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TRAVEL RETAIL HAS BECOME A GLOBAL VILLAGE, WHERE EXCITING INTERNATIONAL BRANDS ARE READILY AND EASILY AVAILABLE.



# THE EXPERIENTIAL ERA

Jessica Mason looks at the factors to consider and the trends within the drinks sector to find out how travel retail can appeal to a new breed of consumers who are seeking new 'authentic' experiences when they travel.



A new travel retail exclusive range of four Glengoyne SKUs, consisting of Glengoyne Cuartillo, Glengoyne Balbaina, Glengoyne PX finish, and Glengoyne 28yo first fill oloroso sherry cask, will be available to visit.

**We are living in the experiential era of drinking. Travel retail is the global village that has close connections with drinks buying and customer experience, so it makes sense to see the two interlinked upon the global stage.**

### AUTHENTIC EXPERIENCE SEEKERS

Consumers today are "experience seekers, keen to try new things in the pursuit of memorable moments. However, it is not hedonistic thrill-seeking they want, it's authentic experiences, where culture and cool collide," said David Phelan, Global Travel Retail Director, Proximo (Bay Village Bay 16). "Today's international traveller is smart, sophisticated and knowledgeable. They demand



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authenticity and premium quality, but are looking for something special – something that will allow them to stand out as they share it with their friends and family,” explained Andrea Baumgartner, Head of Marketing, Global Travel Retail at Distell International (Green Village M64).

Baumgartner pointed out how “that explains the popularity of ‘travel retail exclusives’ or, as we refer to them, ‘world

traveller exclusives.’ We like to sprinkle these ‘world traveller exclusives’ among our portfolio to offer our customers a unique product that is authentic and premium in nature.”

All of this goes with the adage that suggests that if you can help people to relax and experience things then they will engage with brand storytelling. This is a valuable tip to understand, because engagement in experiential activity can lead to

CONSUMERS TODAY ARE EXPERIENCE SEEKERS, KEEN TO TRY NEW THINGS IN THE PURSUIT OF MEMORABLE MOMENTS. HOWEVER, IT IS NOT HEDONISTIC THRILL-SEEKING THEY WANT, IT'S AUTHENTIC EXPERIENCES, WHERE CULTURE AND COOL COLLIDE.



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heightened social sharing. "Global travel retail provides an interesting space. Travellers have time to experience brands in a relaxed atmosphere that makes them acquainted with their story and history," said Dr. Tina Ingwersen-Matthiesen, member of the board of Borco (Green Village M74) and part of the Borco owner family. Travel retail, as a sector, has "become a global village, where exciting international brands are readily and easily available," said Kristina Makriyianni, Deputy Managing Director, Line Point International (Green Village J53). "Consumers are drawn to spirits with an exciting story and history. The focus continually shifts to successful storytelling which manages to promote a brand experience. Regarding this, GTR provides an interesting space as travellers have

time to experience the brands in great detail and might share their impressions on social media and across the blogging sphere," explained Ingwersen-Matthiesen. According to Phelan, experiential marketing can bring products to life. For example, "Bushmills Irish Whiskey unveiled a multi-sensory pop-up store at Dublin Airport in March this year, designed to capture the unwavering character and authenticity of Bushmills Irish Whiskey, as well as bringing to life our heritage, creativity and innovation in an engaging storytelling experience." Giving people reasons to engage with brands and their beginnings can drive interest and encourage further sales.

#### DIGITAL COMMUNICATION CREATES DISCERNING DRINKERS

According to John Kilmartin, Vice President, Global Duty Free, Patrón Spirits International (Green Village J35), we are at the dawn of dealing with a more discerning consumer who is "certainly more tech savvy, price aware, and brand conscious, and in many ways has skipped standard categories and moved straight into the ultra-premium spirits set." This consumer, knows "very much" about "what they want." One way to gain interest and pique the curiosity of these new consumers involves doing everything possible to stand out from the crowd. The ways that work best include boosting premium cues and considering how your brand's diversification within its category can help differentiate it from its competitors. "People are looking more and more for craftsmanship and unique products, instead of known brands and mass products," said Luda Ilmurzina,

SIERRA MILENARIO TEQUILA FUMADO IS A REMARKABLE RETAIL INNOVATION AS IT IS THE FIRST SMOKY TEQUILA OF ITS KIND. IT SKILFULLY STANDS OUT DUE TO ITS PRODUCTION WITH THE HELP OF A SPECIAL FUMING TECHNIQUE.

Coordinating Manager, Laplandia Vodka (Marine Village R2). In other words, flag up your grass roots and hallmarks of authenticity. Show your independence from the shelves of me-too products.

"Premiumisation and diversification across all categories are still the key trends in the spirits business. Consumers are willing to spend more money on products standing out due to quality, exclusive ingredients and a careful production process, according to the highest quality standards," hinted Tina Ingwersen-Matthiesen. A tip worthy of remembering. "In terms of consumer trends, travellers are continuing to use global travel retail as an opportunity to trade up and look for something special and different – either for gifting to others or treating themselves; in this respect packaging is very important. It needs to be clearly different from the high-street, yet maintain brand DNA and identity, while having great shelf stand-out and appeal," said Ed Cottrell, Managing Director, William Grant & Sons (Golden Village G02).

"In terms of flavours, Licor 43 Orochata [was launched] last year, which was a completely new experience for customers, getting to taste and purchase a fantastic innovation," said Antony Kime, Global Duty Free Director, Zamora International (Green Village M67), as he described the importance of standing out from the crowd. "Licor 43 Orochata is a vegetable cream made with tiger nuts, which is revitalising the crowded cream category," he



THE UGLY SWEATER, TITO'S WINTER SEASON GIFT BAG, IS A FUN, PHOTOGRAPHABLE AND SHAREABLE PACKAGE WHICH WILL BE INTRODUCED EXCLUSIVELY IN TRAVEL RETAIL.



DISTELL LIKES TO SPRINKLE 'WORLD TRAVELLER EXCLUSIVES' AMONG ITS PORTFOLIO TO OFFER CUSTOMERS A UNIQUE PRODUCT THAT IS AUTHENTIC AND PREMIUM IN NATURE.



explained, adding how this “is a brand new proposition that fits open-minded consumers that are looking forward about trying new things in terms of liquid and style.” It is these kinds of innovations that maintain excitement within the drinks category.

