



TFWA
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Alessandra Visconti
Vice-President Corporate



Introduction

Numbers that tell a story

As we were discussing in our conference and workshops yesterday, Asia remains the largest region in the duty free and travel retail world. I don't doubt that the impressive numbers our President Erik Juul-Mortensen revealed in his welcome address yesterday morning will remain the subject of many more conversations around the exhibition halls for the rest of the week.

Within this booming market, the TFWA Asia Pacific Exhibition & Conference is a mustn't-miss date on the yearly calendar. This is particularly the case at a time when we are seeing so much change both in the region and further afield. The facts speak for themselves, and we're delighted that once again over 300 companies are exhibiting, and the exhibition hall will extend over more than 10,000 square metres. All the numbers suggest that the success of this event is being further consolidated. We have more exhibitors, with larger booths (some of them being double height) and an even larger percentage of these are bespoke. Hotel registration numbers also show that more people are staying for even longer.

A number of locally-based brands such as Wild Tiger Rum, Banyan Tree Essentials in fragrances and cosmetics, and Oris China Tobacco have a presence in the halls. These are exhibiting alongside international names including Cartier, Marni, Lladro and The Body Shop among many others making their first appearance or returning after a break. These brands will join a wealth of leading established players from all categories, including Guerlain, Bottega, Calvin Klein, Staedtler, The Hershey Company, Thomas Sabo and British American Tobacco.

Whether it's looking to engage with new contacts, or meet people from brands you know well, we have many tools to help visitors to the exhibition make the most of their time in the halls. One such initiative is our seven interactive floor plans across the exhibition.

But away from the exhibition, we are always looking to improve the other services we offer our members. Our newsletter, which is specially tailored to the needs of our members, is one such service and plays an important role in keeping our members abreast of news and comment on TFWA and our events. This popular communication will continue to be produced throughout 2018.

A mainstay of our TFWA membership benefits is exclusive access to our highly respected ongoing research programme, which will be further enhanced during the coming year. Mark in your calendar the launch of the third edition of the TFWA Handbook, which will be published in September and offers a comprehensive yet concise guide to the world of duty free and travel retail. Our feedback shows that members regard this as a highly useful tool in their own business lives for preparing presentations and supporting their activities.

It is gratifying to see the continuing growth of TFWA membership that now stands at a very impressive 520 highly committed and prestigious companies. We are in a good place to face the challenges – and make the best of the opportunities – the future may bring.

Notes for your diary:

- As always, our Chill-Out Party, which takes place at 19:30 tonight at the Mandarin Oriental's rooftop garden, is the ideal chance to relax after a busy week. Kindly sponsored by Lacoste and Korea Ginseng Corp, partygoers will be able to enjoy massages, reflexology and gem therapy to restore mind, body and spirit after a busy start to the week.
- For those looking to take a little time out between meetings, we have three bars inside the halls on Basement 2 and Level 1. Our Asia Pacific Bar on Level 4 is the perfect place to round off the day while enjoying unrivalled views across the Marina Bay and the soaring Singapore skyline.

The Vice-President Corporate is responsible for all matters regarding the respect of the association's articles of association and the rules and regulations. She supervises the administrative matters of the association in collaboration with the Vice-President Finance, and is also responsible for the administration of the process required for new exhibitors and members. Alessandra Visconti is managing director of Reflecta.

WiFi service

TFWA is pleased to provide free WiFi access in the exhibition and at the conference and workshops.



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Reminder of locations within the Marina Bay Sands Expo & Convention Centre:

- Two exhibition levels: Basement 2 and Level 1
- Registration desks and ONEZONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- Conference/Workshops: Level 5
- TFWA Asia Pacific Bar: Level 4
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1



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#TRevolution

It was a packed auditorium in yesterday morning's TFWA Asia Pacific Conference, themed #TRevolution. Delegates were updated on the current state of the duty free & travel retail industry, before hearing about the technological advances that are transforming how we consume and interact with brands.



TFWA President Erik Juul-Mortensen opened yesterday's conference with a look at the latest available data, before giving his perspective on the day's theme.

The latest figures, courtesy of Generation Research, show that global duty free & travel retail sales reached US\$68.6 billion in 2017. "That's an encouraging increase of 8.1% on the previous year," said Juul-Mortensen. "Yet again, the powerhouse region was Asia Pacific, delivering sales of US\$30.6 billion – an impressive 11.6% increase on the previous year. With this performance, Asia Pacific continues to lead the world with a 45% share of global sales. We see that the fastest-growing category, as in 2016, was perfumes & cosmetics, which achieved global growth of 13.8%."

The influence of the beauty category was even more significant in the Asia Pacific region, where the category grew by 19.9% year-on-year, while the wines & spirits sector grew by 9.2%. "Encouragingly, every product sector posted growth or was stable, including jewellery & watches, which have been under such pressure in recent years," Juul-Mortensen added.

He explained that overall 2017 performance was influenced by at least two important factors: "First, our potential customer base continued to grow, although in terms of international passengers the Airports Council International figures for 2017 show a slower, but still robust, rate of growth at 8.4%. Some major airports in this region were well ahead of this performance. Kuala Lumpur Airport saw its international passengers grow by 14.7% and Tokyo Narita by 13.6%. Second, global economic activity played its part and, as the IMF predicted, global economic activity strengthened through 2017 with global output estimated to have grown by 3.8%. In Asia Pacific, this was led by export growth in countries such as China, South Korea, Taiwan and Malaysia."

Despite this positive context, Juul-Mortensen highlighted a number of reasons why evolution is needed in the industry:

TFWA President Erik Juul-Mortensen: "Yet again, the powerhouse region was Asia Pacific, delivering sales of US\$30.6 billion – an impressive 11.6% increase on the previous year. With this performance, Asia Pacific continues to lead the world with a 45% share of global sales."

1. "First, because I sense that while things look good here, business prospects remain fragile. The IMF itself sounds a note of caution, stressing that multilateral cooperation remains vital for continuing the global recovery and that geopolitical tensions and uncertainty in some countries still pose downside risks."
2. "Second, because the pressures on our industry have arguably never been greater. In recent months, the potential damage of the airport business model's heavy demands upon concession operators has been felt especially strongly in this region."
3. "Third, our value proposition remains under threat, as is our ability to compete convincingly with m- and e-commerce, with the ongoing digital revolution accelerating at a more rapid pace than ever before."

Another key theme of Juul-Mortensen's address was how traditional methods of consumer engagement have been disrupted by the digital revolution. "Today, we in duty free & travel retail are embracing digital as the key driver enabling us to connect with our customers seamlessly and continuously," he said.

China has become a digital leader. Juul-Mortensen commented that the provision of smart digital

Andrew Ford, President, APTRA: "Once again, Asia Pacific is forging ahead in duty free & travel retail sales, and the development of fantastic retail operations."

payment solutions has become essential for retailers hoping to serve Chinese customers. "Perhaps the most important evolution that we can kick-start in our industry is to create digitally-led relationships with our customers themselves. Digitally managed and exploited data to customise offerings, content that captures the attention of customers, and digital engagement models to create frictionless and seamless customer relationships."

APTRA defending the interests of the regional industry

The Asia Pacific Travel Retail Association (APTRA) is active in defending the interests of the regional industry, which remains the engine room of the global business. President Andrew Ford updated delegates on prospects for growth in Asia, where new infrastructure and a vibrant brand environment are helping drive the industry forward.

"Once again, Asia Pacific is forging ahead in duty free & travel retail sales, and the development of fantastic retail operations," he said. "I've been in Asia for around 25 years and there is wave of excitement in Asia at the moment. In my home town of Hong Kong, sales have been booming in the last year. Meanwhile, I received a report last night that Shanghai Pudong Airport's passenger figures for March show 20% growth – where else in the world gets figures like that?"

He explained that customers want to be truly engaged with those products, particularly via social media channels including WeChat. "So, the stage is set and the audience is on the move. What about the actors? Are we on script? This is where APTRA plays a very important supporting role in advancing the industry and protecting its interests."

APTRA's four key pillars are: Research, Training, Connectivity and Advocacy. Its first shopper insights report of 2018 was recently published, covering the perceptions and shopping behaviour of passengers using Hong Kong International Airport. It also includes traffic data and forecasts derived from IATA's traffic forecasting tool. "Following the report on HKIA, we plan to cover Kuala Lumpur, Singapore, Seoul Incheon, Bangkok, Shanghai Pudong, Tokyo Narita, Beijing, Delhi and Guangzhou Baiyun," Ford explained.

He also referred to industry efforts to counter the threat to tobacco sales from the WHO's proposed illicit trade protocol, to initiatives regarding nutritional information on beverage and confectionery products, to retail display bans, and to the ongoing problems with regulations surrounding the onboard carriage of liquids & gels.

The first APTRA KPMG Insights Seminar of 2018 takes place tomorrow morning from 07:30 to 09:00 in Begonia Room 3111 at the Marina Bay Sands Expo & Convention Centre.





Plenary session 1: #TRevolution

Yesterday morning's Plenary session 1: #TRevolution featured two truly visionary keynote addresses. The first was from Adam Cheyer, Co-founder of Siri and a pioneer in artificial intelligence technology. He was followed by Shivvy Jervis, a leading digital-economy expert and futurist.

Adam Cheyer, Co-founder and VP Engineering, Siri and Viv Labs, delivered some fascinating insights into how artificial intelligence (AI) and other new advances will revolutionise customer behaviour and experiences.

His work with Siri, acquired by Apple in 2010, gave millions of consumers their first glimpse of AI in action, and pointed to the limitless potential of this new technology. "AI has made dramatic progress in this decade, to the point that there are accomplishments that have been achieved that I never thought I would see in my lifetime," Cheyer explained. "AI is today being applied to many industries to optimise business decisions and outcomes, and to better meet consumer needs."

Indeed, AI is poised to become the next UI (user interface). "Much like the web and mobile transformed all industries, every connected consumer will soon rely on an automated personal assistant to help them manage their busy lives and every connected business will soon rely on this new ecosystem to drive a significant part of their business," said Cheyer. "Rather than clicking on website after website, or app after app, entering information again and again, a query like 'help me plan a trip to my sister's wedding' will engage the assistant to help plan what to wear, where to stay, how to get there, what to do when there, what gift to bring, and so forth, applying the user's preferences, leveraging preferred brands, interacting and learning from the user when necessary, and streamlining the overall process of this complicated task."

This rapid progress begs the question, where is the technology going? Cheyer referred to Ray Kurzweil's book "The Singularity is Near", which predicts that by 2029 AI will overtake human intelligence. "Despite this dramatic progress applying AI to specific domains,

little progress has been made on general artificial intelligence, hence the fears of AI 'taking over' are far overblown," he commented. "It's not something we need to fear in our lifetimes."

Cheyer also shared some insights into Sentient, which is applying AI technologies to create unique solutions in areas including investment, medical diagnosis and e-commerce.

Meanwhile, the Viv intelligent personal assistant software was sold to Samsung last year. Cheyer commented that Viv wants to be the next internet. "AI is rapidly improving and being applied to real world business problems. Travel retail needs to be



◀ *Adam Cheyer, Co-founder and VP Engineering, Siri Inc., Co-founder and VP Engineering, Viv Labs: "AI has made dramatic progress in this decade, to the point that there are accomplishments that have been achieved that I never thought I would see in my lifetime."*

looking at this. I believe the assistant will change everything in the next 2-3 years. Now it's up to all of you to think, how does this impact our business in the coming years?"

The next-generation of brand engagement

Shivvy Jervis, futurist and expert on the digital economy, expanded on the theme with an engaging address that focused on emotive AI and mixed reality, which "will allow us to create immersive experiences like never before".

Jervis helps companies make sense of the impact emerging technology will have on business, and on the way we live and consume. "We're seeing an explosion of online, offline and multi-sensory technology," she said. "As we're becoming more digital, digital technologies are becoming inherently more human. What I'm seeing first-hand is the use of technology to drive human needs, not the other way around."

Augmented reality and virtual reality are maturing, and this is creating mixed reality. Jervis gave the example of IKEA, which is utilising mixed reality in an immersive campaign that allows consumers to see how a piece of furniture would look in their home.

"The use of 'haptic' technology can take the experience from visual and auditory to touch, using touch sensors to break the barrier between the digital and the physical world. Imagine the sensation of touching digital objects in your virtual environment – crushing a ball of snow, or feeling sand through your fingers. Haptics use vibration in frequencies to which humans are naturally receptive, so it's accepted by the brain as 'real touch'."

Indeed, this is already being used in the training of pilots, surgeons and engineers, for example. Brands, such as Nike, are using the technology develop products at a very early stage, and it is being used to bring movies to life through digital posters. "Travel retail could use engagement through digital posters to make it feel like consumers are touching one of your products," Jervis commented. "Personalisation and customisation could allow you to create a truly tailored experience. VR plus AR plus touch is the next-generation of brand engagement."

She sees emotive AI as next big thing, and gave the example of New Zealand-based Soul Machines, whose technology is being rolled out by Air New Zealand. "The emotionally-intelligent digital humans sense reactions and respond emotionally, taking AI from transactional to relational. I believe there's real value to brands in harnessing that conversational data and make better business decisions."

◀ *Shivvy Jervis, futurist and expert on the digital economy: "The use of 'haptic' technology can take the experience from visual and auditory to touch, using touch sensors to break the barrier between the digital and the physical world."*

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“Collaboration is ultimately value-enhancing”

Yesterday’s Plenary Session 2 looked in detail at how business practices in the industry have been evolving over time and continue to evolve. Delegates heard in-depth presentations from Filippo Bianchi, Partner and Managing Director, The Boston Consulting Group (Milan), and Ignace van Doorselaere, CEO, Neuhaus, who were later joined by a panel of distinguished speakers representing various aspects of the industry.

Many in the duty free & travel retail industry would argue that its positive future development depends not only on technological advancements, but also on a fundamental review of the business model.

To help drive this debate forward, TFWA commissioned a study of the evolution of the business model from leading business analyst The Boston Consulting Group. Filippo Bianchi, Partner and Managing Director, The Boston Consulting Group (Milan), was first on stage to present key findings and recommendations from the report and provide his outside-in perspective. “We look at this industry as fundamentally ‘sexy’ in terms of its growth trajectory,” he opened. “From an analyst perspective, growth is the key driver for value creation.”

However, Bianchi believes that the industry hasn’t yet reached the peak in creating value, focusing on three key assets that are still underleveraged – a data-rich environment, predictable customer base, and unique value proposition.

He encouraged the creation of an “ecosystem” between all parties involved, including brands, airlines, airports and retailers. “Over the last decade you managed to turn travel retail from a glorified border shop into a top-notch retail environment. Looking

forward, this trajectory has to continue. And you can’t continue building on that without these three assets, combined with industry collaboration. Collaboration is ultimately value-enhancing.”

Driving the industry forward

“At Neuhaus there is a saying: when everybody zigs, you must zag,” said Ignace van Doorselaere, CEO, Neuhaus, highlighting the brand’s unique proposition and drive to create a real passenger experience.

As part of his presentation, he presented a case study focusing on five principles, or “ingredients”, that the industry must understand to succeed:

- We live in a world of moments that make a difference, our job is to apply this idea to a passenger spending time at an airport.
- The Story of the Last Domino – a metaphor symbolising that nothing exists if it has not been implemented well to the consumer.
- Good decisions either build EBITDA and/or experience – in order to create moments, we need an adequate mix of the two and a mind-set of trading-up.
- Building brands and not products.
- Brand-building will survive in any disruptive economy.

Sharing data to maximise collaboration

An overarching topic during the panel discussion was whether the industry has moved forward since the release of the Trinity Forum White Paper, in 2003.

