony at Hôtel Martinez in Cannes last night. Organised by TRBusiness and m1nd-set, the Travel Retail Awards is the duty free and travel retail industry's only awards programme voted for entirely by consumers.



## **Best Children's Product 2023** sponsored by Bluedog Group

**Winner:** Morpho Travel Experience – Antonio: The Kindest Sloth Plush Toy

## **Best Confectionery & Food Product 2023** sponsored by Beam Suntory

**Winner:** Delica AG – Mahony Gift Pack

## **Best Electronics Product 2023** sponsored by WithIT

**Winner:** Skross – Wireless Bluetooth Audio Adapter

## **Best Fashion & Accessories Product 2023** sponsored by Cabeau

**Winner:** Storyteller represented by Travel Retail Bespoke – Storyteller FlagMate

## **Best Fragrance Product 2023** sponsored by Perfetti Van Melle

**Winner:** Coty International BV (HQ) – Gucci Flora Gorgeous Magnolia

## **Best Low- & No-Alcohol Product 2023**

**Winner:** Iris Vigneti – Bella Dream Gold

## **Best Makeup Product 2023** sponsored by Artisan People

**Winner:** L'Oréal – L'Oréal Paris Telescopic Lift Mascara

## **Best Nicotine (non-combustible) Product 2023**

**Winner:** Philip Morris International – IQOS ILUMA WE Limited Edition

## **Best Skincare, Haircare, Bath & Body Product (under €40) 2023**

**Winner:** L'Occitane Group – Sol de Janeiro Brazilian Bum Bum Cream

## **Best Skincare, Haircare, Bath & Body Product (over €40) 2023** sponsored by Beam Suntory

**Winner:** Dr. Levy Switzerland – The Intense Eye Rescue

## **Best Spirits Product (under €40) 2023**

**Winner:** Anora – Koskenkorva Climate Action Vodka

## **Best Spirits Product (over €40) 2023** sponsored by Bluedog Group

**Winner:** Pernod Ricard – Chivas Regal 18 Year Old Grand Cru Margaux Wine Cask Finish

## **Best Sustainable Product 2023** sponsored by Moroccan Oil

**Winner:** Rocks Whiskey Chilling Stones – The Original Rocks

## **Best Travel Accessory 2023** sponsored by Haribo

**Winner:** Beter – Deslía Pop Up Brush Retractable Bristles

## **Best Watches & Jewellery Product 2023** sponsored by Cabeau

**Winner:** E. Gluck Corporation – Nine West Textured Flower Dial Faux Leather Strap

## **Best Wines Product 2023**

**Winner:** Penfolds Global Travel Retail (Treasury Wine Estates) – Penfolds 2018 Bin 169

## **Best Charity Initiative 2023** sponsored by Proximo

**Winner:** Cabeau – Clean Hub

## **Best Diversity & Inclusion Initiative 2023** sponsored by Haribo

**Winner:** Starboard Cruise Services – Diversity, Equity and Inclusion at Starboard

## **Best Sustainable Initiative 2023** sponsored by Beam Suntory

**Winner:** Lagardère Travel Retail – The Future is Local

## **Best Airport Commercial Promotion 2023** sponsored by Perfetti Van Melle

**Winner:** Heathrow Airport – Hacienda Patrón: Heathrow Terminal 5

## **Best Cruise & Supplier Promotion 2023** sponsored by Moroccan Oil

**Winner:** Pernod Ricard Global Travel Retail – Norwegian Cruise Line Private Island

## **Best Retailer & Supplier Promotion 2023** sponsored by E.Gluck

**Winner:** Brown-Forman – Woodford Reserve: The Sensory Lounge

## **Best Overall Product**

**Winner:** L'Occitane Group – Sol de Janeiro Brazilian Bum Bum Cream

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## Fraternity Spirits presenting unique hand-painted bottles

**F**raternity Spirits World reports a good show, with lots of meetings with existing and potential new customers. It is here at TFWA World Exhibition & Conference showcasing new products and increasing brand awareness for its existing portfolio.

Among the new products at the stand is Mezcal Guerrero Maya in individual hand-painted bottles, meaning each bottle is unique for customers. "The uniqueness of the design has been very well received here at the show," said Raffaele Berardi, CEO, Fraternity Spirits. "People are very intrigued by it."

Fraternity Spirits specialises in premium liquor brands, such as Tequila Corralejo. It has a global portfolio of distinctive labels with authentic distillation techniques and unique flavour profiles.

**Red Village H4**

## Energise and rejuvenate at Almora Botanica's 'Face Yoga Fitness Bar'

**A**lmora Botanica is presenting its new 'Face Yoga Fitness Bar' and 'Fly Fit Essentials' specially designed to accompany you as you travel. Its Ayurvedic skincare solutions, combined with Face Yoga Fitness, are specifically adapted to today's demanding traveller's needs and lifestyle - helping to energise, rejuvenate, lift naturally and efficiently, on the go.