Suzanne So, Senior Marketing Executive at MG Cellars (Riviera Village RB7) emphasised how revitalising repackaging to suit changing demographics and trends can be one way of gaining new consumer attention. For instance, “Chabot Armagnac has been recognised as traditional, high-end and luxury spirit for mature consumers, however it tends to have renewed interest for the younger spenders. In order to adapt to the new trend, Chabot is repackaging its core products to suit the ever-changing market,” explained So.

**DIGITAL ADOPTERS ARE ON THE UP**

“With the eruption of internet mobile, any traveller is able to compare and choose what travel retail is offering and what they can find in domestic,



it is a reality that any retailer and producer needs to bear in mind when designing its strategies for the channel,” said Kime. In other words, with the internet in their pockets the new breed of consumer can compare and contrast offers from all over the world. You need to stay appealing not just compared to neighbouring stands, but to everything else

that is out there. Consumers are “asking for digital services and experiences. There is a need [in travel retail] for new concepts, digitalisation and more customer services,” added Sibylle O’Byrne, Chargée de Communication, Cognac Meukow (Red Village J6). Indeed, digital communication is only going to grow.

CHABOT ARMAGNAC HAS BEEN RECOGNISED AS A TRADITIONAL, HIGH-END AND LUXURY SPIRIT FOR MATURE CONSUMERS, HOWEVER IT TENDS TO HAVE RENEWED INTEREST FOR THE YOUNGER SPENDERS. IN ORDER TO ADAPT TO THE NEW TREND, CHABOT IS REPACKAGING ITS CORE PRODUCTS TO SUIT THE EVER-CHANGING MARKET.

**THE PSYCHOLOGY OF COLOUR**

“Standing out through design is key to generating sales success, with colour playing an important psychological role,” according to Cottrell. “Blue is a colour that you have to use with the ultimate target in mind – it is universally the most liked colour by both males and females relating to trust,

honesty and reliability, strength and unity,” Cottrell revealed, but apparently “different shades have very different psychological meanings.” Over at William Grant & Sons, for its Select Cask the company used “a vibrant blue that aims to recruit younger consumers entering the category from premium blend, bourbon or adjacent categories.” While

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The ultra-premium tequila segment, led by Patrón, continues to generate great excitement.



they reserved “the deeper blue of Reserve Cask colour” to “reflect the richer and more complex nature of the spirit and will appeal to a more mature drinker.” Plus, “the outer box for Vintage is a darker blue still, to distinguish the expression as appealing to those looking for further depth and maturity,” said Cottrell, highlighting how “the blue tones are repeated on the labels and foil caps of both Select and Reserve Cask bottles, while Vintage Cask uses copper colouring, psychologically associated with premium and quality, combined with maturity and earthiness that perfectly reflects the peaty qualities of this expression.” You see, it’s not all down to chance. A product’s palette can help its sales.

**ALTERED PASSENGER DEMOGRAPHICS**

“Concerning the duty free business, the most interesting trend for us that has now been going on for a while is the booming of low-cost flights and the fact that the middle class is more and more aboard international flights,” said William



Roberto Cavalli ambitions have been to create a vodka able to embody the tradition of quality and quest for excellence typical of Italy.

Ploquin-Maurell, International Brand Manager – Corporate Communication, La Martini-quaise (Yellow Village G54). “Therefore,” he explained, “the offer in travel retail must adapt and enlarge its range to more mainstream, accessible products, while keeping a high quality and a strong attractiveness.” Herein

lies the challenge – maintain high quality and individuality within a marketplace that has a rapidly changing demographic. The youth want different things to the swathes of middle class travelers now roaming through duty free. It becomes tricky to get the balance right, but all these things need to be considered.

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### PRODUCT PRICE POINT IS IMPORTANT

"Travellers are building time into their schedule to allow shopping before departure. They arrive at the airport looking for specific products as they have already done their research online, so proper pricing is important," insisted Baumgartner. "When people travel, they look to buy products from GTR at noticeably lower prices than in local markets. This price advantage represents not only VAT savings, but also alcohol duties. It is evident that within the EU, this 'duty free' price is not much different than that of the local market," said Kilmartin. We need to stay aware of this.

### IMPULSE BUYS NEED TO HIGHLIGHT CONVENIENCE

"Cashier items are very popular among travellers. Relatively inexpensive and easy to carry, these products make perfect gifts to loved ones back home, or attractive additions to a personal collection," said

Makriyianni, reminding that the special packaging of the Line Point International Van Gogh Vodka Miniatures works very well, especially in travel retail. "An assortment of five miniature vodkas is a perfect last-minute addition to passengers' baskets," she added.

### SAMPLING AND ADAPTATIONS INCREASE FOOTFALL

"Tasting before buying is something all consumers seek. By doing so, passengers can be influenced by the experience of the feeling, the taste and the aroma of a product," explained Makriyianni. "Passengers also seek guidance on brands they are unfamiliar with," she added, highlighting how the company has had "great success in the global travel retail market with on-staff promoters, who inform passengers about the brands and offer tastings. With no such guidance, consumers tend to stick to brands they know and to which they are loyal."

"Fortunately, the thirst for American whiskies – either neat



CHOPIN VODKA IS HIGHLIGHTING A VARIETY OF PRODUCTS THIS YEAR, STARTING WITH ITS MARQUEE PRODUCT, CHOPIN VODKA, IN ITS POTATO, RYE AND WHEAT VARIETALS.

Licor 43 Orochata is a completely new experience for customers, getting to taste and purchase a fantastic innovation.



or in a cocktail – remains strong with iconic brands such as Jack Daniel's and Woodford Reserve solidifying their popularity in the newer markets of Asia and the Pacific Region, as well as parts of South America," said Eric Helms, Marketing Director, Brown-Forman Global Travel Retail (Beach Village Beach 03). Indeed, twists on classic cocktails are seeing some interesting reinventions taking place within mixology. "New trends we see in the cocktail industry are where more often Mezcal is used to change the traditional flavours for the vodka drinks," said Raffaele Berardi, CEO Fraternity Spirits (Blue Village G3), hinting at an upcoming trend for versatility across white spirits.

### SPECIALISED TARGETING WORKS

Never underestimate the power of selling a product for a specific occasion or audience. Some consumers just need

This year sees Antica Sambuca return with its new counter top display for its miniature bottles.