Sunil Tuli, Managing Director, King Power Group (Hong Kong), commented: “Airports can give a lot of information on passengers, demographics, profiles, sales figures, etc. You as a retailer then project a sales figure as a guarantee. But what happens if you don’t meet this target?” he asked. “The problem is that if the sales drop, there is no flexibility. In this respect, I don’t think things have changed too much.”

Emmanuel de Place, COO Lagardère Travel Retail, agreed that there needs to be greater flexibility in terms of the contracts with airports, and that retailers need to work more with airports in achieving this. He added: “We have a fantastic opportunity compared to downtown retailers and have a great chance of attracting consumers.”

Reflecting on the changing nature of the industry, Jack MacGowan, CEO Aer Rianta International, explained: “What we have to do is to present a picture that will be more attractive to airports, so they can gain more. I think the threat of online retail, for example, can serve as a convincing factor for airports to collaborate with the retailers to take this risk.”

Slightly changing the focus, Keith Hunter, Co-founder, Hunter Palmer, emphasised the importance of putting the customer first. “Revenue and profitability are always key points. If you have the wrong concession in place, everybody is going to suffer, including the customer and the airport. The only way to avoid this is to work together.”

As the only representative of an airport, Scott Collier, VP, Customer and Terminal Services, Greater Toronto Airports Authority, advised retailers: “The landlord will always try to maximise their earnings. Airports are ready to change, but you need to have the courage to lead. If we are passionate about our passengers, then let’s get to work.”

◀ Sunil Tuli, Managing Director, King Power Group (Hong Kong); Scott Collier, VP, Customer and Terminal Services, Greater Toronto Airports Authority; Emmanuel de Place, COO Lagardère Travel Retail Asia Pacific; John Rimmer, Managing Director, TFWA; Keith Hunter, Co-founder, Hunter Palmer Global Retail Solutions; Jack MacGowan, CEO Aer Rianta International; Filippo Bianchi, Partner and Managing Director, The Boston Consulting Group (Milan); and Ignace van Doorselaere, CEO, Neuhaus.



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Workshop A explored how new ways to communicate, to present the retail offer and to accept payment will transform the duty free & travel retail industry just as they are transforming the shopping experience elsewhere.

"Frictionless shopping means eliminating anything that doesn't add value to the customer experience," explained Sunil Tuli, Managing Director, King Power Group (HK), who cited queues as an obvious obstacle.

Delegates heard how Amazon Go and BingoBox have pioneered "seamless shopping" in the US and China respectively, where the retailers have opened staff-less stores. Registered customers can now walk into their stores, take what they want off the shelves and walk out again without even queuing or visiting a check-out – clever cameras simply scan the items that customers pick up and deduct the cost from their bank accounts. It's that simple.

"Technology is being embedded into the retail experience," said Matthew Brennan, an expert on WeChat and Co-founder of China Channel, adding that as frictionless shopping becomes commonplace at home, consumers will increasingly expect it when they travel.

"Mobile technology has changed the retail game," Tuli explained, urging travel retailers to embrace mobile payment systems and keep live catalogues of stock on their sites. "The consumer wants to be able to see product availability in real time," he said.

"But mobile payment is only the first step," added Brennan. He explained how facial recognition technology is being used to take payments for goods in China. Cameras simply recognise a person's face, scan the items they are purchasing and deduct the cost from a bank card linked to their social media account.

The panel then explained how mobile payments generate a huge amount of data, which can be used by retailers to interact with consumers beyond the store. "It's not their job to come to us anymore; it's our job to

go to them," said Tuli. "Data is key."

Xin Deng, Managing Director, Global Smiling, concurred. "It's less important for a shopper to be present in-store than it is for the store to be present wherever and whenever a shopper needs it," he told delegates, adding: "You need to interact with consumers, engage with them, rather than just saying 'hey, buy our products'."

The issue of personal data was also discussed. For a while, the Chinese led the way in mobile commerce. Can that model be replicated elsewhere?

"Chinese people value convenience over privacy," said Deng. "It's different in Europe." Indeed it is. This month the EU will introduce a new data protection law – the General Data Protection Regulation (GDPR) – which governs how companies process the personal data of EU citizens – even if the company is not based in Europe.

The panel said it was possible to abide by such laws, but acknowledged this could be a barrier to

seamless shopping in travel retail. "We need to make sure data gathered on customers is done responsibly," said Tuli.

Delegates heard about other barriers, too, such as the need for travellers to present their boarding cards and passports when making purchases in duty free stores, a necessity that is far from frictionless.

Despite the challenges, a number of travel retailers are moving towards seamless shopping. DFS was held up as an example. The retailer recently teamed up with WeChat, the Chinese social media platform, to allow users to make purchases through its website. "It's relatively simple," added Tuli.

The panel concluded that, although there will be barriers and geographical differences when it comes to mobile commerce, ultimately the worlds of online and offline shopping are merging and travel retail needs to keep up.

"It's becoming much more difficult to tell where these boundaries start and finish," said Brennan.

Workshop A – Seamless shopping: travel retail's frictionless future

Convenience was the buzzword in Workshop A yesterday afternoon, as a panel of experts discussed travel retail's frictionless future.



Sunil Tuli, Managing Director, King Power Group (HK); Colette Doyle, Editor, Frontier; Xin Deng, Managing Director, Global Smiling; and Matthew Brennan, an expert on WeChat and Co-founder of China Channel.

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A key objective of the international jewellery and watches brand THOMAS SABO going forward is to expand its travel retail presence and attract the attention of travellers. The beginning of 2018 marked the relaunch of the legendary Charm Club line, opening up new target groups, ranging from the young to adults, both men and women.

From now on known as Generation Charm Club, the new collection sparkles with around 260 restyled, high quality Charm designs and inspires people. Cool vintage stylistics, extra-large Charms, seductive single earrings as well as a wealth of different carriers surprise with a completely new look. With the Vintage Rebel category, iconic designs of the Rebel at heart men's line are entering the collection. The launch is accompanied by the new Point-of-Sale presentation, a new packaging concept and extensive marketing measures. Further highlights are the elaborately designed pieces from the brand's Sterling Silver Collection as well as captivating timepieces for women and men.

Fuelled by the positive reactions towards Generation Charm Club within the Asia-Pacific region, the group expects to make another big leap forward in the next two to three years. "Asia-Pacific is at the core of our international distribution strategy. We plan on further expanding our brand



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in the duty free market, on becoming a darling brand for the consumer", says Lars Schmidt, Sales Director Asia-Pacific. Twenty shops in mainland China, two recently opened flagship stores in Hong Kong as well as a strong development in Korea and Thailand in both domestic markets and duty free show the remarkable business developments over the last year.

The company known internationally for its high quality, beautifully detailed

jewellery and watch collections was founded in Lauf an der Pegnitz, Germany, in 1984. Today, THOMAS SABO is present in 75 countries on all five continents with around 300 stand-alone shops and collaborates globally with approximately 2,800 trade partners as well as leading airlines and cruise operators.



Thomas Sabo



Michele Miranda, Conference Manager, TFWA; Lewis Allen, Director of Environments, Portland Design; Paul Bulencea, co-author of Gamification in Tourism; and Jessica Lau, Travel Retail Area Manager China and Taiwan, Guerlain.

Tips to master Gamification

- Know your audience and focus on global shoppers.
- Understand and play popular games yourself.
- Games are fun and interactive, but what are players winning? Consider the incentives.
- Keep it simple – the best games are relatively simple and involve short contests.
- Have clear terms and conditions, and a timeframe, such as limited-edition games.
- Define clearly the KPIs for the brand and consider how to assess the success of the campaign.
- Work with strong partners and always look out for new technologies.

Workshop B – Call of Duty Free: gamifying travel retail

Yesterday afternoon's Workshop B analysed the implications of gamification for the duty free & travel retail industry, looking in particular at customer communication, marketing and brand engagement.

"16 years ago, the movie *Minority Report* blew our minds. It showed us driverless cars, artificial intelligence and hackers; it was a sci-fi thriller way ahead of its time. It gave us a glimpse of technology today and the elements disrupting consumerism and retail," said Michele Miranda, Conference Manager, TFWA.

What is gamification?

Get people to play things and have a fun experience, and they are more likely to make purchases and ultimately become loyal consumers. As Miranda explained, gamification is all about "integrating game mechanics from start to finish with incentives into a customer experience" and is essentially "the sport of retail".

But how does this impact upon retail? According to Paul Bulencea, co-author of *Gamification in Tourism* and Chief Experience Officer at Dziobak's Studio: "When people are intrinsically motivated to do something, it engages them."

Bulencea described how, despite the fact that we might think we're a progressive and digitally-advanced industry, we still have things to learn in terms of products and retail experiences. "When do you think the suitcase got wheels? When was it invented? It was only invented in 1987," he commented. "Even though we think we are technologically-advanced, sometimes we still cannot put 1+1 together to make 2."

In addition to this, Bulencea identified how Maslow's Hierarchy of Needs could do with being updated and that people's needs were adapting. Today, he suggested,

Industry experts discussed the 'gamification' of customer-facing industries, where elements of video game design are being used to enhance user engagement and how the travel retail industry can harness this to encourage both sales and increased brand loyalty.

people had "self-actualisation needs, esteem needs, belonging needs, safety needs and physiological needs". He reiterated that, these days, most people wanted "clear connections with our purpose and reality". As such, he pointed out that experiences are what we crave, and how the travel retail industry could learn a lot from seeing its "customers as participants and not consumers".

By way of example, Bulencea mentioned various brands that had already begun reminding people of things they valued as part of the overall brand story. He included the brand Dove, with its 'you're more beautiful than you think' campaign; Carlsberg, with its 'puts friends to the test' messages; the way the brand Old Irish used a mixed reality experience to get people to engage with the product; and North Face with its overarching lifestyle cue: 'never stop exploring'.

"Our consumers live in parallel worlds," added Lewis Allen, Director of Environments, Portland Design. "There is this world – the physical world and one that we have traditionally designed – but there is also now a digital space. So, in the airport, when you know that your consumer is only partly there [in the physical world] and their attention span is somewhere else in

that virtual space, how do you reach them?"

Well, the answer is simpler than we might think, he asserted. After all, we have been using gamification to sell products for many years already without realising it – travel retail just needs to consider its validity.

"We are already practising the DNA of gamification in the things we take for granted in everyday life," said Allen. "eBay, for instance, is essentially a game for people to win. Get involved in an auction and play in a consumer-to-consumer environment where you get the joy of winning and you have the fun of seeing whereabouts you are within that auction."

"Gamification isn't just fun, it's one of the most effective ways to engage our customers," agreed Jessica Lau, Travel Retail Area Manager China and Taiwan, Guerlain.

Guerlain's WeChat gamification campaign behind the KissKiss Matte lipstick line, which took place in November 2017, allowed users to win products and collect them in-store. "We had more than 10,000 users that played the game within one day," explained Lau, reminding that "the key to success with such games for luxury brands is to deliver high enjoyment. Then players will be excited to share their experience."

Workshop C: Safeguarding our industry

The ‘Safeguarding our industry’ workshop updated delegates on a broad range of challenges that will have an impact upon the future of the industry. Topics ranged from issues that require concerted action from the regional and global market, including the World Health Organization’s Illicit Trade Protocol for tobacco products, packaging regulations affecting all categories, and more. The workshop also highlighted current travel trends in the Asia Pacific region, including an in-depth forecast on air traffic figures over the coming years.

While speaking about the Asia Pacific traffic trends experienced in 2017, Patti Chau, Regional Director, ACI Asia-Pacific, expressed that growth was “looking promising for 2018”. However, delegates were more intrigued to hear about forecasts for the next decade and beyond. “By 2031, global passenger traffic is expected to double to 15.7 billion.”

Along with this, Chau highlighted that China is soon expected to surpass the US to become the world’s largest aviation travel market. “Over four billion passengers will be seen in China by 2040, while India will see 1.42 billion, Japan 558 million and Indonesia 795 million.” She also expressed the need for airports to become more diversified when it comes to revenue, particularly in the non-aeronautical sector. “ACI estimates that as many as 66% of all airports worldwide operate at a net loss. We strongly encourage the development of non-aeronautical revenue. Retail concessions lead the distribution of non-aeronautical revenue – 28.8%.

*Michael Barrett, Executive Officer, APTRA;
 Sarah Branquinho, President, ETRC and
 External Affairs Director, DUFREY; Dermot
 Davitt, President, The Moodie Davitt Report;
 Jameson Wong, Director Business
 Development APAC, ForwardKeys; and Patti
 Chau, Regional Director, ACI Asia-Pacific.*

Of global retail concessions, 41.6% of this is generated in the Asia Pacific region.”

Sticking to the idea of developing traffic trends was Jameson Wong, Director Business Development APAC, ForwardKeys, a company which analyses data to identify travel trends, with a focus on China as it strides to becoming the leading global aviation market. “China’s market will grow healthily between May and July, with outbound bookings up by 8.9% for this period versus the same period of 2017, with APAC up 7.6%.” Wong highlighted that Japanese traffic from China is forecast to grow in this three-month timeframe by 89%, the UAE by 49% and Indonesia by 24%. “Overall international departures from China during this period are forecast to be up by over 21%.”

Working in coordination

The discussion then moved towards challenges that will have an impact upon the future of the industry. Next to the floor was Michael Barrett, Executive Officer, Asia Pacific Travel Retail Association (APTRA), whose first topic pushed the message of differentiated regulation. “We are a unique sales channel, however not all governments know that,” as Barrett emphasised that duty free & travel retail requires different regulations versus domestic products, with these regulations starting to see an increasing encroachment on the channel. “If domestic regulations are applied to duty

free, the risk is that these will then be introduced to other markets, without understanding the need of the broader implications on airport revenues.” While the session focused mainly on the impact on the tobacco sector, Barrett stated that “the threat is not just to tobacco, but all categories”. Another factor brought to the floor by Barrett was the increasing regulatory scrutiny on duty free as a sales channel, particularly on labelling and marketing.

This message was further emphasised by Sarah Branquinho, President, ETRC, and External Affairs Director, DUFREY, who commented: “There is no recognition from regulators on the unique nature of our retail channel.”

The discussion highlighted an increasing demand on product information at regional and national levels that would impact duty free & travel retail. “It is impossible to meet local language requirements on labelling. There are onerous supply chain requirements, with travel retail exclusives at risk,” said Branquinho.

One objective of ETRC is obtaining legal recognition at EU level of creating a digital alternative to inform consumers in the duty free & travel retail sector. “By creating a digital solution, it allows for a cross-category approach on products ranging from confectionery, to alcohol, perfume and cosmetics. It is also a multilingual platform, plus it is an easy format for consumers to use,” Branquinho commented.



CALVIN KLEIN dinner

C ALVIN KLEIN hosted a special, private dinner last night during TFWA Asia Pacific Exhibition & Conference.

The event took place in the city's chic dining spot, The Cookhouse and Bar at the trendy COMO Dempsey, hosted by Frank Cancelloni, President of PVH Asia. The dinner featured an exclusive live performance by up-and-coming singer, Joie Tan, who wore the latest styles from the CALVIN KLEIN JEANS Spring 2018 line.

The compelling setup of the dinner venue was inspired by the brand's 2018 campaign concept of dreamy rural Americana landscapes by way of gigantic backdrop and LED display.

Invited guests included CALVIN KLEIN license partners and esteemed travel retailers such as China Duty Free Group, DFS Group, Bluebell Korea, King Power and Lagardère.



A high speed celebration

T OMMY HILFIGER hosted a private high energy event last night to celebrate the brand during TFWA Asia Pacific Exhibition & Conference.

The event took place at the up-and-coming Annexe Studios on bespoke Esplanade Drive. Hosted by Frank Cancelloni, President of PVH Asia, the exclusive set up was inspired by the TOMMY HILFIGER Spring 2018 collection theme SPEED, translating Tommy's long passion for motor racing.