Face yoga Fitness is a natural non-invasive approach to skin health, beauty, and rejuvenation. Exercising the face as part of your travelling journey regime helps create firmer, plumper and more youthful-looking skin.

Demonstrations are available at the Almora Botanica stand.

**Golden Village GO12**



## BBC Spirits appoints Duty Free Global as global travel retail partner

**D**uty Free Global (DFG) is a specialised wines and spirits brand partner focused on building brands in the global duty free and travel retail channel. It is showcasing an extensive portfolio at TFWA World Exhibition & Conference, with myriad brands including Fireball Whisky with a one-litre collector's edition, Wheatley American Vodka, Five Farms Irish cream liqueur, Somrus (a next-generation cream liqueur) and many more.

DFG has been appointed by BBC Spirits as its global travel retail partner for Etsu Japanese Gin, Hinotori Japanese Whisky and Goalong Chinese Gin and Whiskey.

"The whole team at Duty Free Global are delighted to commence our partnership with the exceptional portfolio of BBC Spirits," said Barry Geoghegan, Founder, Duty Free Global. "We had the pleasure of visiting Bogdan, Romain and all the team at BBC recently at their HQ in Bordeaux and we were incredibly impressed by the quality of the liquids, branding and huge category knowledge."

**Green Village J35**





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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. **COME VISIT US IN YELLOW VILLAGE, D42.**

FOR MORE INFORMATION, PLEASE CONTACT SABRINA VALENTI ON:  
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# Nestlé International Travel Retail meets the press: avoiding “greenwashing” becomes central theme of sustainability drive

Nestlé International Travel Retail met the press in the Beach Village yesterday morning with the usual slick presentation of slides, this time performed by Aura Sanchez, Marketing Manager, NITR. In a sign of the times, she was joined by Darrell High, Head of Nestlé Cocoa Plan, an initiative which is absolutely fundamental to Nestlé’s ability to claim that its products are produced from “Sustainably Sourced Cocoa” – an upfront and dominant message it now wants to print on all its packaging. **Beach Village 1, Beach 15**



Sanchez explains the GTR market for Nestlé International Travel Retail: the ambition and prediction is that food is becoming the #1 purchased category – and indeed the proportion of food to all penetration is rising – from 30 to 35% over the past five years. Nestlé’s engagement – as a means to harness this trend – starts before the trip with digitally-connected travellers, and continues with its ability to use multiple digital assets pre-trip, in-trip, and post-trip via social media.



## Does Good – Tastes Great

In combination with maintaining KitKat as the “#1 chocolate bar in the world”, Nestlé wants “to have the lead in sustainability.” Darrell High, Head of Nestlé Cocoa Plan especially came to Cannes to explain the plan to the press explaining that considerable progress has been made since the start of the plan in 2009. 80% of Nestlé Cocoa supply is now fully traceable with the desire to be able to claim “full traceability by 2027.”

High explained there were three pillars to the Nestlé Cocoa Plan:

- Better farming; improving livelihoods.
- Better lives for women and children – High says Nestlé has improved the lives of 150,000 children.
- Better Cocoa – improving traceability – “we want to go all the way to 100% by 2024.”

10,000 farming families are now involved in the plan. Examples of better farming included cash incentives to farmers to encourage more intensive pruning – something High said was often a “scary” process as it appears as if the trees will not recover. Half of the Nestlé cash incentives to families were paid to the spouse directly to enhance gender equality. In the setting of Cannes, and surrounded by many of the new end products, High felt able to say: “It’s great to see these Nestlé products celebrating the Cocoa Plan does.”



There were many GTR product developments. Headliners included the “Exciting Breaking News” of the launch of KitKat Senses in Cookie Dough 111g Tablet, and 195g Milk & Lotus KitKat Mint Moments.

Introducing the new range! A new series of 270g tablets replacing the “Swiss” range is being rolled out for April. Prominently carrying the “Sustainably Sourced Cocoa” billing the tablets will have a stronger appeal to the younger generations with “a price point lower than the competition” and merchandised in POS gondolas heavily promoting the much-enhanced sustainability credentials.

“Consumers are cynical about greenwashing so there will be proof-points showing everything about the product under the ‘Together we grow’ execution,” asserted Sanchez.



Personalisation: Colleen Morgan, Associate Editor of the Moodie Davitt Report, and some other Dailies journalist, with their personalised KitKat Senses.



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BY **MAVALA**

TFWA 2023 – RIVIERA VILLAGE RG16

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## KT&G makes plans to boost GTR presence across Europe

**K** T&G's objective for TFWA World Exhibition & Conference this year is to expand its global travel retail business and establish new partnerships, especially in the European region. According to the company, it has achieved noteworthy progress in its global travel retail business through its participation at last year's exhibition, and is eager to carry this forward this year.