Halewood Wines & Spirits makes its debut at TFWA World Exhibition & Conference with a portfolio of premium gins, vodkas, whiskey and craft beers.

things spelled out. The impulse shopper looks with haste and requires relevant products for the gift recipient or the time of year. You can help guide them towards their drinks purchases, literally. "The Ugly Sweater, Tito's winter season gift bag is a fun, photographable and shareable package, which will be introduced exclusively in travel retail," explained John McDonnell, Managing Director, Tito's International (Blue Village H17). "This follows the successful introduction of gift bags earlier this year to celebrate Chinese New Year and United States Independence Day. To celebrate the Year of the Dog in January, Tito's, the vodka for dog people, will release a travel retail exclusive themed red velvet bag for Chinese New Year." Relevance is key when investing in specialised targeting. Plus, it works to capture attention.

**DRINKS TO SEEK OUT THIS YEAR**

The Pure Folle Blanche range will be available from Château du Tariquet this year and is "made of three cask strength Bas-Armagnacs aged for 8, 12 and 15 years," said Gaëlle Maillard, spokesperson, Château du Tariquet (Yellow Village B28). It's well worth a look. Meanwhile, Roberto Cavalli Vodka, "the first super premium vodka entirely produced in Italy," will also be available to sample and peruse. Since its launch in 2006, the challenge "has been to create a vodka able to embody the tradition of quality and quest for excellence typical of Italy," said Ben Cheikh, International Travel Retail, CEO, at Roberto

Cavalli Vodka (Yellow Village G43). Merel Tempelaars, Senior Trade Marketer for Global Duty Free at Heineken International (Harbour Village The Pride) has suggested that visitors drop by the Heineken stand to see Heineken 0.0 & Heineken Blade, but also highlights changes within the beer category, especially within "non-alcoholic beer". From H.Mounier (Red Village K21), look into Legend 1863 which is based on the legend of the "English gentleman, Anthony Hardy, who showed his passion for Cognac and its region to become a French citizen," said Gontran Bosteaux, Marketing Manager, H.Mounier. Legend 1863 has been developed to pay homage and will be available to try at the show. Sambuca and liqueur specialist Rossi D'Asiago is exhibiting its Antica Sambuca (Marine Village R3) brand. "This year sees Rossi D'Asiago return with its new counter top display for its miniature bottles. The Antica Sambuca branded display is ideal for the duty free market as it allows for a number of bottles to be displayed in an eye-catching way, while at the same saving shelf space," said Nicola Dal Toso, Export Director, Rossi D'Asiago.

Meanwhile, Halewood Wines & Spirits (Harbour Village Princess Sissi) is making its debut at TFWA World Exhibition & Conference with a portfolio of premium gins, vodkas, whiskey and craft beers. The 'figurehead' on its yacht in Harbour Village will be Whitley Neill Handcrafted Dry Gin and it will be



La Martiniquaise is presenting the new Vintage 2001 from SAINT JAMES, the famous square bottle Agricole Caribbean Rum made from fresh sugar cane juice.

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supported by Marylebone Gin, Liverpool Gin and Vodka, City of London Gin, Whitley Neill flavoured gins and vodkas, JJ Whitley Gin, The Pogues Irish Whiskey, and Crabbies Ginger Beer. "Our diverse portfolio also includes Hawkshead and Sadlers craft beers and a wide range of mixers and RTDs," said Simon Roffe, Managing Director, Halewood Wines & Spirits. A new travel retail exclusive range of four Glengoyne SKUs, consisting of Glengoyne Cuartillo, Glengoyne Balbaina, Glengoyne PX finish, and Glengoyne 28yo first fill oloroso sherry cask, will be available to visit. "In addition we will be displaying Edinburgh Craft gins and Edinburgh fruit gin liqueurs," said Gwen Fleming,

Travel Retail Coordinator, Ian Macleod Distillers (Red Village L7). Chopin Vodka (Yellow Village E35) will be highlighting a variety of products this year, starting with its marquee product, Chopin Vodka, in its potato, rye and wheat varieties. "We are also excited to debut our limited edition blended Chopin Vodkas for the first time: Potato & Rye and Wheat & Rye. Additionally, our single-ingredient, one-time distilled portfolio of Young Potato, Late Potato, Rye, Wheat, Oat, Barley and Corn will be on display, as well as our liqueurs and herbal vodkas," said Kamila GrDziak, Export Specialist, Chopin Vodka. GrDziak revealed that this was the first time the company will be showing the Chopin Tribute Edition, which is an ode to



PEOPLE ARE LOOKING MORE AND MORE FOR CRAFTSMANSHIP AND UNIQUE PRODUCTS, INSTEAD OF KNOWN BRANDS AND MASS PRODUCTS, SAID LAPLANDIA VODKA.



Fryderyk Chopin and his life. "The bottle features the places that were most important to him, such as his childhood home and the place where his heart is buried. It is a beautiful package that will catch the eye of those looking for an extraordinary present, particularly those who are fans of Chopin's music."

**WHITE SPIRITS GAINING TRACTION IN THE EAST**

"There is a global growing interest in niche, quality brands, especially for the new generations of consumers," identified Cheikh, from Roberto Cavalli, and noted how "vodka is still very popular internationally" and has started "getting very successful in more Asian markets [which have previously been] traditionally oriented to brown spirits."

**THE RISE OF TEQUILA**

"In recent years, Tequila 100% de agave has come to enjoy popularity on a global scale and we are seeing the demand for super-premium tequilas continue to increase at an incredible rate," said Ingwersen-Matthiesen. Kilmartin at Patrón is in agreement and stated that "the



TRY LEGEND 1863, WHICH IS BASED ON THE LEGEND OF THE ENGLISH GENTLEMAN ANTHONY HARDY, WHO SHOWED HIS PASSION FOR COGNAC AND ITS REGION TO BECOME A FRENCH CITIZEN.

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Packaging is very important. It needs to be clearly different from the high-street, yet maintain brand DNA and identity, while having great shelf stand-out and appeal.



ultra-premium tequila segment, led by Patrón, continues to generate great excitement." Kilmartin admitted that Patrón is "especially seeing growth" on its "aged marks as consumers have increasingly developed an understanding and appreciation for aged tequilas as a perfect alternative to other premium brown spirits."



The Pure Folle Blanche range will be available from Château du Tariquet this year and is made of three cask strength Bas-Armagnacs aged for 8, 12 and 15 years.