Guests enjoyed engaging activities, such as Daytona Race games, digital photobooths as well as Polaroid activations. Illuminated bars, and impressive LED walls at entrance and stage, set up the vibrant party mood for more than 250 guests.

The event featured a live performance by DJ TINC and guitarist LUKE, both wearing latest pieces from TOMMY HILFIGER collections.

Invited guests included key TOMMY HILFIGER business partners, among other VIPs.

◀ *Adelyn Cheong, Senior Vice President, TOMMY HILFIGER Asia Pacific; Annie Wong, EVP & Managing Director, Commercial, Asia Pacific and Travel Retail, PVH Asia; Marc Gianneschi, Senior Director, Travel Retail, PVH Asia; Aude Bourdier-Rocourt; and Frank Cancelloni, Regional President, Asia Pacific, PVH Asia.*

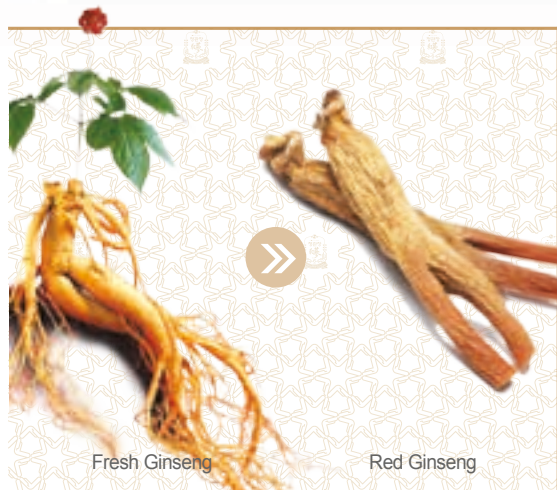
20 years in the business

F lemingo hosted an event at The Waterboat House last night, with the evening allowing for partners, existing and potentially new, to celebrate the company's 20-year reign in travel retail. Paul Topping, Director, Flemingo, commented on the achievement of the organisation's 20 years in the industry: "Our success comes down to going where others would not in the industry, going into emerging markets and being able to acquire other companies as we made successes in these markets. We have created strong teams throughout the world with our growth, and we would like to thank our suppliers for sticking with us, even those who have recently joined the family."



Heritage from nature, the world's number one ginseng brand **CheongKwanJang**

There was a woman whose husband suffered from an incurable disease. She sincerely prayed for her husband's recovery. One day, the wife dreamt about a mountain elf, who gave her human-looking herb from the mountain. Surprisingly, the husband's disease was miraculously cured upon taking the herb. Afterwards, the wife made a great fortune by cultivating this all-cure herb. This is an intriguing folktale regarding Korean ginseng cultivation. Even In reality, Korean ginseng, found only in the mountains of the Korean peninsula, was so precious that only the royal family and nobility ate such a herb. Korean ginseng was able to be traded internationally after cultivation technology was developed in the 12th Century.



Fresh Ginseng

Red Ginseng

Resembling a human body, Korean ginseng plant roots were frequently used to maintain good health for more than 2000 years prior to emergence of modern pharmacy. Fresh, raw ginseng, which is harvested in farmland, is composed of 75% water and can easily be spoiled. After fresh ginseng is steamed and dried, it contains 15% water and turns reddish yellow in appearance. During this process, the healthy active components, beneficial for the human body, are increased. Korean ginseng requires a strict cultivation environment and is characterized by difference in quality depending on differences in cultivation conditions. The Korean peninsula has optimal ginseng cultivation environment and Korea as an origin of ginseng has over thousands of years accumulated ginseng cultivation and manufacturing technology. These are reasons why Korean red ginseng from Korea gains popularity internationally and is distributed widely.

According to ancient Chinese traditional medicine book, Korean ginseng is classified as supreme medicine that has no side effect and offers greater health benefits with long-term use. The Korean FDA officially announced this after having reviewed numerous scientific research results.



- 1 **boosting immune system.**
- 2 **improving fatigue.**
- 3 **improving blood circulation by inhibiting platelet coagulation.**
- 4 **improving memory.**
- 5 **offering anti-oxidant effect as Korean ginseng's proven health benefits.**

119-year History of CheongKwanJang

1899年-



1961年-



1965年-



2008年-



2015年-



CheongKwanJang(正官庄), an iconic legacy of herbal supplements with 119 years of history is loved by over 40 countries world-wide and recognized as the World's No.1 Ginseng Brand based on 2008-2017 Euromonitor. CheongKwanJang only uses 6-year-grown Korean Red Ginseng as the main ingredient, and holds the best technology and quality management control, based on its R&D center consisting of more than 150 experts and world-class manufacturing facility that qualified for GMP, ISO, HACCP, HALAL certification. The company produces over 1,000 types of products that meet various tastes of people all around the world. With such potential in its reach, ChoengKwanJang's journey to bringing new vitality to the industry and to the brand itself has finally begun. VISIT US AT BASEMENT 2 - D2 AT TFWA AP SINGAPORE THIS WEEK.



Source : Euromonitor International Limited, Vitamins and Dietary Supplement category, % retail value share, 2007-2016 data, CH 2017 edition.

Debuting in Asia Pacific



01

Arnott's Tim Tam

📍 **Basement 2/2-G25**

Who are you?

Campbell Arnott's is part of the Campbell Soup Company – the global manufacturer and marketer of high quality foods and simple meals, including soups and sauces, baked snacks and healthy beverages. In Australia, Arnott's was founded in 1865 in Newcastle, NSW by William Arnott. An iconic Australian brand, Arnott's is the number 1 biscuit manufacturer in Australia, with market-leading brands including Tim Tam, Shapes, Jatz and Tiny Teddy.

Who buys your products?

Tim Tam is iconic to Australians and visitors to Australia. The irresistible chocolate biscuit appeals to all consumer groups, and is purchased and consumed as a treat for a rare moment alone, or shared with friends and family.

Arnott's Tim Tam delivers a wide range of flavours and pack formats to cater to the needs of the wide range of consumers and shoppers – from various delicious on-trend flavours to the individually-wrapped bite size portions, as well as bulk packs.

Why exhibit now?

Tim Tam is an iconic brand in Australia, so unique and irresistible that we want to share it globally. Consumers tell us they love bringing Tim Tam overseas and experiencing it with loved ones, and new friends, as well as on their own when they want to remember Australia.

We have explored consumer needs in travel retail and developed a travel exclusive range to cater to these consumption needs with bespoke products. Exhibiting will allow us to reach out to partners to help us share Tim Tam with the world.

What are your objectives?

We aim to meet as many visitors as possible and spread the delight of the Tim Tam experience with potential new partners and new fans.

What is your unique selling point (USP)?

The Arnott's Tim Tam range is Australian-made, the perfect symbol and reminder of Australia. Visitors to Australia always bring home Tim Tam for their friends and family to try. Locals of Australia travelling overseas love sharing the iconic treat with their new friends. Tim Tam is made proudly in Australia with real high-quality chocolate.



02

Buckley London

📍 **Basement 2/2-K5**

Who are you?

Buckley London is one of the leading fashion jewellery designers in the UK with a strong global presence, particularly within travel retail. Buckley London is present in over 1,000 retail locations worldwide, including 140 airlines and over 200 airport locations, as well as serving multiple cruise and maritime customers.

Who buys your products?

Our products are typically worn by women aged 28+, however with our 'modern meets classic' design style and wide range of products, we find that our customers can be anyone from those looking for a special gift for a loved one to those treating themselves to a fashionable holiday accessory. We ensure that our collections cater for this wide market, from fast fashion bracelets to premium gift sets, while keeping our price points affordable.

Why exhibit now?

With a renewed focus on Asia Pacific, we are excited to be returning in 2018 with a host of new products. We are hopeful that our new AW18 collections, as well as our brand-new additions such as the For Him range and Be Charmed collection, will be well received.

What are your objectives?

At the show, we will unveil our latest Autumn Winter 2018 fashion jewellery collections for the very first time, alongside some exciting new developments. The Buckley London AW18 collections are all inspired by iconic British women from the world of film who have inspired fashion throughout the generations.

Buckley London will also unveil a new selection of inflight exclusive products, plus a brand-new range of charm bracelets and gifting items displayed in uniquely designed gift packaging. Also available to view will be 'Buckley London for Him', the company's first jewellery range for men.

What is your USP?

Buckley London offers high-quality, design-led products at affordable prices, and is able to bridge the gap between luxury and accessible fashion. This works particularly well in travel retail, where price point is key to attract impulse purchases yet customers are looking for something special that they can't purchase elsewhere.



03

The East India Company

📍 **Level 1/1-R11**

Who are you?

Granted a Royal Charter by Queen Elizabeth I in 1600, The East India Company was founded to explore the mysteries of the East. Today, The East India Company celebrates the various origins of its speciality and luxury products, be it the precious teas from the slopes of Assam, or Napoleon Bonaparte's beloved coffee beans from Saint Helena. All products sold by The East India Company tell a story from every corner of the globe, whether it's a delicate biscuit, a jam or a chutney, an exquisite chocolate or our luxury gin inspired by journeys between East and West.

Who buys your products?

Our products have universal appeal, having been created for global citizens of the world over – travellers, explorers and adventurers. Our brand pillars ensure we deliver on this promise through authentic influences, exotic ingredients and remarkable connections.

Why exhibit now?

Taking the brand into travel retail has always been part of our strategy. Having established our luxury fine food boutiques in the UK, franchises in the Middle East and worldwide distribution, together with the recent launch of The East India Company Gin, has meant that our overall brand offer is well-placed to meet the demands of consumers and partners within the sector.

What are your objectives?

We will showcase products that highlight our historic connections through people, places and critical ingredients – exclusive, seasonal and limited edition fine teas and delectable chocolates, and The East India Company Gin.

For us, launching the brand into this vibrant sector is an opportunity to reconnect with our past in our present modern-day form that merges the exotic and contemporary as a luxury global brand across diverse categories and services.

What is your USP?

The East India Company is a brand with worldwide resonance, a company with truly cross-cultural connection and legacy – a 400-year deep and rich heritage from which to draw upon, ideally suited to the travel retail sector.

Here we highlight a selection of the major brands either exhibiting for the first time at TFWA Asia Pacific Exhibition & Conference or returning after a short absence, all eager to embrace the opportunities in this dynamic region.



04

Thule Group

Basement 2/2-N29

Who are you?

The Thule Group was established in 1942. The main brands under Thule Group are: THULE (bike & roof rack, roof boxes, bags and child carriers) – number 1 Sweden outdoor brand, and CASE LOGIC – leading US backpack brand.

We are the global market leader in a number of product categories, such as sport & cargo carriers for the car, camera bags, and multi-functional child carriers. We also have a truly global reach, with Thule Group products in every corner of the world.

Who buys your products?

The THULE backpack and luggage collection is fit for both males and females. Typically, lifestyle travellers aged around 20-40 will buy our products. Our target audience is active people who want to travel in style.

Why exhibit now?

TFWA Asia Pacific Exhibition & Conference will be a great exposure platform for us, as we actively expand in travel retail. During the show, we will have meetings with existing and potential customers to introduce our brands and discuss potential business opportunities in travel retail. On Wednesday 9 May, we will have a small launch event for the first THULE hard case collection – Revolve.

What are your objectives?

We are going to introduce the Thule Group brands to the travel retail industry and also arrange a product launch for the first THULE luggage at the show. This year, we will also focus on our business collections for THULE: Subterra and Accents. In the future, THULE will have more business collections to fit the existing bags and luggage trend.

What is your USP?

THULE helps you transport anything you care for safely, easily and in style, so that you are free to live your active life. We believe in the value of an active life – whether you're in the city or the great outdoors.



05

Lladró

Basement 2/2-G12

Who are you?

Established in 1953, Lladró is a worldwide leader in the design, manufacturing and distribution of an extensive range of artistic porcelain creations. Ranging from sculpture and lighting to home accessories and jewellery, Lladró porcelain pieces embody a contemporary, elegant and exclusive lifestyle. High quality works entirely handcrafted in Valencia, at the only Lladró factory in the world.

Who buys your products?

Through a selected network of own boutiques in the world's major cities, and around 1,000 authorised dealers, we arrive to a wide spectrum of clients from all over the world.

Japan, USA, India, and Russia are, among others, our most important markets where clients are looking for original designs, made in porcelain, sometimes functional such as lighting or home accessories, but always emotional pieces of art – all made following unique craft processes.

Why exhibit now?

We have an ambitious long-term plan of new products – many of them will fit into travel retail operators' need of additional offers. We will adjust distribution and investment efforts on travel retail to the arrival of these works. We are not in a hurry. The first step is to partner with the right retailers – companies that help us learn and grow with them.

What are your objectives?

In general, we trust in constant medium-term growth in the Asian market. Both in local and travel retail environments, the potential audience for the new Lladró Lights & Scents concept is huge. The better channel to connect with them will probably be selected retail at airports. We also look closely to cruises future business performance.

What is your USP?

Along with the new range of products, we will unveil an innovative display system that balances floor profitability with the passengers' emotional shopping experience, even in multi-brand spaces. It will allow operators to incorporate an additional offer and category to their portfolio.



06

AHAVA Dead Sea Laboratories

Level 1/1-P7

Who are you?

Founded in 1988, AHAVA Dead Sea Laboratories is driven by a deep passion to unearth the secrets of the revitalising effects of minerals on the skin. The only cosmetics company indigenous to the Dead Sea region, it employs a truly unique scientific approach in its environmentally-conscious research activities. Over the years, this has culminated in the development of a series of premier skincare product lines, renowned internationally for their superior efficacy. AHAVA harvests and formulates the rich natural resources of this magical region in strict compliance with recognised international standards.

Who buys your products?

AHAVA targets women who are not willing to compromise on the quality of their skincare. Women who are seeking natural, efficient and clinically proven skincare products. Women who want strong healthy skin.

Why exhibit now?

For the past eight years, we have been exhibiting at TFWA World Exhibition & Conference, where we have exposed our brand to many potential partners in travel retail. We've found great partners with whom we've grown our brand around the world. Therefore, we've decided to exhibit at TFWA Asia Pacific Exhibition & Conference, and hope to achieve the same success. We believe we can successfully create new partnerships during the show and expand our brand in this region.

What are your objectives?

We would like to find potential distributors in Asia Pacific and Australia, connect with inflight companies (for both airline amenities and onboard duty free) and meet airport duty free companies.

What is your USP?

This year we are honoured to feature a focus on natural Dead Sea mud, which is part of the DNA of our brand. The Dead Sea, a geographical wonder, contains the most mineral-rich mud on Earth, containing many skin-benefiting properties including detoxification, deep hydration and proven smoothing effects (as well as UV protection). We are the only cosmetics provider licensed by the state of Israel to sustainably source this 'black gold'.

TFWA Asia Pacific Bar

The popular TFWA Asia Pacific Bar opened yesterday evening, and was the perfect place to unwind after the day's busy conference & workshops agenda. The TFWA Asia Pacific Bar is firmly established as the ideal onsite networking venue. Located on Level 4 of the Marina Bay Sands Expo & Convention Centre, it is open today and tomorrow between 18:00 and 19:30. The superb outdoor terrace boasts a spectacular view overlooking Marina Bay and the central Singapore skyline. Special thanks to all our sponsors.



TRBusiness teamed up with WiTR in a special initiative, which saw a donation from every table/seat booked at last night's inaugural Travel Retail Awards go towards Hand in Hand for Haiti. A raffle to raise additional funds also took place, which brought the total amount to €5,600.



