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Looking chic enough to drink can be hard work for any brand. Here, Jessica Mason reveres statements in good taste. From bottled elegance right through to refined liquid refreshment. As the drinks industry matures on one side, from beyond we also see newcomers joining the fray, adapting the future of the industry.

Discernment through *elegance*

“ Travellers nowadays are looking for something more than just an interesting looking bottle on-shelf or a good deal,” according to Luke Maga, Distell Travel Retail Managing Director (Green Village M64). People want more. Consumers want products that make them feel special.

“Shoppers today love artisan products which have been carefully crafted and make them feel special when they purchase and use them,” suggests Kathleen Gentzbourger, President of Chabot Armagnac (Riviera Village RB7). After all, in the fight to the top, many brands fail. Consumers hold all the ace cards – in effect, they’re spoil for choice and so

they demand nothing but the best.

Yuriy Sorochnytskyi, Chief Executive Officer, Nemiroff Vodka (Blue Village G1) highlights how the global drinks landscape is “becoming more and more competitive” but notes how that is helpful in many ways to give companies the push they need to come up with new ideas and experiment. “Consumers are demanding brands deliver products with character, taste and value,” he adds.

Tapping into the consumer psyche can help unlock sales. Considering what is important to people, whether that be making or preserving memories or transmitting meaning in some way can all help to



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The No. 1 Ouzo in Greece, Adolo Ouzo Plomari, is a triple distilled Ouzo named “The heart of Plomari” and also the first dry distillate coming from the authentic Chios Mastiha.

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boost footfall across alcoholic drinks. Why? Because people are drawn to items they feel connected to in some way. One example can be seen with the new City collection from Grey Goose vodka, which is now launching as an exclusive in global travel retail markets and has been designed to inspire shoppers to celebrate perfect memories of their travels. As part of the supporting campaign, contemporary graphic illustrations will bring to life key icons and experiences of seven city destinations in a range of bold, colourful gift tubes containing a one-litre bottle of Grey Goose original vodka. The feature cities are Paris, London, Mumbai, Sydney, Dubai, Singapore and New York. With this campaign for Grey Goose, Bacardi (Bay Village Bay 21) is set to help shoppers celebrate personal moments from their travels, transforming occasions, no matter how big or small, into lifelong memories. In no small way, connecting with consumers and helping them feel things is crucial when targeting a certain demographic – thinking how they think can help tap into their needs and desires. This kind of connection “enables a brand owner to bring a product to life with storytelling and imagery that evokes an emotional response and/or connection from the target audience,” says Richard Trimby, Travel Retail Director, Whyte & Mackay (Green Village M52).

Storytelling and provenance

And it's that storytelling and provenance that is important too. Because before people taste with their palate, they taste with their eyes – in everything they read and can find out about a brand.

“William Kerr's is a gin where you can really taste the 'Barley to Bottle' difference versus London Dry gins. It is for the discerning gin drinker looking for something with real provenance and taste,” says Tony Roberts, Director and Co-Founder, Three Stills Distillery (Red Village K17). Roberts also notes how “Lower East Side is a contemporary premium blended malt whisky for consumers that wish to discover a new style of blended malt”.

As part of the Grey Goose City collection launch, the campaign entitled 'Live Victoriously' will help to remind people that they do not need to wait for celebratory moments to enjoy life. A very compelling message indeed.

“Live Victoriously is centred around the philosophy that you deserve better than 'good enough',” says Lee Applbaum, Global Chief Marketing Officer of Grey Goose. “You don't need a special occasion to enjoy Grey Goose simply because it's credited as a quality product – living victoriously is recognising that you are the special



Chabot Armagnac's main focus is the Chabot VS – or 'Very Special'. The Chabot VS is warm and balanced, with a taste of fresh fruits and notes of plum and apple on the nose.

An exciting new launch for Stolli Group this year is the first-ever brand refresh for Elit Vodka.