Brown-Forman Global Travel Retail is unveiling the much anticipated Jack Daniel's Bottled In Bond Tennessee Whiskey as the signature event of its activities during TFWA World Exhibition & Conference.

## SMOKED SPIRITS

Another trend worth looking into involves smoked spirits that are not whisky. For instance, the "Sierra Milenario Tequila Fumado is a remarkable retail innovation as it is the first smoky tequila of its kind. It skilfully stands out due to its production with the help of a special fuming technique," said Ingwersen-Matthiesen. Interestingly, smoked spirits can become a cross category trend for spirits that are not usually sold with age statements. We may begin to see this a lot more with alternative spirits and white spirits over the course of the next few years.

## NEVER FORGET THE BASICS

Whichever trend takes hold, the most important lesson in travel retail for the drinks sector is that being within it is what counts. As Zamora International's Kime reminded: "Being in travel retail is a kind of quality seal that also supports sales and brand awareness in domestic markets." Brown-Forman Global Travel Retail also offered some sound advice that stands the test of time for the sector, reiterating that all a drink needs to be is great. Helms stated: "The fundamentals of the global retail business model, whether for spirits or any other product, remain the same: it must be an authentic and recognised brand of premium quality. This practise applies to every generation of international traveller from millennials through baby-boomers." Have faith in your product quality? Then you're starting from a good place.

Learn more about the wine & spirits innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)). Scan this code to visit the TFWA Product Showcase







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# WINES TO WATCH

Jessica Mason identifies the innovations making headway within the wine sector and highlights the trends for accessibility, fizz and limited editions within the ever-expanding aisles of global travel retail.

**The factors that drive consumers to select a bottle of wine in travel retail can range from its exclusivity and giftability right through to its value for money.**

"There is, of course, the segment of travelling consumers that looks for experiences, especially a luxury shopping experience, and many airports in the world offer this today in an impressive way," explained Xavier Armengol, Chief Commercial Officer, Bodegas Torres

(Red Village K22) noting that "this type of consumer looks for super luxury products, but also for unique or limited editions. You can see that more and more in the wine category."

Armengol observed that limited edition wines have actually become "quite a natural segment for wineries with single vineyards" pointing out that getting people to trade up would be ideal, but "on the other hand you have the traditional segment of consumers who are simply looking for a saving comparing



Innovation from Diverse Flavours includes the recent launch of the special unique chocolate pairing and wine pack with Groot Constantia Rood (Red blend).

duty free and their home country prices." In many respects, the wine category needs to be all things to all people, but stay mindful while flexing the price point for accessibility.

People "are looking to buy iconic appellation/brands/wines to take back home," said Thierry Merlet, spokesperson, Fournier Père et Fils (Red Village K25). Chiming in agreement, Simon Roffe, Managing Director at Halewood Wines & Spirits (Harbour Village Princess Sissi) reminded that, within the wine sector, "travelling consumers are still motivated strongly by gifting," this means that "attractive, distinctive, and also destination-specific SKUs will perform well." Roffe highlighted that shoppers in travel retail are "also, increasingly, buying to indulge themselves because they want

to explore new variants and different serves, so providing tasting opportunities can be hugely influential in driving sales in store and in domestic."

According to Anthony Budd, Managing Director at Diverse Flavours (Red Village L34) travel retailers need to mix things up on the wine front and offer up "something unique, a new interesting experience on one side, and then the normal everyday safe brands on the other." But, he warns "you need a mix of both to keep them interested, and looking, and buying."

## TRENDS

In terms of the wine trends present upon the global stage, Merlet said the team are "observing a strong demand since 2-3 years for the higher-end, terroirs driven Cuvées from our estates."

While over at Torres, Armengol has observed how "sparkling is a big trend at the moment and so are organic wines, especially in Scandinavia."

But, he admits, "in general I would say, that consumers continue to be keen on tasting different and rare wines," illustrating that "Spain and Chile are becoming more and more interesting with their amazing amount of regional diversity" and namechecks "the historical Itata valley in Chile" as one to watch.

"Moreover, we foresee that wines made with ancestral grape varieties will grow in the future. At Torres we already started with this recovery of autochthonous grape varieties in the eighties and today this is still a top priority project," revealed Armengol, adding: "Until today, we have actually managed to revive more than 50 'forgotten' grape varieties, but only a handful have the potential for making top quality wine. You can actually find two of them (Garró and Querol) in our single vineyard wine Grans Murallas; with the rest we have been experimenting in the past years and the results are really very promising."

Budd has identified that, as far as trends are concerned, Diverse Flavours is in "a very good space with our offering of South African wines, as the demand for wine by the travelling consumer is increasing and they are looking for new experiences, which South Africa offers." Budd points out that "the range of consumer groups from different countries and cultures makes it very exciting" and he now sees "a broad range of consumers" buying their wines. "We are in an emerging category in our offering of South African premium wine, [so] the future growth expectations are very exciting. We are still only distributing our wines in Asia and the Middle East, and not in all parts yet, so we have tremendous room for growth," said Budd. The Diverse Flavours strategy "remains one of regional focus, but we looking at the possibility of expansion in the years ahead, into Europe and the Americas," he added.





Cannes sees the introduction of a new look for the highly successful Yellow Tail Sauvignon Blanc, described as 'everything a great wine should be'.



Torres is exhibiting mainly wines from its Spanish Reserve range like Salmos.

### INNOVATIONS

"Cannes sees the introduction of a new look for the highly successful Yellow Tail Sauvignon Blanc, described as 'everything a great wine should be'," said Rob Nichols, Managing Director, World of Patria International (Blue Village G13). But what do travellers want from accessible wines such as these? Something "fresh, crisp and easy to drink with flavours of passion fruit and grapefruit," said Nichols – it is in many ways a great holiday drink since "this wine can be enjoyed with seafood, sunshine and great friends."