As a business, it views the travel retail sector as a "pivotal avenue for launching proactive brand communications" and "expanding its brand's presence in untapped global markets".

Earlier this year, KT&G unveiled its long-term growth strategy of developing the overseas cigarette business as one of its core business areas with plans to increase overseas cigarette sales to account for 50% of its total net revenue by 2027.

This year, KT&G's focus is on its global flagship brand ESSE – widely known as the world's best-selling superslim cigarette (according to retail sales volume from 2014 to 2021 by Euromonitor).

The company is especially proud to present ESSE CHANGE Himalaya, which is the seventh series of the famous ESSE CHANGE brands. Its patented 'smell-down' technology is incorporated in the product to minimise the smoke smell. Although ESSE CHANGE Himalaya debuted in the South Korean travel retail market in 2019 and has maintained strong sales performance, its global roll-out had been postponed due to the pandemic. However, KT&G resumed the global roll-out last year and successfully launched the product in Japan, Indonesia, Mongolia, and Vietnam. This year it plans to expand the product's release to more markets, including Malaysia, China, Hong Kong, Thailand, and Turkey.

Grace Kim, KT&G team Manager of the Duty Free Business Team, said: "We are thrilled to seize this opportunity to introduce our beloved ESSE brand to a global audience ahead of our full-scale entry into the European market. If you have a chance to visit our booth, you will immediately understand why ESSE has maintained its enduring popularity among consumers worldwide."

 **Green Village M52**



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## Maintaining relationships

**F**ratelli Branca Distillerie has revealed that all of its brands are of equal importance, but most of all the people it will see in Cannes are the most crucial of all.

Fratelli Branca Distillerie International Marketing Coordinator Roberta Pala said: "All of our brands are of equal importance. We have already had a lot of meetings yesterday and today and we have a lot of people who want to try our brands."

She added: "A successful show for us would be maintaining the relationships we already have with our clients, as well as spending time together. Meetings can be more serious, but we like to spend time with people also and this year, this is really important."

 **Blue Village F13**



## Australian beauty makes forward strides

**T**he Australian Health Industry Co (AHI) has revealed how EZZ is now listed on the Australian Stock Exchange (ASX) and is keen to introduce attendees to the show to its hero products.

Speaking about the company's forward moves, AHI Marketing & Communications Coordinator Candice Wang explained: "Eaoron is our cosmetics and skincare brand which is under the EZZ company and EZZ has been an ASX listed company since 2021."

Wang pointed out: "Our skincare products are some of the most sought after on the market. Key hero products of EZZ include EZZ NMN 150,000 mcg Nicotinamide mononucleotide supplement, which is scientifically designed to support vitality."

 **Blue Village G19**



## Lancaster looks to opportunities

**L**ancaster is using the show as an opportunity to talk about its upcoming collection and also its recent successes. Speaking about what it is showcasing this year, Lancaster Commercial Director Davide Ravizza said: "We are presenting our spring/summer 2024 collection following our expansion. This is now a really good time to talk about where we are going."

Ravizza admitted that "a successful show is definitely made by the number of clients who come by and are happy to see us and some new ones that are attracted by what they see".

He added that the Asia Pacific market is a key focus for expansion too and explained: "We are targeting the Asia market. Lots of people are looking for new brands and most people from Asia seem to be very enthusiastic."

 **Riviera Village RC15**



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# Storck celebrates 30th anniversary in travel retail

**S**torck, which is celebrating its 30th anniversary in travel retail, is focusing on its big brands here at TFWA World Exhibition & Conference, including merci, Toffifee, and Werther's Original.

Louise Andrews, Marketing Executive Werther's Original & Travel Retail, Storck, explained that the merci personalised packs launched last year and continue to be very popular. Toffifee is a family favourite and big in travel retail, while Werther's Original is also a significant seller.

"It has been a very busy show, with lots of meetings, new business and positive news," said Andrews. "These are unique, high-quality brands. Toffifee is all about sharing and Werther's Original is a piece of comfort and warmth."

 **Mediterranean Village P9**



## DR.PAWPAW showcasing hero products

**D**R.PAWPAW is present at TFWA World Exhibition & Conference for the second time with Hanse Distribution. "We saw great success at the show last year," said Johnny Paterson, Co-founder, DR.PAWPAW. "It is amazing – we get to meet great inflight teams and duty free companies."

Hero products include DR.PAWPAW Multipurpose Soothing Balm with Natural PAWPAW. Paterson explained that the product is what DR.PAWPAW is most famous for around the world, adding that there is a travel retail exclusive size. Another popular product is DR.PAWPAW 7 in 1 Hair Treatment Styler, which "does it all".

"A new ace product is the SPF50 Day Cream – our latest hero product that we have been showing to inflight buyers here in Cannes," Paterson added. "Travel retail is an essential part of our business."