In tune for charity

Once again, Women in Travel Retail (WiTR) met at TFWA Asia Pacific Exhibition & Conference yesterday in the TFWA Asia Pacific Bar for an hour of chatter and exchange of views and experiences.

"It has been an exciting six months since WiTR launched its membership programme and new website, and we're already heading towards 200 members," enthused Sarah Branquinho, External Affairs Director, DUFREY, and Chair of WiTR.

Earlier during the week, members also had the opportunity to gain exclusive insight into the strategy and approach to Changi Airport's newly opened Terminal 4, courtesy of WiTR member and Asia representative Chandra Mahtani, Vice President Commercial Planning at Changi Airport. Since joining the team, Mahtani has already had an active role in organising some of this year's networking events in Asia.

"Earlier this year, we organised an event to mark International Women's Day here in Singapore and raise breast cancer awareness. The event was very successful, and we had over 30 female executives from the industry joining us," she explained.

Mahtani, also touched on WiTR's current charity initiative that will launch a music programme for children, jointly organised with the charity organisation Hand in Hand for Haiti. WiTR has set a target to raise \$15,800 to purchase musical instruments for children at the industry sponsored Lycée Jean-Baptiste Pointe du Sable.

From year to year, WiTR helps different groups and communities, from Haiti to India to Sichuan, and will undoubtedly continue its efforts to help those in need.

Bacardi completes acquisition of Patrón

Bacardi Limited, the largest privately-held spirits company in the world, has completed a transaction that makes the family-owned company the sole owner of Patrón Spirits International AG and its PATRÓN brand, the world's top-selling super-premium tequila.

The transaction, which was announced in late January, closed on 30 April and follows a successful relationship the two companies have had since Bacardi's initial acquisition of a 30% minority stake in Patrón Spirits in 2008.

According to the most recent International Wines & Spirits Record (IWSR) data, the acquisition makes Bacardi the number one spirits company in the super-premium segment in the US and the second-largest in market share by value in the US.

"We are delighted to welcome the team from Patrón into the Bacardi family," says Mahesh Madhavan, CEO Bacardi Limited. "We continue to be inspired by their passion, culture of caring, attention to detail, and unwavering commitment to quality. Our promise is to uphold these qualities to ensure the product integrity, innovative marketing, and commercial success of PATRÓN tequila for years to come."

"This is a momentous day for all of us at Patrón Spirits, and we are optimistic about the opportunities that lie ahead," adds Edward Brown, President and CEO, Patrón Spirits. "With Bacardi and its global presence, there is vast potential to grow the Patrón brand outside the United States, which is particularly exciting. Patrón has been a personal passion of mine for nearly 20 years, and I am thrilled to now be a part of the Bacardi family."

Basement 2/2-D10



Party time

The popular social programme at TFWA Asia Pacific Exhibition & Conference provides unrivalled opportunities to network and relax outside business hours. Tonight's Chill-Out Party will be a heaven-themed, zen-infused gathering. The TFWA Asia Pacific Bar is the perfect place to unwind, while tomorrow night's Singapore Swing Party promises an unforgettable evening in a parallel dimension.

TFWA Asia Pacific Bar

**Today and tomorrow,
 18:00-19:30**

Marina Bay Sands Expo & Convention Centre, Level 4

Perfectly placed for an early-evening drink at the end of a busy day at the exhibition. Wind down and chat to fellow delegates at the bar, or take your glass outside onto the terrace for a fantastic view of Marina Bay and the central Singapore skyline.

Special thanks to all our sponsors



Tonight, 19:30

Mandarin Oriental Hotel

The chance to relax after a busy start to the week, the Chill-Out Party returns to the Mandarin Oriental's rooftop complete with giant pool and breath-taking city views. Massages, reflexology and gem therapy soothe tired limbs and contribute to the laid-back ambiance at this heaven-themed, candle-lit, zen-infused gathering.

- Dress code: Casual
- Entrance by invitation only (part of the full delegate status)
- A shuttle service will be available from all major hotels

Kindly sponsored by:

LACOSTE 



Wednesday 9 May, 20:00

JW Marriott Hotel

The climax to the 2018 networking programme transports you to another world for an unforgettable evening in a parallel dimension. Think 'Avatar' and you'll get a flavour of what awaits. Expect an otherworldly blend of music, performance and drama in a series of experiences unlike any other.

- Dress code: Smart casual, ideally something white to enjoy the full benefit of some spectacular lighting effects
- Entrance by invitation only (part of the full delegate status)
- A shuttle service will be available from all major hotels

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The Travel Retail Awards

VOTED BY SHOPPERS

TRBusiness has partnered with m1nd-set to launch the first and only consumer-voted awards dedicated to the travel retail industry. m1nd-set sampled 5,000 travelling consumers across 42 global airports, plus bloggers and video bloggers. The inaugural awards ceremony took place last night at the Conrad Hotel.



The winners

BEST CHILDREN'S PRODUCT
LEGO – Ninjago Movie Green Ninja Mech Dragon

BEST CONFECTIONERY PRODUCT
Butlers – Platinum Collection

BEST ELECTRONICS PRODUCT (JOINT WINNERS)
AYO – Anti Jet Lag Glasses
Foreo – Luna Mini 2

BEST FASHION & ACCESSORIES PRODUCT (INCLUDING LUGGAGE & LEATHER GOODS)
Desigual – Inflight Exclusive 2-in-1 Wallet & Clutch

BEST FRAGRANCE PRODUCT
Oscar de la Renta – Bella Blanca (Interparfums)

BEST MAKE-UP PRODUCT
Nars – Powermatte Lip Pigment (Shiseido)

BEST SKINCARE, HAIRCARE, BATH & BODY PRODUCT
Seascape Island Apothecary – Travel Essentials Trio Gift Set

BEST SPIRITS PRODUCT
Aberfeldy 12 Year Old – Gold Bar Travel Retail Exclusive Gift Pack (Bacardi)

BEST SUNGLASSES & EYEWEAR PRODUCT
Z-Zoom – Reading Glasses (Travel Blue)

BEST TRAVEL ACCESSORY
Cabeau – Evolution S3

BEST WATCHES & JEWELLERY PRODUCT
Toscow – Provence Romance

BEST WINES PRODUCT
Baron Philippe de Rothschild – Mouton Cadet Reserve Bordeaux

BEST TRAVEL 'EXCLUSIVE' PRODUCT
Aberfeldy 12 Year Old – Gold Bar Travel Retail Exclusive Gift Pack (Bacardi)

BEST AIRPORT FOR CUSTOMER SERVICE
Singapore Changi Airport (SIN)

BEST DIGITAL AND SOCIAL MEDIA OFFER
Singapore Changi Airport (SIN)

BEST AIRPORT FOR 'SENSE OF PLACE'
Singapore Changi Airport (SIN)

BEST AIRPORT FOR RETAIL ENVIRONMENT – VOTED BY MILLENNIALS
Dubai International Airport (DXB) in partnership with Dubai Duty Free

BEST AIRPORT FOR RETAIL ENVIRONMENT – VOTED BY ALL AGE GROUPS
Singapore Changi Airport (SIN)



Aside from celebrating record sales in Q1 2018, Dubai Duty Free received a number of awards, including 'Best Airport for Duty Free Shopping in the Middle East' for the 17th consecutive year at the recent Business Traveller Middle East (BTME) Awards. Pictured: H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority and Chairman of Dubai Duty Free, and Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free.

Dubai Duty Free Q1 sales up 11%

Dubai Duty Free has announced sales of US\$523.46 million for Q1 2018, representing an 11% increase over the same period last year. The double-digit increase signals a positive start to 2018, following record sales of US\$1.93 billion in 2017.

Sales for March reached a new monthly record of US\$180.92 million – up 10% on March 2017. So far this year, monthly sales are in excess of US\$164.38 million, with an average daily sale of US\$5.82 million.

"We are very pleased with the first quarter of the year sales and are focused on reaching our targets for the year," says Colm McLoughlin, Executive Vice Chairman and CEO, Dubai Duty Free. "Sales are ahead of passenger numbers at Dubai International Airport and we are seeing double-digit growth across a wide number of categories."

Sales across all three terminals at Dubai International Airport showed an upward trend in Q1, including a 14% increase in Terminal 2 and a 13% increase in Terminal 3.

Liquor, Perfumes and Tobacco held the top three spots category-wise in the first quarter of the year. Perfume sales reached US\$75.7 million, accounting for 14% of total revenue. Sales of Tobacco were up by 37% to US\$60.33 million, while Cosmetics was up by 25% to US\$50.04 million, accounting for 10% of total sales.

Other categories showing robust growth included Electronics – up 34% to US\$46.41 million, while Watches rose by 16% to US\$34.80 million.

"There are a number of factors behind the sales growth, including the refurbishment of Concourse C, which will be fully completed shortly, and other ongoing projects," McLoughlin explains. "While the introduction of VAT and Excise duty in our Arrivals Duty Free has resulted in a drop in revenue in these areas, the fact that VAT is not applicable for the majority of sales in Departures has contributed to an increase in certain categories for departing and transit passengers."

Looking ahead, Dubai Duty Free will continue to enhance its retail operation in 2018, including the expansion of the Passenger Terminal Building at Al Maktoum International, a Fashion revamp in Terminal 3 Concourse B, and refurbishment of Terminal 1 Concourse C.

In the meantime, the operation is continuing with its busy events and promotional calendar, which includes the Dubai Duty Free Irish Derby Festival (28-30 June) and Dubai Duty Free Irish Open (5-8 July) to be held in Ballyliffin, Co. Donegal.

So far this year, Dubai Duty Free's monthly sales are in excess of US\$164.38 million, with an average daily sale of US\$5.82 million.



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Ginger Monkey

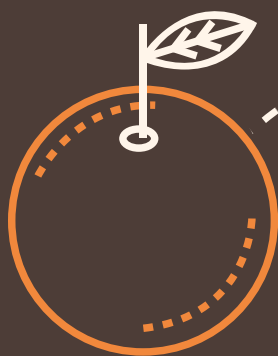
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MONKEY SHOULDER AND
TOP UP WITH 150ML
DRY GINGER ALE



3.
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GARNISH WITH A
SQUEEZED WEDGE
OF ORANGE



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*Category winning products in the San Francisco World Spirits Competition 2017

Jessica Mason explores the way that spirits have adapted to reflect the growing craft trend and how they are repositioned to appeal to consumers not just through being impressive, but showing how and why they are in their descriptive marketing.

From Loch Lomond Group, an independent distiller and blender of some of the finest and rarest Scotch whiskies, visitors to the show will see the latest new product release in the Asia region – the travel retail exclusive Loch Lomond Inchmoan 10yo Single Malt Scotch whisky.

Crafting a spirited story



One of the most compelling trends to have impacted the spirits sector has been the craft movement. Descriptive terminology about the journey the drink has taken before it has been bottled shows transparency to the consumer in a way that appeals to new desires for honesty surrounding ingredients and processes. For a long time, consumers have been told what is good. But now they play a part – the liquid they buy on their travels needs to strike a chord with their values. Is it natural, eco-aware, or does it have any

provenance that evokes a sense of place and high worth?

All of these questions are being asked by consumers. So much so, that global travel retail has begun to listen and product positioning has adapted to answer demand for more high-quality spirits that are not just drinks, but catalysts for discussion and symbols of virtue.

"International travellers are increasingly interested in craft spirits. They love the story behind the brand, the uniqueness and the authenticity of the product they expect to discover in an airport, onboard an airplane or a ship," says Alexandre Bussiere, General Manager EMEA & USA, MG Cellars (Basement 2/2-B14).

We learn that "Beluga products are handcrafted in the heart of Siberia. The traditional artistry of taste, expertise, and passion is reflected in each Beluga bottle," says Liudmila Scherbitskaya, Export Marketing Manager, Beluga (Basement 2/2-C6), explaining that "advanced equipment combined with carefully stored production traditions make it possible to create a truly exclusive product, the embodiment of skill and nobility. Natural ingredients, pure artesian water and the period of 'rest', ranging from 30 to 90 days, depending on the formula, can achieve a unique velvety taste."

Philippe Biais, Export Director, Waldemar Behn (Basement 2/2-B34) points out the finer points of DANZKA vodka, reminding that "besides design and unique taste, the benefits of the aluminium bottle are that it is light, unbreakable, reusable, recyclable and very fast cooling – all these core elements are unique and appreciated by our loyal fans around the world," showing that presentation and packaging matters to conscientious consumers.

Bottega's Gin Bacùr is a distillate produced in Italy using botanicals like juniper berries, sage and lemon zest. This Italian gin stands out thanks to the fragrant and natural ingredients used in the recipe that are harvested on the Alps and in the Italian countryside.



But the sense of naturalness with no nasties is a lure that provokes sales too. Kinmen Kaoliang Liquor has 65 years of history and over 80% market share in Taiwan and is a “type of Chinese white spirit (baijiu)” that follows a “100% natural production without additives by a pure grain solid-state fermentation distilling technique,” says Vivi Chen, Export Specialist, Sales Department, Kinmen Kaoliang Liquor (Basement 2/2-J36).

“Licor 43 Baristo is a fusion of Licor 43 Original, containing 43 natural ingredients, with rare coffee from the Canary Islands,” explains Alfred Goh, Area Director Asia Pacific, Zamora Company (Basement 2/2-N11), pointing out how “the result of this coupage is a complex and elegant liqueur that brings us surprising new flavours while maintaining Licor 43’s characteristic soul: freshly roasted coffee, in harmony with the vanilla notes of Licor 43 Original, and hints of mature and citrus fruit.” As such, Goh describes it as “a surprising new flavour, unlike mainstream coffee liqueurs” and identifies it as “a complex and sophisticated liquid in a premium presentation”. At this point, we begin to see how the integrity with which a spirit is made is being re-translated back to the consumer as higher quality than brands with greater brand awareness – simply because they can be upheld as premium due to the care and diligence that goes into their creation.

“Tank Coral Seas vodka, gin and tequila are small batch and artisan crafted expressions that capture our passion for the diverse and nutrient-rich oceans around the world,” according to Brooke Boak, President, Drink Tank (Basement 2/2-F03). Boak describes the portfolio as “carefully infused with a proprietary flavour-free blend of sustainably harvested Kombu; Coral Seas expressions are hand-balanced by a Master Distiller to create an exceptionally refreshing spirit with both versatility and mixability”. All of this chimes well with the trend for craft and the high quality associated with its arrival on the drinks industry scene.

Bill Hargitay, owner of Vantage Australia (Basement 2/2-A4) is showcasing Vantage in Singapore this year and points out that it is “a delightful Australian spirit made with premium native botanicals, lemon myrtle, Tasmanian mountain pepper and a hint of Australian mandarin oil” which has been combined “to create a truly distinctive spirit”. Looking at the traceability and origin of the ingredients that have been chosen to



MG Cellars is showcasing its full range of Chabot products, along with some newly distributing brands.

be highlighted to the consumer, it’s clear to say that provenance and craft play a role in the positioning and marketing of the new brand.

In a similar way, Artur Ghazaryan, General Director, Prevelon (Basement 2/2-K35) points out the natural credentials of Kremlin Award Organic Limited Edition vodka, which is made “on the basis of ecologically pure products: natural drinking water and alcohol of the Alfa category”. According to Ghazaryan: “The alcohol is produced of the organically-grown wheat grain of the valuable variety, with the highest quality score from the ecologically clean area of Russia. The vodka passes through a multi-stage cleaning via ecologically pure birch charcoal.”

Sandro Bottega, owner and Managing Director, Bottega (Basement 2/2-M9) does a great job of

describing his new product Gin Bacûr with the same amount of detail and transparency about its creation. “Gin Bacûr is a distillate produced in Italy using botanicals like juniper berries, sage and lemon zest. This Italian gin stands out thanks to the fragrant and natural ingredients used in the recipe that are harvested on the Alps and in the Italian countryside,” explains Bottega, noting not just the naturalness and appeal, but also the sense of place the brand namechecks in its communication.