Armegol revealed that Torres has begun "developing more and more special gift editions, something that travel consumers who look for a luxury shopping experience, appreciate very much" and

these will be presented in Cannes. Innovation from Diverse Flavours includes the recent launch of "the special unique chocolate pairing and wine pack with Groot Constantia Rood (Red blend)" which Budd is pleased to inform us is now selling in DDF. "The chocolate is specially made to match only that wine" he added, making the product unique. "The difference with this pack is that the chocolate has been specially made to pair only with the specific wine – it should not be drunk with other wines, as it will not have the same harmony of taste," he urged, giving a heightened reason to uphold the integrity of the specially-matched wine alongside this product. "If this is successful, we can roll out a

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pairing for other brands in the range such as: Shiraz, Pinotage, Sauvignon Blanc, Chardonnay etc,” said Budd. Other innovations from Diverse Flavours include the launch of “88 Vineyards Merlot Medium Sweet Wine” which Budd attests has “also [been] performing very well as it caters to consumers wishing for an easy drinking experience.” Accolade Wines (Red Village J2) has recorded great success with its flagship New Zealand brand Mud House’s sponsorship of the British & Irish Lions tour and the tournament which was held across New Zealand throughout June, and effectively targeted travelling rugby fans and wine drinkers who were on their way to and from the events, spending time within travel retail en route. A campaign linked to the rugby gained large scale visibility in four major airports (London Heathrow, London Stansted, Auckland and Sydney) and centred around a new GTR exclusive, limited edition, commemorative tin for its Mud House Hill No. 5 single vineyard Sauvignon Blanc. Sampling also supported the activity throughout May, June and July to engage passengers. “We wanted to raise the awareness and leverage the Mud House sponsorship of the Lions tour by targeting international passengers across several of our key airports,” explained Rupert Firbank, Commercial Director, Accolade Wines. “The introduction of an exclusive, limited edition Mud House tin and the use of large scale visuals helped to increase brand awareness, which not only increased sales for travel retail, but also added value to our domestic market sales.” Accolade also launched a consumer

Cono Sur is pleased to announce the launch of Centinela. This Blanc de blancs comes from Block N°5 in El Centinela Estate, Casablanca. It is elaborated 100% from Chardonnay premium grapes and hand-picked in early March from a small yield production to ensure the best quality, freshness, minerality, and expression of its unique origin.



ACCOLADE WINES RECENTLY RECORDED GREAT SUCCESS WITH ITS FLAGSHIP NEW ZEALAND BRAND MUD HOUSE’S SPONSORSHIP OF THE BRITISH & IRISH LIONS TOUR.



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Clarence Dillon Wines is introducing two new wines in the Clarendelle family – the Médoc and Saint-Emilion appellations, which express the best of these exceptional terroirs.



competition in partnership with Dufry, where people who had seen Mud House in Heathrow and engaged with the hashtag #PourInYourSupport to support the Lions then had the chance to win a trip for two to Auckland to watch the First Test of the series. "The campaign was seen by over three million travelling passengers with an estimated 35,000 consumers trialling the wine through over 1,200 hours of staffed sampling activity. The GTR exclusive, limited edition commemorative tin was a great success with consumers, many of whom have since asked where they can buy it in domestic," added Firbank. "Building on previous branded activities in the UK, Australian and South African airports, this was Accolade Wines' largest activation yet within travel retail, building on our momentum driving the visibility of, and engagement with, the wine category within the channel," said Firbank, proudly. Innovation and progression for the wine channel indeed.



Bouchard Père et Fils is presenting two stunning Champagne Henriot gift tubes. The Blanc de Blancs is testament to the House's virtuosity. Exuding freshness, its colours are pristine and pure.

**WINES TO WATCH**

Fournier Père et Fils will show all its top estates – Domaine Fournier Sancerre, Pouilly-Fumé, Menetou-Salon, Domaine JC Dagueneau Pouilly-Fumé, Domaine Paul Vattan Sancerre, and Domaine Paul Corneau Pouilly-Fumé – from Sancerre and Pouilly for the first time in Cannes. Halewood Wines & Spirits has hinted it will "be showing some 'Surprisingly Good Wines'," according to Roffe. Torres will be exhibiting mainly wines from its Spanish Reserve range like Salmos, Celeste, Gran Coronas, Gran Sangre de Toro, Gran Viña Sol and Altos Ibericos. Plus, Torres also plans to present novelties like the Reserva wine from Altos Ibericos from its bodega in Rioja; its new super premium Chardonnay Sons de Prades from its single vineyard of Malanda; Camino de Magarín – its flagship Verdejo wine from its Bodega Magarín in Rueda; Bellaterra, a new single-varietal ecological wine from its Merlot vineyards located in the high Penedès; and Esplendor by Vardon Kennett, its first Catalan

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sparkling wine from its own high altitude vineyards. "Moreover, we will present La Causa, a new line of wines from the Chilean Itata Valley, the valley where viticulture initially started in Chile 500 years ago," said Armengol.

World of Patria International, the specialist distributor providing a one-stop shop solution for travel retail, duty free and the border shopping community, is adding to its extensive wine portfolio at the exhibition with a new selection from Sicilian company Inycon.

"Inycon is a premium wine range that takes its name from the ancient town of Menfi in Sicily. Terroir Inycon wines are produced by a local community of growers on vineyards in the rugged southern and south-western coast of Sicily, on hill slopes at 50-250m above sea level," said Nichols, pointing out that "the limestone and medium-textured soils are perfect for producing the Nero d'Avola red wine grapes, while the clay and medium textured soils are ideal for the white Fino grapes. Both are grown using vertical trellis and guyot pruning, producing no more than 9,000kg/ha and 8,000kg/ha respectively," he revealed. Nichols explained how the Fiano grapes are "hand-picked at peak season in the first ten days of September, while the Nero d'Avola grapes are picked in the second half of the same month to ensure

the best quality and superb taste. Then the grapes are fermented and aged in stainless steel tanks," said Nichols, pointing out that "the result is three superb wines, now available to travel retail buyers internationally."

Comparatively, Nero d'Avola has an intense red colour with purple shades. "To the nose it has intense scents of black cherries, plums and mulberries, well balanced with hints of spice. To the palate it is smooth and velvety. It is perfect with seasoned cheeses, lamb, fried vegetables and grilled steaks," said Nichols, while describing how the "Pinot Grigio Blush combines the two grapes to produce a rich and vibrant Pinot Grigio with intense and aromatic notes of ripe pear, strawberry and cherry, with a typical fruity roundness."