 **Red Village J24**

## Belfine on a mission to "make people happy"

**N**ew exhibitor Belfine reports a very successful debut at TFWA World Exhibition & Conference, where it is showcasing its decorated chocolate lollipops. "We are very proud of the reaction we have had," said Steven Candries, Commercial Director, Belfine. "It has been a brilliant show, with very good feedback."

Last year, Belfine won a Global Travel Retail Award. Its Unicorn & Dragon Lollipops were crowned winner of the Best Confectionery and Fine Foods Product category, as voted for by consumers. It was nominated again at last night's ceremony. "Following our success last year, we received a request to launch a 4-piece multipack, which we are showing here in Cannes," Candries explained.

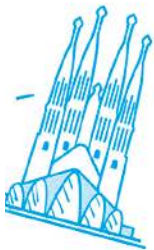
There multipack includes two SKUs for its decorated chocolate lollipops – one featuring unicorns and one featuring dragons.

 **Red Village J4**





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In the exhibition yesterday, Aveline Princesses were: Anna Tarabochia, Trade Marketing and Product Manager, Nicole Amacker, Product Manager and Faozia Math-Ly-Roun, Senior Key Account Manager, Business Development.

## Meet the Aveline Princesses!

**M**aestrani Schweizer Schokoladen has been making pralines since 1922 and, in line with over a century of tradition, the new range of exclusive to travel retail Aveline Princesses are inspired by a recipe for chocolate coated whole almonds – “Amandes Princesses” – which, according to Faozia Math-Ly-Roun, “are a real phenomenon in Switzerland.”

Like its namesake, the 20-piece collection is made with the finest almonds from California and Madagascan Bourbon ground vanilla, Fair Trade Chocolates and manufactured using 100% carbon-offset processes.

 **Mediterranean Village P10**

## Maison Exceptionnel – the right eyewear for the right customer

**L**uxury eyewear specialist, Thélios welcomed media guests at its stand on the opening day as Head of GTR Alessandro Eucaliptus explained how travel retail is becoming “a very important sales channel” for the LVMH-owned company’s eyewear maisons. “We plan to grow the global reach of our maisons such as Dior, Fendi, Loewe, Celine and Givenchy with our travel retail partners around the world. It’s important that we can work with retailers to ensure that each individual brand house – Maison – is correctly represented. There is a big focus at Thélios on placing the right product offer with the right

partners for discerning customers, and part of that means an investment in our maisons retail furniture. Each brand offers a luxury retail experience for our clients to be able to give travellers a 360-degree immersion into our maisons. We can achieve this experience through tailored retail spaces that maximise the luxury eyewear offer from each of our maisons; retailers need to understand the importance of this and work with us to ensure the luxury experience meets the needs of the consumer demographic.”

 **Riviera Village RH5**

## Davidoff celebrates the importance of Time Beautifully Filled

**O**ettinger Davidoff, together with Neuhaus and Flor de Caña, hosted an event on the beach on Monday night during TFWA World Exhibition & Conference. Jean-Christophe Hollay, Head of Partner Markets & Duty Free EMEA&A, Oettinger Davidoff, extended a warm welcome to the annual Masters’ Evening.

“The aim of the Masters’ Evening is enjoyment! This is the 8th edition we are organizing together, and we do so to enjoy an evening where the best of our three brands overtake everything else. At Davidoff, we say Time Beautifully Filled.”

To enhance the guests’ experience, a special pairing menu was developed for the night that perfectly delivered enticing flavour combinations from cigars, pralines and rum.





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\*Source: internal sales data, 2022

# HARIBO

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TFWA CANNES EXHIBITION  
BAY VILLAGE, BAY 39**

## La Martiniquaise puts whisky front and centre

**L**a Martiniquaise is putting a great deal of focus onto its whisky collections with Glen Moray receiving a packaging update and Cutty Sark celebrating its 100-year anniversary.

Speaking at the show this week, Laure Habbouse, Responsible Marketing International at La Martiniquaise, said: "There are big changes for us across the Scotch whisky portfolio. We have new packaging for Glen Moray. The previous packaging was more traditional and now it is more modern."

Habbouse explained: "We call ourselves 'cask explorers' because Glen Moray is really about exploring all the flavours of the whiskies through different casks. We have a Chardonnay cask, a Cabernet cask, a Port cask and a Sherry cask. There is also a new one that has been launched in Australia this year – a Shiraz cask."

 **Green Village K67-68**



## Retailers take note

**D**iverse Flavours Managing Director Anthony Budd said: "The focus for us is our South African wine portfolio, which we have from various regions. We work very well with certain retailers like Dubai Duty Free and also airline tenders for first and business class."

Budd explained: "Some retailers have embraced it and have taken it on, but others are quite closed and are just going with the usual stuff."