Beluga products are handcrafted in the heart of Siberia. The traditional artistry of taste, expertise, and passion is reflected in each Beluga bottle.

The benefits of DANZKA Vodka’s aluminium bottle are that it is light, unbreakable, reusable, recyclable and very fast cooling.



Kinmen Kaoliang Liquor has 65 years of history and over 80% market share in Taiwan. It is a type of Chinese white spirit (baijiu) that follows 100% natural production without additives by a pure grain solid-state fermentation distilling technique.



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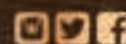


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Disaronno wears Missoni has already proved to be another winning collaboration with excellent sell-through wherever it has been listed in travel retail.

“Since the dawn of civilisation, mankind has felt a profound need to gather together, to interact, to share. Share emotions. Share experiences. Share secrets. Or simply share special moments. Glen Moray Single Malt Scotch Whisky has retained this ancient memory,” says Laure Habbouse, International Marketing Team Leader, Bardinet (Basement 2/2-L2), highlighting how Glen Moray Single Malt Scotch Whisky is “a whisky of great warmth and generosity, yet one that is finely-crafted for impeccable quality” and also “a whisky that brings people together, fosters conviviality and celebrates sharing.” The brand Glen Moray most recently began its first major international communication campaign #Share, which has been “designed to promote the values of authenticity and human relationships”.

Zamora’s Goh takes a similar line when describing the brands that are being showcased at TFWA Asia Pacific Exhibition & Conference, noting provenance to anchor each drink with the hallmarks of authenticity and meaningfulness. “The flagship brand is Licor 43, which was first produced in 1924. It will be present with Licor 43 Original, Licor 43 Orochata, and the newest member of the family – Licor 43 Baristo, as well as the Martin Miller’s Gin portfolio, which consists of three SKUs,” Goh explains. He adds that “Martin Miller’s Gin was created in 1999 and it is then blended to strength using Icelandic spring water”, while highlighting that “Martin Miller’s Westbourne Strength was a response to requests by mixologists for a version of Martin Miller’s Gin that would give a more ‘old school’ authenticity to their classic repertoire of cocktails and help them create more complex, fully-flavoured inventions”, and “lastly there is Martin Miller’s 9 Moons, a single cask aged gin, from a single new Bourbon oak cask”.

In Singapore, that excitement continues with the introduction of the third in the Glenfiddich Experimental Series: Glenfiddich Winter Storm, a single malt whisky finished in Canadian icewine casks. “WGS has teamed up

Zamora Company is unveiling its first-ever limited-edition bottle for Villa Massa – its premium limoncello. The new packaging, available in domestic and travel retail markets around the world from this month, celebrates The Italian Golden Age, La Dolce Vita.



Whyte & Mackay, now whisky partner of Emirates, will see The Dalmore King Alexander III being poured for First Class travellers onboard the airline’s flights.

with Peller Estate winery in Niagara to create a 21-year-old whisky finished in French oak icewine casks,” says Ed Cottrell, Managing Director Global Travel Retail, William Grant & Sons (Basement 2/2-N19), explaining that “the resulting Winter Storm is a short, crisp premium liquid imbued with a unique layer of sweetness and complexity”. Also being highlighted in Singapore is Glenfiddich Cask Collection Finest Solera, “the first in a series of rare whisky expressions by Glenfiddich developed in collaboration with Baccarat – world-famous manufacturer of the finest crystal glassware,” explains Cottrell, adding all of the brand’s premium credentials that are evident at the show: “Exclusive to GTR, Finest Solera is presented in a unique, hand-blown, numbered and signed Baccarat decanter; the stunning presentation of the whisky matching the exceptional flavour profile of this superlative single malt.”

Zamora Company is also unveiling its first-ever limited-edition bottle for Villa Massa – its premium limoncello. “The new packaging, available in domestic and travel retail markets around the world from this month, celebrates The Italian Golden Age, La Dolce Vita,” says Antony Kime, International Director Global Duty Free, Zamora Company. “Villa Massa Edizione Speciale La Dolce Vita has a vibrant design, inspired by the dolce vita era. The premium packaging portrays a relaxed, pleasure-filled Italian lifestyle and mirrors the quality of the liqueur itself.”

For extra provenance and heritage merit, “the Massa family crest is emblazoned on the front of the bottle,” Kime adds.

From Loch Lomond Group (Basement 2/2-B14), an independent distiller and blender of some of the finest and rarest Scotch whiskies, visitors to the show can see the GTR Scotch whisky ranges from Loch Lomond in the Highlands and Glen Scotia in Campbeltown. “We will also be sharing the latest new product release in the Asia region, which will be our travel retail exclusive, Loch Lomond Inchmoan

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(53%V/V) YongFuJiangJiu (LaoJiang)



10yo Single Malt Scotch whisky, representing the Island of Peat”, says André de Almeida, Managing Director – Global Travel Retail, Loch Lomond Group, giving a nod to the local area as much as the rarity of the liquid.

The Brown-Forman Travel Retail (Basement 2/2-N1) whiskey portfolio – already a key player in the channel – will get a significant boost with the formal roll-out of Jack Daniel’s Bottled-in-Bond at the show. “Introduced in Cannes last year, Jack Daniel’s Bottled-in-Bond is poised to be on travel retail shelves as early as this summer. This launch will follow the roll-out of Jack Daniel’s Tennessee Rye, which will also be showcased in Singapore,” says Eric Helms, Marketing Director, Brown-Forman Global Travel Retail. Helms describes how Jack Daniel’s Bottled-in-Bond is special. “It is 100 proof and a travel retail exclusive, and was launched on the 120th anniversary of the United



States Congress passing the Bottled-in-Bond Act in 1897,” he adds, underlining that it “will be a tremendous addition to the portfolio and will be highly sought-after by Jack Daniel’s fans and whiskey aficionados around the world”.

Barry Geoghegan, co-owner and Commercial Director, Duty Free Global (Basement 2/2-E39) has revealed that the company will be launching its new whiskey range from Walsh Distillery from Ireland. “They have two different brands – The Irishman and Writers Tears,” he explained, hinting that the company will also be “launching Drumshanbo Gunpowder Irish Gin”, so there will be plenty to peruse and taste.

Borco’s (Basement 2/2-H33) focus at this year’s show lies particularly on its luxury products Sierra Milenario Tequila and the Mezcal brands, Marca Negra and Meteoro, whose global distribution (except USA, Canada and Mexico) it only recently took over at the beginning of January. “Besides that, our hero Sierra Tequila with the qualities Sierra Tequila Silver and Reposado will be showcased. Additionally, our 100% de agave Sierra Antiguo Plata and Sierra Antiguo Añejo will be displayed in Singapore as well,” says Dr Tina Ingwersen-Matthiesen, member of the Borco board and part of the Borco owner family.

James Bateman, Sales Director for Global Travel Retail, India and the Gulf, International Beverage (Basement 2/2-H27), explains that the show will highlight the company’s spirits brands portfolio, with premium products made in Scotland and Thailand. “We have new super premium

◀ From Wild Tiger Rum we will see the entire range, which includes Wild Tiger Special Reserve Rum and Wild Tiger India Spiced, available in the recently-developed litre bottles that are exclusive for travel retail.

Borco’s focus at this year’s show lies particularly in its luxury products, and the Mezcal brands, Marca Negra and Meteoro.



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▲
 The Brown-Forman Travel Retail whiskey portfolio will get a significant boost with the formal roll-out of Jack Daniel's Bottled-in-Bond, which is poised to be on travel retail shelves as early as this summer. This launch will follow the roll-out of Jack Daniel's Tennessee Rye, which is also being showcased in Singapore.



▲
 International Beverage is highlighting new super premium expressions for Old Pulteney single malt Scotch, a new offer and look for Speyburn single malt Scotch, and a new bottle design for Caorunn Gin.

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Luzhou Laojiao is showcasing Baijiu this year and launching a new product – National Cellar 1573 in 375ml format, which it calls a gift and tasting package.

expressions for Old Pulteney single malt Scotch, a new offer and look for Speyburn single malt Scotch, and a new bottle design for Caorunn Gin,” he says, reminding that the first impressions are made on appearance as much as taste.

MG Cellars is showcasing its “full range of Chabot products, along with some newly distributing brands like Loch Lomond and Glen Scotia whisky, and Whitney Neill gin” as well as its “renewed Coeur XO giftbox,” reveals Bussiere, noting the importance of presentation for gift-givers among travel retail.

Luzhou Laojiao (Basement 2/2-K33) is showcasing Baijiu this year and launching a new product – National Cellar 1573 in 375ml format, which it calls a “gift and tasting package.” This is “the top privileged collection of Baijiu created by Luzhou Laojiao specially for duty free channels,” says Li Huang, Travel Retail Account



Supervisor, Luzhou Laojiao, highlighting that it is a product with heritage and provenance attached to it, and “the elegant and peaceful style of folding screen and fashionable exclusive liqueur sets which manifests the Chinese culture”.

From Wild Tiger Rum (Basement 2/2-J01) we will see the entire range, which includes Wild Tiger Special Reserve Rum and Wild Tiger India Spiced, available in the recently-developed litre bottles that are exclusive to travel retail. According to Gautom Menon, founder & Chief Brand Officer, Wild Tiger Rum, the company is also showcasing its new Cubs Twin Pack, “which is a cute 35cl version of each variant in a gifting format”.

Menon hints that the company will soon be launching the Cubs Twin Pack with “some key operators in the region, including King Power Thailand and DFS Singapore”. Plus, the company’s Rumtastic Rum Box – “an innovative concept of 20 rum miniatures from 20 rum producing countries, which will be ready to hit shelves in May 2018” will also be available at the show, highlighting the importance of gifting, as well as country and origin to the craft trend present in the sector.

Another company with high hopes for the show is Sujiu Group Trading Co (Basement 2/2-N27), a white wine producer from China, which is showing its Chinese liquor, Yanghe, at TFWA Asia Pacific Exhibition & Conference. “Liquor sales are increasing every year. On the one hand, more people accept white spirits. On the other hand, Chinese people have become more active in the world,” says Joseph Zhu, International Business Dept Manager, Sujiu Group Trading Co, describing how important it was to the company to break through into travel retail and introduce more people to Yanghe.

In terms of new listings, Cottrell from William Grant & Sons admits the company is focusing on Japan as offering a great deal of potential. “Last year, we appointed JALUX, the trading arm of Japan Airlines, to distribute to the fragmented Japanese airport customer base,” he explains. “With a population of over 100 million, government ambition to double tourist numbers, an impending GST rise from 8% to 10% (price differentials with the domestic market will rise) and a casino bill expected to be passed soon, Japan represents not only a big, but a strategic market for William Grant & Sons in the North Asia region.”

For William Grant & Sons, “good distribution remains a major hurdle in a country dominated by Japanese brands” and so “having a professional distributor now in place is a significant and important step forward for us,” Cottrell explains, suggesting the drinks firm has found its feet in the East.

Showing its prowess, Whyte & Mackay (Basement 2/2-C5) recently announced its title as whisky partner of the world’s largest international airline, Emirates, meaning that brands including The Dalmore and Jura can now

Tank Coral Seas spirits are small batch and artisan crafted expressions that capture Drink Tank’s passion for the diverse and nutrient-rich oceans around the world.



Prevelon is presenting Kremlin Award Organic Limited Edition vodka, which is made on the basis of ecologically pure products: natural drinking water and alcohol of the Alfa category.





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be enjoyed on the airline, which serves over 135 destinations worldwide. That kind of reach spanned through travel retail is a step forward for the firm. As part of the deal, The Dalmore King Alexander III will be available to First Class travellers onboard the airline's flights, and the craft credentials of the brand will be reiterated to consumers alongside this new move. Jura Superstition Single Malt accompanies The Dalmore onboard the Emirates experience, served in Business Class. Dalmore Master Distiller Richard Paterson says: "Award-winning Emirates is known the world over for its exceptional luxury travel experience and it is an honour to be associated with them. Given its exceptional flavour profile, it is, therefore, fitting that the renowned six cask-finished The Dalmore King Alexander III should be selected to feature onboard." Antoinette Clifford, Senior Travel Retail Marketing Manager, adds: "This partnership will serve to reinforce



William Grant & Sons has teamed up with Peller Estate winery in Niagara to create a 21-year-old whisky finished in French oak icewine casks. The resulting Winter Storm is a short, crisp premium liquid imbued with a unique layer of sweetness and complexity.



Vantage is a delightful Australian spirit made with premium native botanicals, lemon myrtle, Tasmanian mountain pepper and a hint of Australian mandarin oil, which have been combined to create a truly distinctive spirit.

both brands' reputation and standing, which we are very excited about. We are confident that the First and Business passengers will enjoy the taste and stories of both brands."

With its sights set on a similar alignment with style, Illva Saronno (Basement 2/2-M10) is showing the new Disaronno Icon – the name of which remains under media wraps until October. "The collaboration – which will be with a renowned Italian designer – will be the sixth in the icon series, bringing a one-of-a-kind look to the world's favourite Italian liqueur," says Domenico Toni, Global Sales Director, Illva Saronno. "This year's version, Disaronno wears Missoni, has already proved to be another winning collaboration with excellent sell-through wherever it has been listed in travel retail. The Disaronno Icon is exciting and different because of its limited availability, and each new bottle has stood out in travel retail due to its unique design."

In considering the most iconic, the most compelling and the most innovative or premium spirits within the global travel retail sector, we can peruse the portfolios on display and recognise how the craft movement, how provenance and heritage, as well as eco-awareness, have helped shape a path to increase footfall for the drinks arena. What we are witnessing is that the consumer has raised the bar in terms of expectation. Ingredients need to be highlighted, all items gift-worthy and helped along with a clear route to market. Drinks need to be put in the hands of the target demographic. For a long time, drinks companies and the brand owners have preoccupied themselves with a race to the upper echelons



Duty Free Global is launching its new whiskey range from Walsh Distillery from Ireland. There are two different brands – The Irishman and Writers Tears.

of premiumisation. But now, it seems, the new version of premium is set by the consumer and their perception – their lifestyle cues and their inherent values. This is happening internationally, but global travel retail has reached a step-change point, where product positioning is reflecting this to stay ahead.



Learn more about the wine & spirits innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfuaproductshowcase.com). Scan this code to visit the TFWA Product Showcase

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Jessica Mason looks at the availability of wine across global travel retail and identifies how the category answers consumer demand for genuine luxury products at accessible price points.



Making time for wine

▲ *Barton & Guestier is introducing its new travel retail exclusive range of wines developed around its new red signature.* ▲

Agility as a wine company is key for travel retail success. As the wine industry meets the needs and desires of consumers, so too must the retail space within which it is internationally showcased.

“The consumer of wine is constantly looking for new challenges, new wines, new experiences. I think this is reflective of the amazing growth in the wine offering across Asia duty free over the last 10 years,” says Anthony Budd, Managing Director, Diverse Flavours (Basement 2/2-D34).

“The last 12 months has seen no change in this evolution. The wine section gets larger, the selection gets larger, the consumer gets braver, more consumers enter the wine category, which drives us all harder (producer, supplier, retailer, channel) to make great and interesting wines available to them and ensure choice,” Budd adds, revealing that he believes wine companies and retailers need to be flexible in their approach and willing to try new things. “The consumer shifts like sand in the desert and we must be agile and prepared to try new things and ideas to earn the sales and deliver customer satisfaction.”

This year, in Singapore, a selection of the wine elite will be present, revealing wines of an extremely high calibre upon the global stage.