In Cannes, Diverse Flavours will "be showing and tasting wines from: Avondale, Cederberg, Delaire Graff, Ernie Els, Groot Constantia, Kleinood, Mt Vernon, 88 Vineyards and Napier," said Budd, highlighting how there are plenty from which to choose and this is a great opportunity to taste some varietals that may be new to people. "Coming to Cannes off the back of such a successful activation gives us a great opportunity to discuss future activations with current and potential retail partners," said Firbank from Accolade

ADVINI IS PRESENTING THE NEW DOMAINE LAROCHE RELEASE – THE CHABLIS SAINT-MARTIN COLLECTOR BOTTLE. THE WINE IS A BLEND OF THE MOST PRESTIGIOUS PLOTS OF THE DOMAINE. IT IS MADE AND AGED MOSTLY IN STAINLESS STEEL VATS. A MERE 8% IS AGED IN WOODEN CASKS, WHICH GIVES IT ITS SOUL AND BRINGS THE BALANCE AND DELICACY SO DISTINCTIVE OF THE CHABLIS TERROIR. AN EIGHT-MONTH AGEING ON FINE LEES REVEALS A SOFT TEXTURE.





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Wines. "TFWA World Exhibition & Conference is a key date in our calendar and we look forward to welcoming colleagues and friends to our stand," he added, reminding that visitors can see Mud House and the Accolade wine portfolio.

There is a lot to draw from. Over at Accolade there is not just Hardys, one of the first wineries established in Australia over 160 years ago, but also many wine brands that sell in over 100 countries. The Accolade portfolio features some of the world's best-known brands, such as Banrock Station (Australia), Flagstone and Kumala (South Africa), and Echo Falls and Geyser Peak (California), as well as Mud House and Waipara Hills (New Zealand), among others. World of Patria International's Nichols stated that there is an enormous amount to see and taste and get excited about this year in Cannes, but looking towards the future there are possibilities afoot. "Wines are an important sector within our portfolio and we are constantly looking for exciting new estates to offer buyers, both traditional and New World. Inycon wines are superb – traditional and unmistakably Mediterranean, they perfectly balance our current portfolio which also includes Oyster Bay, Blossom Hill, Beyers Kluf, Namaqua, Kanonkop, Leopards Leap, Hanging Houses of Cuenca and, of course, Yellow Tail. We are looking forward to welcoming buyers to the stand," he added. Roffe, from Halewood Wines & Spirits, reminded that "every age group seems to be travelling more – not just millennials – and enjoying new experiences." This means that "the more retail theatre we can [collectively] create, the more individual and authentic the products [will be and] the more engaged we are with our consumers, the better we will fare in travel retail."

A NEW AND EYE-CATCHING PACK IS READY FOR THE ZONIN PROSECCO CUVÉE 1821, WHICH IS BEING POURED AT TFWA WORLD EXHIBITION & CONFERENCE. THE GOAL WAS TO BOOST ITS DISTINCTIVENESS AND STRONG CHARACTER WITH A CONTEMPORARY AND ELEGANT RESTYLING. IN CANNES THE ZONIN FAMILY PRESENTS THE NEW ZONIN PROSECCO CUVÉE 1821 PACK – A SMART AND FRESH EVOLUTION, CHARACTERISED BY A LARGER LOGO ON A REFINED, BUT NOTICEABLE, TEAL-COLOURED BACKGROUND.

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Learn more about the wine & spirits innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)). Scan this code to visit the TFWA Product Showcase





## BALANCED PORTFOLIO

**Karelia Tobacco Company prides itself on offering a balanced portfolio of successful brands designed to meet all customer tastes in over 65 international markets, ranging from the sophisticated Omé super slims lipstick formats to the Karelia Slims line, and the exceptional quality tobaccos of George Karelias and Sons for luxury segment connoisseurs.**

Karelia's exclusively designed, customised and tailored gondolas and wall units can be seen at many airport outlets around the world. "Smart, clean, eye-catching presentation is a must at locations where the passenger may only spend minutes in the shop before heading for the gate," says Joanna Kamari-nopoulos, Public Relations Manager, Karelia Tobacco Company.

The portfolio for upscale premium brand George Karelias and Sons was most recently extended with a new Roll-Your-Own addition called George Karelias and Sons Dark Blue along with its very own rolling papers. Karelia has enjoyed dynamic growth in the Roll-Your-Own segment since 2006, spearheaded by this famous signature brand which is a market leader in Greece, now growing in Europe, and soon to be available to other

markets. It is a segment naturally suited to Karelia's expertise and its ability to create exquisite tobacco blends. The company's signature brand George Karelias and Sons RYO is a leading brand in Greece and is growing in international markets thanks to the brand's superior quality and ambitious commercial strategy. The launch of Oriental Mist in 2015 was another innovative variant in this category – a blend rich in oriental flavour with a smooth natural aroma presented in an elegant 20g pouch.

Karelia is displaying the following brand families at TFWA World Exhibition & Conference this week: George Karelias and Sons, Karelia Slims, Omé, American Legend, Karelia Family, and Karelia Royal.



### Bay Village Bay 6



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# (WHAT'S) UP IN SMOKE?

Report by Cahir McDaid

**Is the future of tobacco companies in travel retail a smoke-free one? Not so very long ago the idea would have been considered absurd, but times change and evolution is a constant.**

The major players in the tobacco world are divided; a united front currently out of reach. Where TFWA World Exhibition & Conference has traditionally been an occasion for tobacco companies to hero new and improved products, promotions and experiences,

this year one of the world's biggest tobacco companies is using it as a platform to signal its move away from smoky environs. But is this what tobacco consumers really want as they stroll through travel retail? Philip Morris International (Beach Village Beach 11) has a new vision much at odds with its industry peers. The brand has described its vision as 'Designing a smoke-free future' which involves embarking on a 'journey' to replace cigarettes with smoke-free products. The products being put forward

by the brand are designed to create a flavoured, nicotine-containing vapour, without burning and without smoke. Visitors to Cannes this year will have a chance to learn about PMI's ambitious vision and the science behind the smoke-free alternatives.