"What do we want out of the show? We want new listings and new conversations," Budd admitted and pointed out "but what is key for us is giving good service and giving a variety of wines, with different price points and also with different levels of history."

He added: "We just want other retailers to see the opportunities available."

 **Green Village K55**

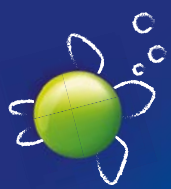


## Capsule collection

**R**evlon / Elizabeth Arden is shining a light on its capsules as a primary focus for GTR during the year's show. Speaking about being in Cannes and supporting GTR, Revlon / Elizabeth Arden Marketing Director Prestige DMTR EMEA Celine Moittie said: "We are super happy to be here, and we are presenting all of our innovations for 2024. We are coming back stronger as a group with a new financial structure in place and we have a big commitment in the travel retail channel."

Moittie revealed: "We will be launching more capsules and capsules are really our point of difference with the Elizabeth Arden brand and we are launching new ones every year. Next year we are launching ones with retinol + HPR."

 **Ambassadeurs Village U1**



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# The power of three

**M**oroccanoil has outlined that the three elements that are important this year are its new product launches, its brand-new campaign, and its business strategy. Speaking at the show, Moroccanoil SVP Global Retail Travel Retail John Gates said: “The things we really want to highlight are our new product launch, our new brand campaign imagery and assets and our strategy for the next evolution of our business.”

Revealing more about the new products, Moroccanoil Senior Director of Global Marketing, Retail and Travel Retail Yeolan Delapenha said: “For our new product launch we have our Frizz Collection that launched just this last month. Our hero product is our Frizz Shield Spray, which is a heat styling product that is heat activated, so you apply it to heat-styled hair and it is for all hair types.”

Delapenha added: “We also have two other products dependent on hair type, so if you have curly thicker hair you can use our serum which is not heat activated, but it helps to prevent frizz. Then, for fine to medium hair types is our styling lotion, which is another product that you can use on wet or dry hair.”

 **Riviera Village RDS**



# A handy innovation

**L**uggage company Bric's has diversified and launched a line of handbags to give the brand more opportunities to reach its female demographic. Bric's PR & Communication Officer Luisa Puggioni said: “Handbags are a new challenge for us. Luggage is our core business, but we target more women and handbags are a good way to have touchpoints with our customers.”

Puggioni explained: “When we enter a new sector of the market we want to do that with the highest quality and appeal.”

The launches, which are part of the company's broader brand strategy, have assisted in its expansion across travel retail airport locations in Europe.

Echoing this, Bric's Travel Retail Area Manager Michele Maccapani revealed: “We opened two stores in travel retail, one in Frankfurt Airport last year and this year we opened in Rome Airport.”

Especially for Cannes this week, this has meant that the brand was going to use the week to network and build extra contacts. Maccapani added: “We will see a lot of people and have a lot of meetings, which is really good for us.”

 **Riviera Village RE17**



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## Gin masterclass

**W**illiam Grant & Sons, which recently acquired Silent Pool gin, hosted a gin masterclass led by Silent Pool UK brand ambassador Marion Zoelle and William Grant & Sons brand ambassador GTR Europe & Americas Ash Joshi.

Zoelle talked attendees through where the gin is made, in the Surrey countryside and confirmed all of the English heritage hallmarks of the brand from cottage dwelling, Land Rover driving,

Wellington boot wearing locals right through to the village location being featured in the blockbuster movie *The Holiday*.

The tasting included nosing and appreciating different vats from Silent Pool to assist in attendees learning more about the brand through its unique flavour profile.

 **Golden Village G02**

## Indomitable Spirit of Ukraine

**H**osting a party on the rooftop of the JW Marriott, complete with ice sculptures, DJs and an espresso martini bar, Nemiroff was the place to be in Cannes on Tuesday night. Views across La Croisette were a pinkish hue and the clientele was ready for a party.

Speaking at the event, Nemiroff CEO Yuriy Sorochynskiy said: "We are launching an ultra-premium product from Nemiroff, it's a masterpiece of our experience in Ukraine," and revealed the new vodka named Lex.

Sorochynskiy explained: "We decided a couple of years ago, before the troubles in Ukraine started, we needed to present something unique."



 **Yellow Village E30**

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## SEKONDA

## Happy World of Haribo gets greater into gifting

**I**t's a bit hard to believe that Haribo hasn't conquered the world but, according to Elisa Fontana Director Marketing Haribo Travel Retail, there are still some markets where it desires more development – Latin America and a “strengthening” of the Middle East. Fontana also says that “gifting was not so strong before” – hence the recent introduction of the Travel Bag – made of recycled cotton and additionally totally recyclable.

In fact, for a product that in essence seems to be timeless and remarkably simple, the Haribo exhibit displays many technical and marketing innovations including the “Dou Sour Packs” – these are particularly targeted towards Generation X who want something a bit more “edgy” than sweet candy.