This will be the first time Chateau Tanunda Barossa Australia will be available to try at the show and, according to Matt Fitz-Gerald, Global Sales Manager, Chateau Tanunda (Basement 2/2-G02), the winemaker will be coming with its very best wines, beginning with the internationally-recognised Grand Barossa, exported to all major markets, including Europe, UK, USA and Asia.

“The Grand Barossa range is led by Shiraz, the variety that made Barossa famous and Cabernet Sauvignon,” says Fitz-Gerald. “We will be showing our new GSM, which we launched in March, a red blend that Barossa is also well-known for. Moving up the ladder will be The Chateau range, a premium collection that exemplifies the diversity of single vineyard, sourced wines from the Barossa region. We will be releasing our new Eden Valley Chardonnay and Eden Valley Cabernet Sauvignon, and of course a Shiraz. This trio of wines of handpicked, gentle basket pressed fruit comes from selected rows sourced from

our cooler climate Eden Valley vineyard.”

Peuch & Besse (Basement 2/N18) will present a wide range of wines made by passionate and talented winemakers. The label ‘one winemaker’ is increasingly popular and this success has encouraged the company to get ahead. “New winemakers from Bordeaux, Alsace, Burgundy, Rhône Valley, and so on, have joined us since last year, and we are proud to present their wines for this occasion,” says Isabelle Gec, Purchasing Manager, Peuch & Besse.

Philippe Marion, Sales & Marketing Director, Barton & Guestier (Basement 2/2-C10) assures that “B&G will introduce its new travel retail exclusive range of wines developed around our new red signature”.

Budd reveals that, this year, Diverse Flavours will have approximately 50 wines to taste and review. “These will include six wines from Avondale – one of the top organic and biodynamic wineries in South Africa. Their premium wines have been poured in First Class on All Nippon Airways (ANA) with three different wines; on Cathay Pacific in Business Class,



Diverse Flavours is showcasing the ever-popular Ernie Els range of wines. Founded by Ernie Els, the famous golfer and four-time major champion, the winery is found in Stellenbosch, and is nestled up against the Helderberg mountains.



and the Cyclus a white blend will be poured on Emirates in Business Class during 2018. Four of their wines are available in Dubai Duty Free.”

Budd also highlights that Diverse Flavours will be showing the ever-popular Ernie Els range of wines. “Founded by Ernie Els, the famous golfer and four-time major champion, the winery is found in Stellenbosch, but is nestled up against the Helderberg mountains. These wines can be found all across Asia duty free, just like the Els Golf Resorts, which are being developed

across Asia for the golf fanatics to enjoy.”

Torres (Basement 2/2-H8) will be showcasing Celeste Reserva from its bodega Pago del Cielo in Ribera del Duero, a new wine created by winemaker Juan Ramón García, and consulting winemaker Javier Ausás. This is a 100% Tempranillo wine from the D.O. Ribera del Duero, grown on chalky soils at 895m above sea level, at the highest heights of the Valladolid region, near the town of Fompedraza (Campo de Peñafiel). “Aged for 15 months in French



▲ *‘Peace for the World’ contains Bottega white sparkling brut Venezia DOC wine produced from Glera, Chardonnay and Pinot grapes. ‘Peace for Hiroshima’ contains Alexander Prosecco grappa. ‘Hiroshima for World Peace’ is a gift box that contains both products – ‘Peace for the World’ and ‘Peace for Hiroshima’.*

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Château Tanunda has wines served and poured on all P&O cruise lines in the Asia Pacific region, and has also just been confirmed as China Southern Airlines Oceania route cabin wine supplier in 2018 and 2019.

and American, Celeste Reserva is an exceptional wine with a limited production of 12,147 numbered bottles,” explains Xavier Armengol, Commercial Director, Familia Torres, who also highlights that in the premium white wine segment, Torres will present an exclusive travel retail edition of Viña Esmeralda with an elegant key ring. “Viña Esmeralda is a Classic Mediterranean wine made from the aromatic grape varieties Moscatel and Gewürtztraminer from the Upper Penedès.”

Heritage and rarity

Rare wines continue to be upheld in consumers’ regard, make great gifts, and are also considered true finds when travelling.

“I would say that consumers continue to be keen on tasting different and rare wines,” says Armengol. “So here especially, Spain and Chile have become more and more interesting with their amazing amount of regional diversity.”

He notes that, at Torres, the company foresees that wines made with ancestral grape varieties will grow in the future. In a bid to answer this demand, Torres has “already started with this recovery of autochthonous grape varieties in the 80s, and today this is still a top priority project,” Armengol explains, pointing out that, until today, the company has “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 the Torres single vineyard wine Grans Muralles; with the rest Torres has been experimenting in the past years and, according to Armengol, the results are really very promising.

Other areas noted for their rare wines include the Barossa Valley. “Not only is Barossa Valley famous for its Shiraz, but it’s home to some of the oldest continuously-producing vineyards in the world,” says Fitz-Gerald. “We are very proud to be releasing to the duty free channel our luxury range, including the 50 Year Old Vines Shiraz (Survivor Vines) and Cabernet Sauvignon and 100 Year Old Vines Shiraz (Centurion Vines). These wines confidentially sit side by side with some of the very best wines from Australia.”





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Fitz-Gerald illustrates how Chateau Tanunda is the site of Barossa's earliest vines, as well as its first winery. But not just that – it outlines it as one-of-a-kind and with a story attached that makes it memorable. "Chateau Tanunda is not only an extraordinary building that is the most visited cellar door in Barossa, but has incredible history that dates back to the 1890s and is firmly recognised as an icon of the Barossa," Fitz-Gerald explains. "With the Chateau Tanunda wines exported to over 30 countries, we are a truly globally-recognised Australian wine brand that over the years has grown a reputation as a winemaker that produces wines of exceptional quality and value."

In terms of stand-out qualities, Diverse Flavours will also be showcasing wines from Cederberg, South Africa's highest winery at 1,000m above sea level. Budd emphasises how this is "an amazing location of natural beauty, ancient rock formations, pure air and remoteness, where at night the stars feel as though they are right on your nose". "No wonder wines from Cederberg are currently poured on Asiana Airlines from Korea, and ANA from Japan (Cederberg Sauvignon Blanc), and have been poured on Singapore Airlines, Cathay Pacific, and Etihad over the last few years."

Diverse Flavours also has "Deetlefs wines – dating back to 1823 and today run by Kobus Deetlefs – the seventh-generation family member to make wine on the Estate in the Breede-kloof region. They produce top Pinotage and Chenin Blanc," Budd explains, noting the family history as credentials for both rarity and a longstanding family tradition.

"Benefiting from our experience as a grower and wine producer in Saint-Emilion, our company has been selecting wines from family-run properties for more than a hundred years," adds Gec, giving the nod to the calibre of wines available from Peuch & Besse.

Marketing initiatives

None of the wineries are resting on their laurels. New marketing initiatives have begun to help boost each wine brand's portfolio and its presence within GTR.

"We are soon to launch a select range in Heinemann Australia, in Sydney and soon Gold Coast Airport," says Fitz-Gerald. "This will be our first duty free listing, so we are very excited about that. We have also recently been appointed for another two years as China Southern Airlines Oceania route cabin wine supplier in 2018 and 2019."

From Bottega (Basement 2/2-M9), the company has launched a new important charity initiative called 'Spirit of Peace', which was spurred by a visit to the Hiroshima Peace Museum, which Sandro Bottega, owner and Managing Director, Bottega, made on 6 August 2015, on the 70th anniversary of the colossal devastation caused by the atomic bombing.

"I was deeply moved by this experience, and immediately started working on an art exhibition," says Bottega. "The whole project is developed together with the municipality of Hiroshima, with the full support of the mayor Kazumi Matsui. The art pieces I designed will be exhibited in three prestigious sites (Hiroshima MOCA, Hiroshima Museum of Art, and Hiroshima Prefectural Art Museum) from 25 November until 10 December. With these works of art, we wish to contribute to raising awareness in visitors and around the world about the most important asset for mankind: peace."

To further enhance the possible reach of the project, we decided to carry out a non-profit charity project, producing three specific new products. 'Peace for the World' is a wine bottle dedicated to world peace; it features the profile of a white dove on the label, and contains Bottega white sparkling brut Venezia DOC wine produced from Glera, Chardonnay and Pinot grapes. 'Peace for Hiroshima' is a precious, artistically handcrafted bottle, featuring a white dove as a symbol of peace; it is both a tribute to Hiroshima city and a warning against the war, and contains Alexander Prosecco grappa. 'Hiroshima for World Peace' is a gift box that contains both products – 'Peace for the World' (bottle of wine) and 'Peace for Hiroshima' (bottle of grappa).

"These products will be donated to those Bottega customers who will endorse this initiative," Bottega comments. "We will invite them to donate directly to Hiroshima municipality, and we will encourage them to set up a preferential display inside the point of sale, to maximise visibility and spread of positive message."

Peuch & Besse now offers a full range of 60 wine growers' wines, specifically for travel retail, and for which it has embraced the digital revolution and created some innovative sales aids. The 'one winemaker' concept combines tradition and new technology, allowing consumers to identify wine growers' wines, enter their world, and learn more about their wines, in just one click. "All our wines can be identified by a neck-tag on each bottle with the 'One Winemaker' label that is a guarantee of a high-quality, authentic wine," says Gec, highlighting that the company has already deployed the 'one winemaker' concept in Thailand, Laos, Myanmar, Malaysia, Vietnam and Hong Kong.

Diverse Flavours has revealed, from the award-winning Groot Constantia winery (South Africa's oldest winery dating back to 1685, which is found on the slopes of Table Mountain), an exclusive tasting of the Shiraz. Budd explains that this will be poured in First Class on ANA towards the end of 2018. "Additionally, we will experience the Governors Reserve Red Bordeaux blend and, of course, The Grand Constance sweet dessert wine, which was enjoyed by Napoleon, and was written about by Jane Austen, as the cure for a broken heart," he says. "The Groot Constantia Chocolate pairing pack we introduced at DDF was well accepted. This was a unique pack, where the chocolate was specially made to be eaten with a particular wine – in



◀ Peuch & Besse now offers a full range of 60 wine growers' wines, specifically for the travel retail sector, for which it has embraced the digital revolution and created some innovative sales aids.

this case Groot Constantia Rood. The winemaker and chocolatier worked together to create and develop the perfect match." It was a concept that its audience enjoyed immensely.

Sake

"Japanese sake is an interesting category and one that, like South African wine, will take some time to nurture and develop," says Budd. Diverse Flavours is bringing its sake to the travel retail scene. "The reaction so far has been very positive and I see long-term potential for Japanese sake. Like wine, the sake category is multi-layered and sometimes seems even more complex and daunting. The key is to find the right brands and Japanese producers who can understand the dynamics of the travel retail industry, and have a long-term vision. This takes time," he adds.

That said, the company has dedicated time to listing the sake in shops in UAE, Korea, Hong Kong, and even into inflight shopping. "Each new listing allows for us – a supplier, and the retailer to learn what works and what does not. There will be a certain amount of trial and error to get it right. But there is no question that there is a huge amount of interest in sake from a broad range of consumers. What we need to do is make the sake category understandable and approachable," Budd explains.



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Important listings with retailers of merit

Listings are what count in the end. If a product is not widely available to consumers, then it cannot gain the traction it requires in travel retail to become a success. However, paradoxically, it still needs to retain its exclusivity. Château Tanunda has wines served and poured on all P&O cruise lines in the Asia Pacific region, a partnership of which it is very proud. "We have also just been confirmed as China Southern Airlines Oceania route cabin wine supplier in 2018 and 2019, again. A great endorsement for the Chateau and its relationship with CSA," says Fitz-Gerald. "There are many airlines, airports with lounges, duty free stores, and cruise liners with wine lists, that Chateau Tanunda is not currently engaged with. We are here to warmly greet these people and introduce Chateau Tanunda wines."



Torres is showcasing Celeste Reserva from its bodega Pago del Cielo in Ribera del Duero, a new wine created by winemaker Juan Ramón García, and consulting winemaker Javier Ausás. This is a 100% Tempranillo wine from the D.O. Ribera del Duero, grown on chalky soils at 895m above sea level.



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"Bottega has landed at Shanghai Pudong International Airport, thanks to the collaboration with the Chinese group Sunrise," says Bottega. "We are already present in most Asian countries' domestic markets, but this is an outstanding commercial achievement for our company, because it is the only Italian wine brand present on the shelves of the duty free stores of Shanghai Pudong Airport. This presence represents an important showcase to promote the brand in the huge Chinese domestic market. The range of the Bottega products sold in stores at Terminals 1 and 2 of Pudong encompasses the sparkling wines characterised by the iconic bottles (the metallized Bottega Gold, Rose Gold and White Gold, and the crystals-encrusted Bottega Stardust); and a selection of red wines, including Brunello di Montalcino and Chianti Classico."

Bottega has also secured other new listings for its portfolio across travel retail of late, such as Valpolicella Ripasso and Bolgheri, which are now available at Abu Dhabi Airport; and Bottega Stardust being listed at New York JFK, Los Angeles and San Francisco airports.

Bottega recently gained onboard listings for its Glamour set (with Bottega Gold and Bottega Rose Gold mini bottles) with Taiwan-based FAT (Far Eastern Air Transport), Hong Kong Airlines, and Malaysia Airlines. Il Vino dell'Amore Petalo Pink Manzoni Moscato Rosé 75cl has been newly listed onboard Hong Kong Express (DFASS Group), while the Black Box Rose Gold set, on pre-order (containing Bottega Rose Gold and two glasses) has been newly listed onboard Virgin Atlantic; Bottega Gold (special 187ml bottle) is now listed onboard Westjet, and Prosecco dei poeti DOC (special 187ml bottle) will be available onboard Virgin America.

For Peuch & Besse, Gec believes that gaining listing with retailers is based on mutual trust. "Many retailers already trust us and, thanks to their confidence, we constantly expand our range and try to identify the

needs of customers as fairly as possible. This is certainly the reason why, currently, we are present in many countries and have partnerships with prestigious companies such as China Duty Free, King Power, Lagardère Travel Retail, and Vietnam Airlines."

Diverse Flavours is already working with DDF in Dubai, King Power in Thailand, DFS in Singapore, Prestige in Cambodia/Mongolia/Laos, Everrich and Tasa Meng in Taiwan, Lotte in Indonesia, ANA in Japan, Asiana in Korea, Jet Star, Emirates, Eva Air in Taiwan, and CMHK in the Philippines. It is also already in talks with all key operators across the region, including airlines (Singapore Airlines where its wines were listed last year, Cathay Pacific, Garuda, and Philippines Airlines) for pouring tenders in First and Business Class. This is a big step for the prestige of the company and its associated vineyards.

For Torres, the placement of its wines is incredibly strategic. Armengal explains how Torres is staying focused, and reveals that "geographically-speaking, we have a strong position in Europe and are working hard to reach this positioning in other regions, such as the Middle East, Asia and the Americas". "In all these markets, our main focus is on the segment of travel consumers that look for (super) luxury products, for example unique or limited editions. The latter is actually quite a natural segment for wineries with unique and sometimes single vineyards with limited production, like we have at Torres."

However, to look at the demand for good old-

fashioned value, Torres also has its finger on the pulse by covering both bases – luxury and accessibility through impulse shopping that appeals to younger travellers. "On the other hand, we of course also serve the more traditional segment of consumers who are simply looking for a saving comparing duty free and their home country prices. Within this target group especially, the so-called 'millennials' are an interesting segment that is growing, probably because they travel more frequently," says Armengal.

Potential

As with most things, the renewed focus for expanding any category begins by pinpointing the territories within which a product's presence is still in its infancy.