Philip Morris International has taken onboard the fact that many smokers are looking for alternatives to cigarettes, which is exemplified by the recent growth in the e-cigarette and heated tobacco product market. The brand's first heated tobacco product IQOS is rapidly

gaining ground in a number of countries and has launched in 27 markets. There are plans well underway to make IQOS available in 30 to 35 markets by the end of this year alone. A representative from Philip Morris International told us: "We are developing a range of alternative products to cigarettes – products without the smoke that can satisfy existing smokers. The first way is to heat tobacco to generate a flavourful nicotine-containing vapour while significantly reducing the levels of harmful chemicals in the vapour. The





BRITISH AMERICAN TOBACCO IS PUSHING FORWARD AND INVESTING IN NEW INNOVATIONS. AT CANNES THIS YEAR, VISITORS WILL HAVE THE OPPORTUNITY TO WITNESS THE LATEST LAUNCH FROM THE BRAND'S NEXT GENERATION PRODUCT PORTFOLIO, INCLUDING GLO; AN ELECTRONIC DEVICE THAT IS DESIGNED TO HEAT NEOSTIKS.



other way is to produce a nicotine-containing vapour without using tobacco, which includes e-cigarettes. The best option for health remains not to start or to quit smoking. We offer our smoke-free products to adult smokers who would otherwise continue smoking as a much better choice than cigarettes.

"Our breakthrough products that are smoke-free represent a significant innovation in our industry. Our objective is to offer this innovative product to millions of smokers, including in travel retail. Leveraging in-store remains important for PMI in duty free. Since we are establishing a new category, we believe other touch points will also contribute to drive awareness. What is key is our consumer-centric approach which goes beyond only displays to bring innovation to the eyes of our consumers."

British American Tobacco (Bay Village Bay Terrace 12) is also pushing forward and investing in new innovations. The brand is "passionate about continuously bringing innovations that meet the needs of adult smokers". At Cannes this year, visitors will have the opportunity to witness the latest launch from the brand's Next Generation product portfolio, including Glo; an electronic device that is designed to heat Neostiks. Nebojsa Cirjakovic from BAT



At Cannes this year, KT International is bringing to Europe its Corset Shell Pack, which was showcased in Singapore. The pack has been in development for two years and has already proven itself in a few markets as a leader in packaging innovation. Now is the time for its debut in Europe and the rest of the world.

said: "We want to utilise this unique opportunity at Cannes to showcase Glo to adult consumers and to continue our journey of taking Glo to the next level."

But the organisation is not turning its back on traditional tobacco products and will introduce visitors to its new Dunhill brand architecture and improved quality design, its Kent D Range, Kent Mix and Kent Charge. The rest of the year will see the brand's key priorities shift to finalising the roll out of the new brand architecture and design improvements of Kent and Pall Mall, as well as launching Kent Demi Slim cigarettes.

KT International's (Marine Village S14) Global Marketing Director Stuart Buchanan says the brand is forging ahead and focusing on its own strengths and its current ideology. Electronic cigarettes are not something the brand is currently investing in, in terms of new products or new innovations. He said:

"We are committed to our current business philosophy which has delivered great results to date. Although we see the growth in the category, we believe we offer a competitive advantage in traditional tobacco products and have no plans for electronic cigarettes."

At Cannes this year, KT International is bringing to Europe its Corset Shell Pack, which was showcased in Singapore. The pack has been in development

for two years and has already proven itself in a few markets as a leader in packaging innovation. Now is the time for its debut in Europe and the rest of the world.

Much like the approach of KT International, dalliances with smoke-free products are not in the pipeline for J Cortès (Marine Village S6). The cigar brand's current focus is on its Neos Flavour Collection, the Neos Selection 50 cigars and its handmade brands Oliva and NUB.

Thomas Gryson, Export Manager & Travel Retail Co-ordinator at J Cortès, said: "We build customer loyalty with high quality cigars and, where possible, we invest in training sessions for the sales staff in airports. We are a family company and our strength is the personal relation with the customers. This results in a no-nonsense service for our retailers and a well-balanced product range for the local and international traveller." Imperial Tobacco (Golden Village G06) is placing a renewed focus on exclusivity, promotions and having the right people in the right place as their key drivers of success. Christian Münstermann, Imperial Tobacco Sales and Marketing Operations Director Global Duty Free, said: "Motivated, knowledgeable and engaging sales people can be the final and highly influential link in the long chain of ensuring our brands and products



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AGIO CIGARS IS INTRODUCING AN EXCLUSIVE BALMORAL AÑEJO XO TRAVEL RETAIL GIFT BOX AND 4-COUNT CIGAR PACKS. THE EXCLUSIVE WOODEN GIFT BOX FEATURES FIVE CIGARS: TWO PETIT ROBUSTO FT, TWO ROTHSCHILD MASIVO, AND ONE GRAN TORO. PART OF THIS TRAVEL RETAIL CONCEPT ARE CONVENIENT 4-COUNT CIGAR PACKS THAT FEATURE THE SAME THREE VITOLAS.



THE CURRENT FOCUS FOR J CORTÈS CIGARS IS ON ITS NEOS FLAVOUR COLLECTION, THE NEOS SELECTION 50 CIGARS AND ITS HANDMADE BRANDS OLIVA AND NUB.

are in the right locations at the right price. This is why we want to make sure that our own promoters and brand ambassadors – as well as the retailers' staff – have all the knowledge in terms of selling and tobacco knowledge." To help in this quest, Imperial Tobacco has initiated retailer specific trainings. The brand believes this will improve the staff's tobacco related knowledge and selling skills in general. This is important to Imperial Tobacco because the brand says staff hold plenty of influence over consumers when it comes to in-outlet purchases. Agio Cigars (Yellow Village H49) agrees. The cigar maker's Global Travel Retail Manager Gertrude Stormink told us: "One of our main objectives is further growth with our Balmoral Dominican Selection (BDS) cigars by offering a good selection of products, including two attractive gift boxes, the BDS Collection 12 and the luxurious Balmoral Private Collection 25. The staff of our retail partners is of vital importance to this when it comes to advising on and guiding of the consumers to our cigars. This becomes even more important when the products are not visible instore."

This is a challenging state of play that Agio says it wants to overcome this year as it prepares to launch a new line of Balmoral handmade cigars, the Balmoral Añejo XO,

which has been exclusively developed for travellers who are looking for a perfect gift or a convenient pack.

#### PROMOTIONS: ARE THEY STILL RELEVANT?

The rather fabulously titled 'Shisharoma Therapy' is a promotion by Alzawrae's Mazaya (Yellow Village H53) brand which is currently taking place at Dubai International Airport. Travellers are able to enjoy an oasis of relaxation in a clean, light and modern space while relaxing in Mazaya massage chairs, enjoying fruit scented vapour aromas and listening to soothing music. Alzawrae is determined to reflect the rapidly growing popularity of shisha smoking in markets outside the traditional Middle East stronghold, and the organisation continues to invest heavily in promoting its extensive range of Mazaya fruit flavoured shisha tobacco to travel retailers globally. Based in Jordan, Mazaya will be showing over 50 flavours of shisha tobacco with various pack sizes available to travel retail. Alongside the tobacco, Mazaya also supplies glass shishas in various sizes along with its handy portable size shisha for consumers looking to experience the trend for the first time.