**Bay Village Bay 39**



Elisa Fontana, Director Marketing Haribo Travel Retail, demonstrates the recent strengthening of gifting with the Travel Bag – made of recycled cotton and additionally totally recyclable.



## Osborne CEO makes first visit to TFWA!

**A**stonishingly, Osborne CEO Fernando Terry Osbourne, a sixth-generation leader of the 250 year-old family wines, spirits and gourmet food business, has never been to the TFWA World Exhibition & Conference before, even though he concedes “GTR is the most dynamic channel within our international business.” Therefore, he admits to being “very pleasantly surprised” by the range and quality of companies represented – “there are just so many complementary things!”

Within the GTR sector Osborne reports “more than double digit growth” – 20% in brandy and 10% in wine – “it is by no means a mature sector.”

GTR is also a very natural platform for its Riofrío Caviar business which it bought two years ago. Riofrío is billed as “the first certified organic caviar” and is highly complementary to the delicious artisan Cinto Jotas acorn-fed shoulder ham showcased by Osborne in Cannes.

While the prospects for the growth in the food business in GTR are excellent for Osborne (China is now its most important market outside Spain for jamón ibérico) the logistics for fine foods are more complex than for wines and spirits and “require a lot of conversations with our airport partners to maintain quality however, we are full of optimism for the positioning and growth of our fine food category in GTR.”

**Blue Village D3**

## Camel chocolate continues high yield growth curve



Riding the bounce in sales: Partick Dorais, Director of Sales for Al Nassma, maker of “the first and finest camel milk chocolate”.

“ We don't need to print travel exclusive on our packaging” says Partick Dorais, Director of Sales for Al Nassma “we are in any case mainly present on airports.” Indeed, the maker of “the first and finest camel milk chocolate” is now comprehensively present on airports across the Middle East and North Africa. However, aside from “domestic” sales in Dubai, the presence of Al Nassma in some notable off-airport locations – such as KDW in Berlin and Galeries Gourmandes in Paris are nevertheless clear evidence of its high-yielding price point. Other online sales command over €10 for a 70g tablet – suggesting upwards of four times the yield of others.

Indeed, Al Nassma is not, and does not aspire to be, a high output industrial product. “The manufacturing output is not vast, and we use a lot of traditional machinery dating back to the 1930s-60s and around 90% of the processing is by hand. We are truly pioneers – it was not easy to make chocolate with camel milk – it has half the fat of cows milk, so we had to work hard at achieving the flavour using only fine ingredients – and absolutely no palm oil.”

(Some very significant customers for Al Nassma include Lagardère, Dufry and Dubai Duty Free. Dorais asked us if the Dailies would allow him space in this article to acknowledge his thanks to them – something we're happy to oblige!)

**Blue Village F1**



# E. GLUCK

## CORPORATION



# Tobler takes centre stage: Mondelez WTR unveils premiumization strategy

**M**ondelez World Travel Retail (WTR) is excited to announce the arrival of Toblerone pralines. Tobler entered the channel with a bang this week during TFWA World Exhibition & Conference. Tobler's travel retail launch marks a significant moment for Mondelez WTR, underlining the ultimate purpose of its category vision to increase penetration and drive accelerated conversion.

Available in exclusive travel retail packs of 380g, the Toblerone pralines are unique in their shape with a geometrical outer-shell, resembling a diamond.

On Monday, Tobler took centre stage during TFWA World Exhibition & Conference at its cocktail launch event. Attended by retailer partners, industry peers and leading travel retail media outlets, guests were offered a closer look and taste of the latest product. The evening was elevated by a special sparkly surprise up for grabs as Mondelez WTR hosted a diamond giveaway to mark the momentous arrival of Tobler in the channel.

 **Riviera Village RG5**



# Anthon Berg expands Baileys partnership with two travel-exclusive products

**I**n 2024 Anthon Berg, the world leader in liquor filled premium chocolate, celebrates its hundredth anniversary by expanding its Travel Retail Exclusive product range with Baileys Irish Cream, releasing new Baileys-infused marzipan products. A world-first, these new additions to the Anthon Berg Baileys range are poised to further raise the bar of a business that more than doubles each year to the delight of Anthon Berg's commercial partners and Diageo, the world leader in premium spirits.

"Baileys is a global beacon of indulgence with over 2,000 glasses enjoyed every minute across the globe and we are thrilled to continue our highly successful collaboration," said Tim Lund Sydtoft, Travel Retail Director, Anthon Berg. "We are confident that the demand for our expanded Anthon Berg range with Baileys will only be strengthened, leading to incremental growth in the category. The range would be a perfect addition to the liquor section, positioned next to Baileys, creating a second sales opportunity."