Bottega sees "great potential in China, with all the main duty free operators, but in particular with China Duty Free Group, Shenzhen Duty Free and Zhuhai Duty Free", while Barton & Guestier's sights are set on "all emerging markets in Africa, as well as South and North Asia", in addition to attracting big traditional operators "like DFS".

The advice from Peuch & Besse is to stay open to the possibilities ahead. There is potential everywhere and sometimes there are limitations if a wine company sets its focus on a particular country or retail operator.

"Today, customers anywhere in the world are looking for genuine products," Gec adds, reminding that wine delivers on that expectation – it just needs to step forward and show how it answers demand.



Learn more about the wine & spirits innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase

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What do tobacco consumers want now, and what can brands do to keep them interested in their products in an era of increasing advertising restrictions? What is igniting the curiosity and passions of tobacco consumers today, and in Asia in particular? Does the secret to success in travel retail lie in gifting, or pitching for the individual's consumption?

Gifts and the individual

"One of the trends we are noticing within the cigar category in Asia is the continued increase in demand for gift items like our Balmoral Dominican Collection 12 and Private Collection 25 products, and our new Balmoral Anejo XO gift box. Consumers like to buy products like these for their friends, but also for personal use," says Gertrude Stormink, Global Travel Retail Manager, Agio Cigars (Basement 2/2-B17).

J Cortès (Basement 2/2-B25), the family-run business with a passion for cigars, told us that today's cigarillo and cigar category is stable, but because the range of handmade premium cigars is somewhat limited, consumers are looking for known and respected brands from Nicaragua, including Oliva and Nub. In Asia, in particular, flavoured cigarillos are proving extremely popular, according to the company.

In the cigar market, it seems apparent that it is important to get a mix of gifting, as well as catering to those who are buying for personal pleasure and consumption. This ties in with British American Tobacco's (Basement 2/2-G37) understanding of the current climate. BAT recognises that there is an increasing base of consumers who are choosing products that offer added experiences over and above the norm of what is expected. In travel retail specifically, BAT is experiencing similar trends to Agio Cigars – the brand is witnessing consumers looking for exclusive offers and products, both for themselves as individuals and products that are suitable for buying as presents for friends, family and colleagues.

KT International's (Basement 2/2-F37) Marketing Director Stuart Buchanan offers an alternative view, in so far as there is a definite consumer segment that is seeking 'value' products in travel retail as they move away from what he describes as high value "brag" and gift purchasing. "We are seeing this move globally of consumers moving to value within the category," he says. "But by value we do not mean cheap. We are referring to offers that are priced fairly for the innovation and quality they bring."

Nanyang Brothers Tobacco is showcasing two brands at TFWA Asia Pacific Exhibition & Conference – LiQun (Basement 2/2-K37) and Double Happiness (Basement 2/2-J34). The company highlights the importance of flavour-led experiences to keep consumers excited about, and engaged with, its products: "The sales volume of flavoured capsule cigarettes has experienced a vigorous growth in Asia since 2015, and it is likely to continue its upward momentum as consumers nowadays are seeking more diversity in the cigarette flavour. Since people from China form a large percentage of travellers in Asia, Chinese Virginia Cigarettes, the major type for Chinese smokers, can expect further growth in the years to come."

Away from the products themselves, a slightly concerning trend for some businesses is the ramping up of advertising restrictions in some markets. Although, on the surface, advertising restrictions can make trading more difficult, there is also an opportunity for people in the industry to use the restrictions as an inspiring catalyst for change.

Advertising restrictions can prompt market leads to think a bit smarter about how best to encourage new custom and maintain current levels. Nanyang Brothers Tobacco called out these restrictions and suggested that they are forcing brands to work that bit harder. A representative told us: "At present, more and more limitations have been imposed on tobacco advertising. For example, Macau began to execute a display ban policy in 2017, storing away all the tobacco products. Due to these tightened tobacco advertising regulations, tobacco manufacturers strive to launch more high-end and limited editions of tobacco products in duty free stores to catch consumers' eyes, in a bid to sustain their market shares."



Nanyang Brothers Tobacco is showcasing its LiQun brand at TFWA Asia Pacific Exhibition & Conference. LiQun (long filter) is a Virginia type cigarette, which is said to have a timeless, classic taste.

Igniting tobacco consumer curiosity: Maintaining the spark in travel retail

As the eyes of the tobacco world turn to Singapore, we caught up with some of the industry's key players to find out what we can expect next in the rapidly-changing sector.



J Cortès explains that consumers are looking for known and respected brands from Nicaragua, including Oliva and Nub.

How to catch the eye of the consumer

With advertising restrictions becoming ever more prominent in travel retail, and with tobacco products being stored away in less visually accessible areas, what can be done to entice consumers to make purchases? “Exclusivity and novelty are expected in travel retail by adult consumers,” says a representative from BAT. “There is a willingness for higher spend and consumers typically trade up versus what they usually buy when they’re at home. With that in mind, we are focused on travel retail exclusive offers that tap into the need for premium, exclusivity and gifting. We know that four in ten consumers are interested in something new, while around five in ten are interested in exclusive offers. It is also important to say that almost a quarter (around 24%) of consumers want to purchase a gift for someone else.”

Nanyang Brothers Tobacco also points to consumers wanting a greater diversity and freshness from their smoking experience, as well as high-end or exclusive editions. Agio adds that cigar consumers are constantly looking for new products, models and blends, and have a freedom to explore in travel retail that does not necessarily exist to the same extent in other marketplaces.

KT International’s Buchanan is focused on the importance of taste differentiation in whetting consumer appetite. “Our philosophy of offering innovation, quality and consumer relevance at the right price point has enabled us to compete and grow even in highly regulated markets. Over the past 20 years the industry has become very harmonised in terms of taste profiles with, in our view, no major taste difference between the big brands. We see this changing and consumers are now seeking variety in the smoking experience. Apart from the obvious taste differences delivered by the capsule and flavoured products, they are now also seeking differentiation through blends and filtration technology.”

For J Cortès, it is all about making sure consumers can easily find what they need, and that involves vital cooperation between tobacco brands and their partners in travel retail. “This year we will have again to convince retailers to continue renewing their cigar assortments and make the cigar humidor at the airport something exciting to enter. The advertising ban has already been in many markets for many years, but still travellers find their preferred products. Even when there is a display ban, the cigars can be found, but of course it is not easy to launch new products and present them to travellers. If retailers at the same time try to make the



◀ KT International’s Corset brand goes from strength-to-strength. The world-first Corset Shell Pack premiered at last year’s TFWA Asia Pacific Exhibition & Conference. KT International will be adding to the Shell Pack range this year, with a double capsule product aimed specifically at the Asia and travel retail markets.



Nanyang Brothers Tobacco is launching its first flavour capsule cigarette – Double Happiness Pearl of the Orient – in 2018, with its first unveiling in the duty free market.

assortment exciting, I believe we can still have growth in our category.”

Nanyang Brothers Tobacco agrees, adding: “The tobacco advertising bans and the large percentage of tobacco health warnings have narrowed the space for brand owners to showcase their products, such as their distinctive packaging design, selling points, etc, especially for the newly-launched products. To cope with these challenges, on the one hand, we can arrange product training for sales staff in the duty free stores to let them convey the selling points. On the other hand, as the travellers are flowing between countries, there are some countries where tobacco advertisements are still not so strictly limited; we can seek additional brand exposure in those countries.”

New products for 2018

The brands we spoke to are introducing a range of new products with varying focuses in 2018 as they jostle for consumer attention. Some play on nostalgia, others on flavour, gifting exclusives, and new designs.

Nanyang Brothers Tobacco is launching two key products this year. One is Double Happiness TA SHEE, which debuted in the early 20th century, but ceased production during wartime. After listening to consumer preference, a decision was made last year to revitalise the product. The packaging has retained much of its original design with a vintage touch.

The other new introduction from Nanyang Brothers

DYNAMIC
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MEVIUS 

Smoking seriously harms you and others around you



British American Tobacco always tries to bring innovation that will satisfy the needs of adult consumers, such as Kent Zing, and Kent Mix Aroma.

Tobacco is Double Happiness Pearl of the Orient. It is a Hong Kong milk tea flavoured capsule cigarette which gives consumers a burst of rich and smooth mouthfeel. The packaging features typical Hong Kong street views, which the company believes makes it a unique, Hong Kong souvenir.

Agio Cigars' Stormink explains: "During TFWA Asia Pacific Exhibition & Conference, we will launch our Balmoral Añejo XO handmade cigars for the duty free and travel retail industry. We believe global travel retail & duty free is a channel of critical and increasing importance for premium cigars, and so we are very pleased to introduce an exclusive wooden gift box that features five cigars: two Petit Robusto FT, two Rothschild Masivo, and one Gran Toro. Part of this travel retail concept is convenient 4-count cigar packs that feature the same three vitolas."

KT International's Buchanan says: "The King, our biggest global brand by volume, will see two new ranges added. The King Centrio Filter has been developed specifically for Asia and offers the consumer new filtration technology through a combination of both tube and charcoal. We have a further upgrade coming on our King Range, which we will reveal in Singapore. Globally, our Corset brand goes from strength-to-strength. The world-first Corset Shell Pack, which we premiered globally in Singapore last year, has since won international design and innovation awards, and has proved to be equally successful with consumers. We'll be adding to the Shell Pack range this year, with a double capsule product aimed specifically at the Asia and travel retail markets."

Meanwhile, BAT's global brands are driving its growth in travel retail. A spokesperson explains: "Our global brands present relevant offers and options for travel retail consumers who are seeking quality, novelty, exclusivity and innovation. We always try to bring innovation that will satisfy the needs of our adult consumers, such as Dunhill Capsule Super Slims, Dunhill Switch Mix, Dunhill World Series, Lucky Strike Onyx, Kent Zing, and Kent Mix Aroma."

Are consumer tastes evolving?

In order to better understand consumers and their needs, BAT is investing significantly in research which enables the organisation to leverage a full portfolio of offers. The company explains it has invested over US\$1.5 billion in the development and commercialisation of alternative, potentially less risky next generation products and that it has over 50 dedicated scientists working on the development of next generation products at any time within its experienced Research & Design team. A spokesperson says: "Flight of Light research that has been done has generated a significant increase in terms of brands' exclusivity perception, increased awareness and brand recall. These insights are helping us to provide the right product proposition to consumers, as well as to develop engagement platforms, enabling better interaction with them."

BAT's Tobacco Heating Products are showing positive momentum in markets where they have been launched, suggesting consumer interest in this area of the market is on the up. According to BAT's figures, the performance of Glo in Japan has shown it achieved a 1.8% market share of the total nicotine category in a single store in the first full month of launch. The trend towards moderation is continuing to evolve, with a growth in lower tar cigarettes and an increasing presence of products below 8mg. "We will continue to deliver on consumer expectation by driving and further building new emerging categories through Glo, Tobacco Heating Products, and Vype, and by adding more value to the product, driving evolution of the freshness and stimulation segment, and launching lower tar variants within the moderation territory," comments a BAT spokesperson.

Nanyang Brothers Tobacco is wise to the threat posed by vaping to traditional cigarettes, but is confident it is in a good position to meet the

challenge. The company is investing in innovation and is currently in the process of researching and developing its own e-cigarette product. "We are working to diversify our product portfolio by developing cigarettes of innovative kinds, such as slim cigarettes. We are also planning to incorporate the concept of environmental protection into our manufacturing processes by utilising sustainable materials, so that our cigarettes can be more eco-friendly."

KT International's Buchanan emphasises the need for business to be flexible to stay relevant: "The combustibles market remains sizeable, but as a business we are well-placed to play in traditional and emerging nicotine territories. At the end of the day, we are here to fulfil consumer needs. We are passionate about our tobacco business and pride ourselves on providing adult consumers a choice of high-quality products and innovation, while we are also devoting significant time, funds and resources to extending that choice to less risky alternatives to smoking regular cigarettes. The vaping industry is clearly here to stay, but to-date with no global consistency in terms of regulation (and taxation) it is still very fragmented. We believe, however, that combustible tobacco will still be the major global volume driver in the mid- to long-term."

The move towards lower tar products and vaping isn't something that concerns premium cigar smokers, except in terms of their choice or selection being affected by less availability, due to it being pushed off the shelf in favour of alternative products, according to J Cortès.

Behind the scenes at these tobacco giants, it is flexibility, originality of thought, and investment in innovation that will keep them moving forward. New products and flavours, and a desire to pre-empt consumer appetites, will keep them ahead of the game in Asia and around the world as they go forward and do battle with the mounting challenges posed by vaping and advertising restrictions.

Agio Cigars is introducing an exclusive Balmoral Añejo XO Travel Retail gift box, featuring five cigars: two Petit Robusto FT, two Rothschild Masivo, and one Gran Toro.



Learn more about the tobacco innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase



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Level 1/1-T7



Spirit of Aloha

New brand campaign messages for the Hawaiian Host and Mauna Loa brands are being unveiled at TFWA Asia Pacific Exhibition & Conference. Both are based on taglines designed to summarise the value proposition to the consumer. 'Indulge with a little Aloha' for Hawaiian Host and 'Crunch to a Different Beat' for Mauna Loa.

In creating the new brand taglines, Hawaiian Host considered the dynamics of both brands, looking at existing customers and attracting a potential new audience, both in home markets and while travelling.

"The new tag-line 'Indulge with a little Aloha' is meant as a proposition to the public – to live a life embodied by the 'Aloha Spirit' to take time to enjoy life's simple moments and to remember that Hawaiian Host's chocolate-covered macadamia nut products are a window into that way of life," explains Kate Abano-Wee, Global Brand Manager, Hawaiian Host.

Basement 2/2-E28



State-of-the-art shades

Premium polarised sunglasses supplier Maui Jim has its sights set firmly on Asia Pacific for the next stage of its travel retail growth trajectory.

Renowned for its technological innovation, Maui Jim offers a wide range of fashionable frames teamed with state-of-the-art lenses such as Maui Brilliant, giving optics nearly as clear as glass with just one-third of the weight, and on-trend lens treatments such as the Blue Hawaii and Maui Sunrise mirror coatings.

New to the ladies' fashion collection for Spring 2018 are Jasmine (#738) with perfectly round lenses, and the over-sized square Heliconia (#739) both with SuperThin Glass MauiGradient lenses set in glossy tortoiseshell or striking crystal coloured nylon frames. Among the chic cat-eye styles are new Honey Girl (#751) and Cathedrals (#782) as well as on-trend Blue Hawaii lens variants of the recently launched Plumeria (#768) and Canna (#769).

Basement 2/2-K9

A sense of place

Following the success of the travel-exclusive Ferrero Destination range (600g) in travel retail worldwide, Ferrero Travel Market is now unveiling a new set of destinations at TFWA Asia Pacific Exhibition & Conference.

In addition to a World Traveller edition, which suits any travel retail location, the existing range comprises luxurious gift packs dedicated to nine popular destinations: Italy, France, Germany, UK, Dubai, China, Hong Kong, Singapore and US.

In September 2018, Ferrero will launch five beautiful new 48-piece Ferrero Rocher Destination packs dedicated to India, Malaysia, Qatar, Spain and Turkey. The three new Asian editions will be revealed to buyers visiting Ferrero's stand.

Ferrero Rocher Destination packs are designed to address the need of travellers for a 'sense of place' when they are looking for a unique gift to take back from their trip. The design of each destination pack has been carefully crafted to bring together the most iconic elements of the respective countries.

Basement 2/2-J8



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Basement 2 B25



Ultimate comfort

Coming from the medical field, Compressport was born in Switzerland out of the desire to offer a range of high performance compression garments to sportsmen and women at all levels. Created by dedicated amateur sportsmen and women, Compressport was able to attract the greatest professional athletes in the world, combining three fundamentals: science, transparency and excellence.