Mazaya Brand Manager Rawan Elayyan said: "High profile activations such as 'Shisharoma Therapy' work really well in





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spreading the word about Mazaya to existing shisha smokers and new customers. The idea here is that customers can 'step out of this world and relax with Mazaya', while travelling through the airport. "The promotion is outside duty free, so there is no sales activity here, but it is a great opportunity to reach the traveller at a different touch point to build awareness of the brand and the exciting world of shisha."

For brands like Mazaya, consumer promotions play a major role in travel retail. Elayyan points to the brand's Portable Hookah, which was designed specifically for the sector. Elayyan adds: "The Portable Hookah is designed to be used on the go and is the perfect addition to a shisha lover's arsenal. Easy to use, it enables shisha to be enjoyed anywhere and at any time. A variety of flavours are available, including two apples, Lemon with Mint, Blueberry Exotica, Grape, Watermelon, Cherry, and many more.

"We believe that smoking shisha is becoming a worldwide phenomenon that is no longer specific to the western culture. The social media globalisation effect has made the world a smaller place for everyone to meet. You will find that shisha smokers now connect on review platforms where they share the flavours experience. We are now



securing our presence locally in Europe, America, and North Africa specifically, so the next step would be travel retail."

Agio Cigars' Stormink added: "Promotions and travel retail exclusives are very important. For cigars, promotions are not always allowed, but it

definitely helps to stimulate sales. Travel retail exclusives are much appreciated by the travellers, our international consumers, and together with our partners we try to develop interesting products and concepts exclusively for the travel retail industry."

IMPERIAL TOBACCO HAS REVEALED THE THIRD IN ITS DUTY FREE EXCLUSIVE DAVIDOFF MAGNUM ELITE SERIES, THE LIMITED EDITION, ULTRA-LUXURY CIGARETTE TARGETED AT HIGH-SPENDING TRAVELLERS THROUGH A FEW SELECTED AIRPORT RETAIL LOCATIONS WORLDWIDE: MAGNUM ELITE LEGEND.

Imperial Tobacco insists that while promotions are important, travel retail exclusives are the real head-turners. Münstermann said: "It's important to give customers the choice of something different in duty free, otherwise what's the incentive of duty

free shopping other than the price saving? Duty free has to be more than just being about getting a discount." Currently, Imperial Tobacco has promotions taking place globally for all of its core and regional brands, including a series of Davidoff Freeze

Alzawrae returns to TFWA World Exhibition & Conference this year with its Mazaya brand of shisha tobacco. The event coincides with a new 'shisharoma therapy' promotion taking place at Dubai Airport to support an airside advertising campaign with JCDecaux in Concourse A. Consumers will be invited to relax in Mazaya massage chairs, enjoying fruit scented vapour aromas which relate to shisha flavours, while listening to soothing music through personal headphones.







KARELIA TOBACCO COMPANY INC.  
BAY VILLAGE NO. 6



DAVIDOFF CIGARS IS LAUNCHING A NEW WHISKY CASK AGED CIGAR LINE – THE WINSTON CHURCHILL LATE HOUR. IT IS A MULTI-ORIGIN BLEND WITH NICARAGUAN TOBACCO AGED IN THE FINEST SCOTCH SINGLE MALT WHISKY CASKS. DAVIDOFF HAS SELECTED A SHINY AND OILY ‘HABANO’ ECUADOR WRAPPER IN A BEAUTIFUL DARK CHOCOLATE COLOUR.



Alzawrae continues to invest heavily in promoting its extensive range of Mazaya fruit flavoured shisha tobacco to travel retailers globally. Mazaya is showing over 50 flavours of shisha tobacco, with various pack sizes available to travel retail.

activations in the brand's key Asian markets of HKIA, Taiwan, Changi, and Shanghai Pudong. These activations include Davidoff Freeze branded wall bays and furniture.

One of Imperial Tobacco's most successful introductions has been the Davidoff Magnum Elite series, the limited edition,

ultra-luxury cigarette targeted at high-spending travellers through a few selected airport retail locations worldwide.

The third in the series is Davidoff Magnum Elite Legend. The brand is also introducing a new limited-edition Davidoff Hunter's Urban Venture edition.

#### WHAT CHALLENGES ARE INDUSTRY PLAYERS FACING?

Imperial Tobacco's Dr Jennifer Cords, Corporate Affairs Manager Sales & Marketing Operations Global Travel Retail, said: "Any bans or restrictions on tobacco sales create problems, not just for tobacco but duty free sales as a whole are seriously impacted because all categories together form a complete picture. We see and hear from other categories that unreasonable regulation performs the biggest risk for duty free and travel retail.

"We think that dialogue with the authorities created by the duty free and travel retail associations, such as the ETRC (European Travel Retail Confederation), can help to understand the different categories in duty free."

Mazaya states that, as with all tobacco companies, the main problems it faces are bans and restrictions on tobacco sales, which create an obstacle in the way of its plans to extend its presence globally. Another glaring challenge facing the industry is the record numbers of people who are quitting the products that were once

ubiquitous. And, so, a final word to the cigarette company that, too, is turning its back on smoking. Is this the first step in all major tobacco brands eventually 'giving up' or will Philip Morris International's best laid plans turn to ash? It's not just up to PMI which way this roll of the dice plays out. Stakeholders including policy makers and, of course, smokers themselves will play deciding roles.

We'll let PMI have the last word: "Replacing cigarettes with smoke-free products will take time, and does not depend only on our efforts. Governments have a role to play by defining regulations that encourage smokers to switch, and smokers ultimately will have to decide to quit cigarettes or switch to these products. On our end, we are making significant efforts to accelerate the transition. We are increasingly shifting resources to the development, assessment, and commercialisation of smoke-free products. We welcome the development and growth of the smoke-free category and we aim to lead in delivering that choice."

Learn more about the tobacco innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)). Scan this code to visit the TFWA Product Showcase





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