 **Blue Village B7**



# INCC sets sights on the future

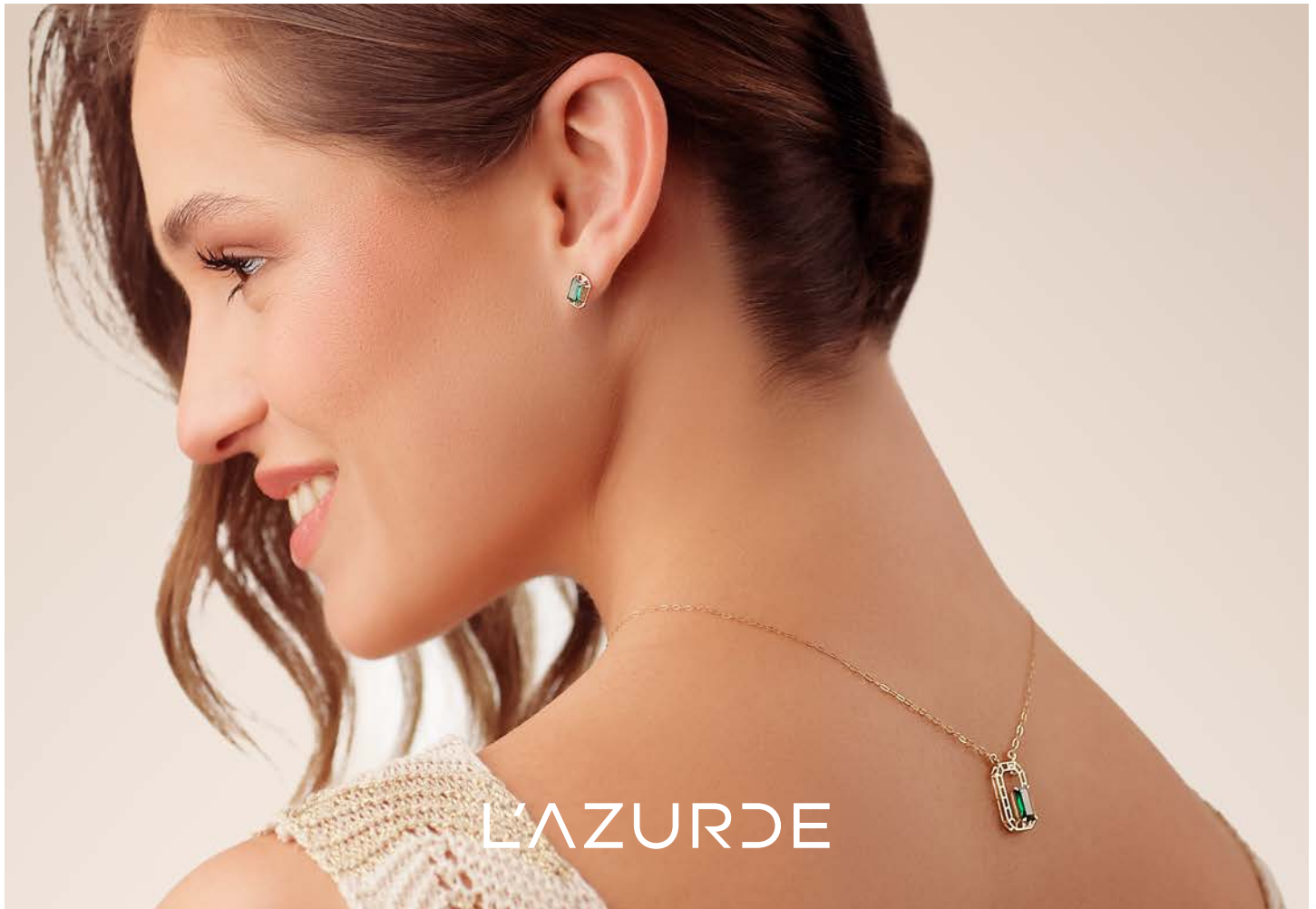
**I**NCC hosted a party on the beach last night to celebrate its achievements with friends and colleagues. INCC Président Philippe Lentz said: "We keep on achieving spectacular growth and every single effort made allows us to post fantastic growth. At the end of September, we saw 14% growth compared to last year. I think it is thanks to you guys."

Lentz explained: "We at INCC are proud of our achievements, but we are aware of the ground we have to cover."

During his speech, he added: "What I want to tell you is that we are going forwards to very strong sales. Everyone at INCC is very proud to tell you we are going to embark on more business and brands."

 **Riviera Village RD9**





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## SEKONDA – all the features you'd expect from a smart watch at a tidy price

**A**lison Forrester, Chief Executive of Time Products, addressed a busy press conference in the exhibition yesterday, asserting the three pillars of the British SEKONDA brand:

- Fabulous design.
- Quality.
- Great value.

Retailing at around €50 to little more than €100 (plus two-year guarantee!) the newest range of SEKONDA smart watches certainly demonstrate the incredible affordability of the range, which is being showcased in Cannes on prototype POS displays.