Attending TFWA Asia Pacific Exhibition & Conference for the first time, the brand is showcasing its Compressmartsocks, Pro Racing Socks V3, Endless Bag, Hurricane Jacket, Free Belt and 3D Thermo Seamless Hoodie.

Compressmartsocks are ideal for travelling, working at the office, or any other prolonged seated position. The natural Merion & Silk fibre blend will bring added comfort and warmth for a unique feeling all day long.

Since the first Pro Racing Socks in 2011, Compressport has been continually innovating for the pleasure of your feet and is now introducing seven new and exclusive technologies for more performance, comfort and pleasure.

Basement 2/2-L8



Relax inflight

Be Relax is showcasing its latest innovation at

TFWA Asia Pacific Exhibition & Conference.

The WELLNESS PILLOW Sleep Therapy is designed with four main components to ensure maximum comfort inflight.

The sleep therapy massage sphere is inspired by massage rituals in Be Relax spas. It stimulates the Feng Fu shiatsu point between the head and the body to calm anxiety and prevent insomnia. The upgraded ergo-smart shape is designed especially for wearing a headset during your flight. Its unique flatback shape eases off the pressure on your neck. Extra height on both sides provides reinforced neck support.

The pressure sensitive memory foam in duo-density ensures firm neck support, while providing a soft touch on the face. The skin-friendly TENCEL cover provides moisture repellent and anti-bacterial features. A heat patch is also included to unwind neck tension and avoid a stiff neck.

Basement 2/2-N2



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Premium chocolate proposition

Harison Premium Chocolate, an exclusive global travel retail (GTR) chocolate brand, is being showcased at Sweetgarden's stand at TFWA Asia Pacific Exhibition & Conference.

The Harison brand, since its introduction, is one of the fastest-growing confectionery brands in GTR, with sales doubling each year, while delivering incremental category growth for retail partners. Sweetgarden is showcasing the highly successful Harison Truffles and Goldline Praline range this year, and the launch of Harison 100g tablets in Milk, Dark and Gianduia.

"The Harison brand offers both the shopper and retailer a unique premium chocolate proposition, through exclusivity, quality and value," comments Alan Brennan, Global Sales & Marketing Director, Harison UK Ltd.

"We look forward to welcoming new and existing customers onto the Harison stand, to showcase the Harison range and share our exciting growth plans for 2018 and beyond."

Basement 2/2-D1





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Trendy in red

What colour comes to mind when thinking of Switzerland or SKROSS? The only answer is definitely red! Now available in this trendy colour, the SKROSS Steel Line 2in1 Charge'n Sync Cable is suitable for all USB devices with Micro USB and Lightning Connector, plus it is fully certified by Apple for complete peace of mind.

Matching the corporate colour of the Swiss brand SKROSS, this stylish red is the perfect colour to stand out and be easily found in a stuffed pocket or drawer full of other electrical accessories and wires. Excitingly for those eager fashionistas out there, the red cable also perfectly matches the new special edition red iPhone 8, plus many other smartphones on the market. The robust aluminium housing is made-to-last, while the red colour also reflects the high-quality standards that Switzerland is renowned for.

Visitors at TFWA Asia Pacific Exhibition & Conference, where SKROSS is exhibiting, will be one of the first to see this new cable.

Basement 2/2-C4



A family secret

DANZKA Vodka is showcasing DANZKA Original, including the Flavour range and its Premium Superior Vodka DANZKA The Spirit at TFWA Asia Pacific Exhibition & Conference.

DANZKA Original 40% ABV is a delicate well-balanced vodka, mild and pure with an incomparable rich taste. It serves as the perfect base in a cocktail or straight for pure enjoyment.

DANZKA The Spirit is inspired by the Scandinavian vodka tradition and is the result of more than a century of experience in distillation. Despite it being 44% ABV, the seven-times distillation makes DANZKA The Spirit very smooth with a unique long Nordic finish. A one-time soft natural filtration at the very end of the distillation guarantees the premium superior quality and natural taste. This process is a family secret. It requires more skill and effort than others, but it's well worth it.

Basement 2/2-B34



Flawless craftsmanship

Marchon Eyewear is presenting the latest collections from Salvatore Ferragamo at TFWA Asia Pacific Exhibition & Conference. Salvatore Ferragamo's latest eyewear design is distinguished by a striking construction that unites high-gloss glamour with artisanal sophistication.

A symbol of the house's signature design approach, driven by constant research and experimentation, this modern, round shape features a sleek play of tones and materials enhanced by a customised acetate exclusively created for this piece. The front frame presents a light metal structure intricately hand-placed in the polished, stone-like surface with metallic gold filaments that catch the light and create an alluring finish around the lenses, while the temples are embellished with a laser-engraved Ferragamo logo.

This feminine and stylish frame is featured in the upcoming Spring/Summer 2018 advertising campaign as the epitome of Ferragamo's flawless craftsmanship and meticulous attention to detail, expressed through a unique combination of diverse textures and colours. Available in Black Grey Stone, Crystal Quartz, Brown Greige Stone and Brown Quartz.

Basement 2/2-L1



High-tech slippers

British footwear brand Butterfly Twists has developed a pioneering new product set to take duty free by storm. The Kozie is a one-size-fits all well-being slipper that has the ability to expand and contract using the brand's new innovative TwistFit technology.

A natural evolution of its core range, Twist Fit is an elasticated construction that connects the split sole, allowing the slipper flexibility to comfortably accommodate sizes ranging from 36 to 42 EU size.

Offered in an embossed luxe satin in four timeless colours, the brand's signature memory foam insole is layered under cocoon cosy faux fur, providing passengers with a custom fit and truly relaxed experience.

Basement 2/2-D8

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Iconic whiskies

Chris Fletcher, Assistant Master Distiller and a key player in the development of Jack Daniel's Bottled In Bond and Jack Daniel's Tennessee Rye, returns to Brown-Forman's stand at TFWA Asia Pacific Exhibition & Conference to personally share his thoughts on the two new historically-significant products from his hometown of Lynchburg, Tennessee. Both new whiskies reflect back on the earlier days of the famed Tennessee Distillery, in fact to a time well before Fletcher's grandfather, Frank Bobo, was the Jack Daniel's Master Distiller.

During the event, Brown-Forman Global Travel Retail will initiate a full roll-out of Jack Daniel's Bottled In Bond and Jack Daniel's Tennessee Rye. Both products have been previously announced, but limited quantities prohibited proper distribution. Jack Daniel's Tennessee Rye made its initial appearance in travel retail shops in late 2017, while Bottled In Bond will begin appearing on shelves in early summer.

Basement 2/2-N1



The art of being yourself

The new Desigual autumn-winter season honours the art of being yourself with a more contemporary collection designed for the different aspects of every woman. The collection on display at TFWA Asia Pacific Exhibition & Conference hinges on innovation; inspiration is found in nature, in new art forms and in the fusion of cultures and remote locations that flood the Arty, Patchy and Ethnic collections.

In the Arty collection, game birds, fruits and flowers jump out of the still life frame and unleash their beauty. Knits and sweatshirts are filled with landscapes, jackets come with coloured brush strokes, and T-shirt styles are refreshed for an everyday look with tassels, patches and flowers. The key style is the midi dress and the spotlight is on tulles playing with transparencies.

Other collections, including The Patch and The Ethnic collections, are also on display at Desigual's stand.

Basement 2/2-E18



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Booth E2-2-N02

Handcrafted spirits

Whitley Neill Lemongrass & Ginger Gin is the latest variant to join the award-winning handcrafted dry gin collection being showcased by Halewood Wines & Spirits at TFWA Asia Pacific Exhibition & Conference.

The event also marks the announcement of the launch of Halewood's partnership with MG Cellars Ltd. as its dedicated travel retail partner in the Asia Pacific region. A long-standing duty free specialist in the region, MG Cellars will now offer the Halewood gin portfolio alongside its existing brands.

Cool fragrant lemongrass contrasts with warm notes of ginger to give this new full-strength 43% ABV gin a unique and enticing flavour.

Whitley Neill Lemongrass & Ginger Gin joins the original Whitley Neill Handcrafted Dry Gin and its flavoured gin variants Rhubarb & Ginger, Quince, Blood Orange, and Raspberry, each one presented in a travel-exclusive one litre bottle.

**Basement 2/
2-B14**



Trendy styles

M arcolin is exhibiting new eyewear from Swarovski, Guess, and Ermenegildo Zegna at TFWA Asia Pacific Exhibition & Conference.

The elegant, rounded SK0153 sunglasses from Swarovski Eyewear feature exclusive diamond-shaped crystals, which embellish the front edges in a distinctive symbol of perfection, and statement of femininity. They are also available in a transparent frame version. The glossy black front of the SK5251 eyeglasses stands out with its squared shape. Combined with sparkling rhinestones set in an overlapping pattern on each temple, this gives a glamorous look. Swarovski crystals embellish the temple tips.

From Guess Eyewear, the feminine cat-eye silhouette of sunglass style GU7528 is crafted in thin metal combined with acetate end tips. Men's sunglass style GU6921 features a lightweight metal design with a thin double bridge and a triangle detail.

From Ermenegildo Zegna Eyewear, the sleek square shape and flat front of the EZ0088 acetate sunglasses are complemented by metal details and a laser printed chevron motif. Meanwhile, the round acetate style of the EZ5108 features a classic keyhole bridge in an easy-to-wear shape.

Level 1/1-S20



Quality spirits

I nternational Beverage is bringing a lot of excitement to visitors at its stand at TFWA Asia Pacific Exhibition & Conference, with its latest products across its wide portfolio of spirits brands.

Speyburn Single Malt Scotch Whisky has released two premium travel retail exclusives for 2018. The Speyburn 10 Years Old Non-Chill Filtered and the Hopkins Reserve, launching in airports from Spring 2018, boast two very different flavour profiles – from Speyburn's signature zesty sweetness, to a new smoky and peaty style.

The company is also exhibiting Caorunn Scottish Gin. Caorunn is dry and crisp, aromatic with floral, fruity notes. The taste is clean, sweet and full-bodied, with a fresh and long-lasting finish.

Old Pulteney will showcase two new global travel retail expressions. Both expressions boast intense and full-bodied flavours, with Old Pulteney's signature salty taste. Crafted and matured in the invigorating sea air of Wick, the new additions promise the same award-winning quality as the rest of the Old Pulteney portfolio.

Basement 2/2-H27



Backpacks of the world

C abinzero is exhibiting its latest SS18 Classic and Military 2.0 collections at TFWA Asia Pacific Exhibition & Conference. The SS18 Classic Collection is inspired by different spots around the world. Among some of the highlights are Sagano Green backpack, taking inspiration from the bamboo forest on the outskirts of Kyoto. Gently brushing against each other, the towering bamboos create a serene, evergreen feast for the eyes.

The Boracay Blue backpack is named after the tiny island in Philippines, long hailed as the world's most beautiful beach. Boracay is a slice of paradise wrapped in bright, tropical blue. Serengeti Sunrise backpack reminds of the magical Serengeti in Tanzania. The collection also includes Black Sand, Aruba Blue, Jarpur Pink, Sand Shell and Georgian Khaki.

The Military 2.0 collection will also be on display, available in three sizes – 44L, 28L, 36L, and six colours, including Absolute Black, Desert Sand, Military Green, Light Khaki, Military Grey, and Navy.

Basement 2/2-F23



A sense of place

D ENIZEN, with its travel jewellery line, offers unforgettable travel memories with a powerful sense of place of every corner of the world. French Polynesia is no exception, and is just one of the numerous destinations the brand is showcasing during TFWA Asia Pacific Exhibition & Conference. The DENIZEN of Tahiti is available onboard Air Tahiti Nui from this month, with the brand's two best-selling models of the paradise island, namely the unisex Large Pure and the more feminine Small Tender Tear. The latter sports the colours of the Polynesian atolls and the airline's livery.

This duo set, which is DENIZEN's most successful set for inflight, is particularly a hit with travelling couples looking for meaningful souvenirs to share. Home is where the heart is, so keep that special place close to your pulse at all times with a DENIZEN bracelet.

Level 1/1-P16



Seductive atmosphere

Spanish brand Lladró is showcasing the new line Light&Scent, once again focusing on innovation and design. The historic artistic porcelain brand, one of the greatest brands of Spanish luxury, presents a selection of new creations integrated into lifestyle proposals. The Light&Scent portfolio is ground-breaking for introducing the magic of porcelain in areas such as multisensory ambience and combining small lamps, lithophones and aromas for the home. Lladró arrives in Singapore with collections such as Cactus Fragrans – the brand's first proposal of liquid porcelain diffusers, Echoes of Nature, 1001 Lights, Lee&Lane, and an outstanding series of cordless lamps such as Dome and Firefly.

These new creations embrace lamps, votive lights and home fragrance. The delicate pieces are specially handcrafted to create a seductive atmosphere indoors and outdoors. The intimate light sources emit a soft glow and feature contemporary designs highlighted by the evocative power of natural scents. The refinement and romanticism of Lladró take on a decorative and functional format that stimulates the senses of smell, sight and touch.



Basement 2/2-G12



Top-selling single malt

Loch Lomond Group's global travel retail (GTR) range is expanding with the addition of a new GTR exclusive Single Malt Scotch whisky – the Loch Lomond Inchmoan 10 Years Old.

The new expression, which will only be available to duty free and travel retail shoppers, is being launched at TFWA Asia Pacific Exhibition & Conference. The group is attending the annual event alongside its distribution partner, MG Cellars.

The Loch Lomond GTR Scotch whisky collection, which is packaged in distinctive travel-retail specific gift tubes that underline the quality and provenance of the liquid inside, was first launched at Glasgow Airport in February 2017 and quickly became its top-selling Scotch whisky brand. Since then it has gone from strength to strength and is now available in all 11 World of Whiskies shops throughout UK airports, including branches in Edinburgh and London Heathrow.

Basement 2/2-B14

The drink of choice

Tank Rum, the first product offering from Drink Tank, a company built by, and for, scuba divers, outdoor adventurers, and water sports enthusiasts, has announced the addition of a full line of spirits catering to ocean-goers. Tank Coral Seas Vodka, Gin and Tequila are small batch and artisan craft expressions that capture the brand's passion for the diverse and nutrient-rich oceans around the world.

At TFWA Asia Pacific Exhibition & Conference, Tank Rum will capture the attention of tropical-bound and tropical-minded ocean vacation travellers.

The gorgeous super-flint glass Tank Rum bottle is at the top of every scuba diver's gift list and well represents their vacation, where rum is the drink of choice among the tropical regions due to rum's sugar cane origin.

Tank Vodka, Tank Tequila and Tank Gin, members of Drink Tank's 2018 Coral Seas Collection, are also on display at the event.

Basement 2/2-F03



TFWA

Tax Free World Association

23-25, rue de Berri
75008 Paris France

Tel : +33 1 40 74 09 86
Fax : +33 1 40 74 09 85

John Rimmer

Managing Director
j.rimmer@tfwa.com

Cécile Lamotte

Marketing Director
c.lamotte@tfwa.com

Produced by:



Ian Hill

Publisher
ian@pps-publications.com

Paul Hogan

Managing Director
paul@pps-publications.com

Ross Falconer

Managing Editor
ross@pps-publications.com

Marta Dimitrova

Jonathan Ford

Gavin Haines

Jessica Mason

Assistant Editors

Richard Jende

Head Designer
richard@pps-publications.com

Magdalena Matejewska

Designer
magdalena@pps-publications.com

Grant Pritchard

Photographer
photography@grantpritchard.co.uk

PPS Publications Ltd

3a Gatwick Metro Centre
Balcombe Road, Horley, Surrey
RH6 9GA, United Kingdom

Tel: +44 1293 783 851
Fax: +44 1293 782 959
post@pps-publications.com

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