In a recent move, Dufry will stock a range of six smart watches from the collection in a rollout which will effectively position the watches in GTR worldwide – sales in the channel have traditionally comprised up to one-third of SEKONDA's business.

**Green Village K50**



Alison Forrester, Chief Executive of Time Products, addresses a busy press briefing in the exhibition yesterday – where sales in the GTR channel have traditionally comprised up to one-third of SEKONDA's business.

## After Divali, Christmas or Chinese New Year, Ritter rolls up its sleeves

**H**ow many ways can you innovate a household-name product in a travel retail exclusive format? We spoke to Jan Pasold, Ritter Sport's Managing Director GTR, in the exhibition yesterday and he demonstrated quite a few implemented and developing ideas:

- An array of new flavours – cornflakes, butter biscuit, crispy cookie...
- New mini selection box sizes – 15 pieces, six flavours.
- Taste the World Selection, Summer Selection, Winter Selection – all travel retail exclusives with up to three new flavours in each box.
- Vegan varieties- "it's still a niche, but it is growing – and it also serves other medical and cultural dietary requirements".
- Destination sleeving.
- Seasonal sleeving – with the advantage that when Christmas, Divali, or the Chinese New Year is over – you can just remove the sleeves and keep the product on the shelves – "we didn't want to make the packaging too complex, or move the price point up" says Pasold, despite the considerable variety on show in Cannes this week.

**Mediterranean Village N18**



Jan Pasold, Ritter Sport's Managing Director GTR, demonstrates destination and seasonal sleeving – "when Christmas, Divali, or the Chinese New Year is over – you can just remove the sleeves and keep the product on the shelves."



Jana Stroop, Regional Marketing Manager, Cloetta, with the Red Band travel retail exclusives.

## Sour Suckers and Swedish Fish get "sustainability update" in Red Band TR exclusive

"Sour Suckers and Swedish Fish were pre-existing in the Cloetta range, but we've given them a sustainability update," says Jana Stroop, Regional Marketing Manager, illustrating the "Red Band" travel retail exclusives to the Dailies yesterday.

"Because chocolate commands up to 80% of the category the room for sales growth is substantial – that's good news in itself, but it requires this kind of innovation so that the traveller has increased confectionery choice."

Turning to markets, Stroop reported that "the gravity for our products has always been strong in Europe, but now we're heading into the Middle East and restarting in Asia."

**Harbour Village Antisan**



# The Original Belgian Chocolate Lollipops



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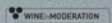


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**LEGO DREAMZzz** – encouraging good-old fashioned LEGO play – unlocking creativity and allowing children to explore their imagination – without limits, 'modelled' in the exhibition yesterday by LEGO's Sebastian Alt, Senior Business Development Manager, and Gitte Simon, Project Manager.

TFWA

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## It's absolutely the newest thing: LEGO DREAMZzz

**U**nlike other movie franchises, LEGO DREAMZzz is entirely the creation of the LEGO Group. Initially launched in May 2023 as an animated television series on YouTube, Amazon Prime, Netflix, and other platforms, the series was followed by the LEGO DREAMZzz toy line launch in August, with the must-have sets now being showcased for the GTR market in Cannes this week.

In the TV show dreams become reality and imagination conquers evil, and ordinary high-schoolers Mateo and Izzie stumble upon this dream world – a world where everything dreamt of actually exists. The sets use story-led instructions that invite kids into action, but crucially give them the freedom to create any fantastical creatures and vehicles that they can dream up. So while LEGO DREAMZzz is linked to TV show, this is, frankly, good-old fashioned LEGO play – unlocking creativity and allowing children to explore their imagination – without limits.

 **Blue Village D13**

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## Istanbul Airport advertising concessionaire seeks more... airports!

**E**veryone meets a lot of friends in Cannes – new and old. Yesterday the Dailies was delighted to run into Borga Dinçler, Marketing Director of Media Port, the company operating the advertising concession at Istanbul Airport – now the largest hub in Europe by far.

"We've come to talk to the brands to discuss advertising and promotion opportunities at Istanbul – TFWA World Exhibition & Conference is by far the biggest concentration that you will find – especially of people who will actually understand the USP dynamics of must-pass, must-see airport advertising."



*Media Port's Borga Dinçler: Talk to him about managing your airport's advertising concession.*

Last year Media Port added Riga Airport (approaching 6 million pax) to its airport portfolio – and Dinçler is keen to add more. So besides talking to him about advertising to over 70 million of your best customers – any airports interested in using the same concessionaire as Europe's most powerful hub should contact him through LinkedIn.

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# Toacker



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CANNES

Yellow Village -1 // booth number AA11

## PAPER BAG outside. GOODNESS INSIDE.

Pure goodness!  
*Che bontà!*

# Dubai Duty Free



**40<sup>th</sup>**  
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.**