The new City collection from Grey Goose vodka is now launching as an exclusive in global travel retail markets and has been designed to inspire shoppers to celebrate perfect memories of their travels.



occasion. Every moment, no matter how ephemeral, is an opportunity to create a life-long memory.”

In and among creating reminders for consumers, it is also key to show them what luxury branding is all about. “An exciting new launch for Stoli Group (Beach Village Beach 06) this year is the first ever brand refresh for Elit Vodka, with Stoli moving to position the brand at the heart of modern luxury spirits with a new identity, new bottle, new global campaign and a renewed focus on the travel retail market,” explains Jean-Philippe Aucher, Global Duty Free & Travel Retail Director, Stoli Group.

Aucher reveals that “a second Stoli tequila brand, KAH, is also having a brand refresh for travel retail with a striking new bottle and packaging” showing that refocusing on luxury positioning is a component no brand owner can overlook.

“A key launch being revealed in Cannes is the new travel retail exclusive Cask Collection from The Dalmore – the apex of malt whisky, the 5th Malt brand in global travel retail and the fastest growing luxury single malt in the world over the past nine years (according to IWSR). This new,

At Distell, the company is focusing on three main launches – Amarula Raspberry, Chocolate & African Baobab, Tobermory Gin and Bain's 18-Year-Old PX Cask Finish.



permanent collection of three Single Malt whiskies, exclusive to travel retail, celebrates The Dalmore's exquisite cask curation narrative and seeks to continue to the momentous value growth that the brand has enjoyed over the past nine years,” says Trimby. Indeed, show attendees are sure to be impressed.

Elegance with relevance

One of the hardest tightropes to walk for any brand with real heritage and clout behind it, is elegance with relevance. But some brands prosper more effectively than others.

“Our main focus will be the Chabot VS – or ‘Very Special’. The Chabot VS is warm and balanced, with a taste of fresh fruits and notes of plum and apple on the nose. But it carries its youth and excitement throughout it and is perfectly designed to tap into the current vogue for cocktail making,” reveals Gentzbourger, adding that “this is an Armagnac which is perfect for mixing and will appeal to younger shoppers and their passion for cocktails. In fact, we have created our own version, the TLC Cocktail. This is a combination of Chabot Very Special, tonic and lemon and is the perfect drink for a summer's evening.”

One such brand that excels with its reputation for good taste is Greenall's Gin from Quintessential Brands (Green Village M71). This year, Quintessential is showcasing its latest travel retail exclusives – Greenall's Citrus Grandis and Greenall's Rosea Grandis. “While Greenall's boasts an unrivalled heritage, it has remained at the forefront of innovation, something that is demonstrated through the introduction of Greenall's Rosea Grandis – a distinct wild berry, pink gin that is also sugar-free,”

Nemiroff understands that consumers are demanding brands deliver products with character, taste and value.



Whyte & Mackay has reaffirmed its commitment to the travel retail channel with exclusive releases from one of its flagship Highland single malt Scotch whiskies, Fettercairn. The two new travel retail exclusive expressions are being launched at TFWA World Exhibition & Conference, alongside Whyte & Mackay's extensive portfolio of iconic single malt brands including The Dalmore, Jura, and Tamnavulin.





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says Oliver Storrie, Global Travel Retail Manager, Quintessential Brands Group.

Positioning a drink as premium and authentic – ideally with a rich heritage and story, but not old fashioned in any way, can be quite a task for drinks companies. This is a challenge, however, that Ian Macleod Distillers (Red Village L7) has actively stepped forward to answer.

“The brand appeals to independently-minded older millennial whisky and dark spirits drinkers who collect and curate brands, tastes and experiences they value,” explains William Ovens, Travel Retail Director, Ian Macleod Distillers. “These are consumers with attitudes that shun the old world of luxury, but are looking for a high-quality single malt that reflects their independent attitude. They are looking for a single malt that stands for something different, free-spirited, edgy and modern.



From Bottega, there will be Bottega Pomegranate – an aromatic sweet liqueur produced responding to the recent consumers' trend and taste for 'super food', nutrient-rich ingredients.

At TFWA World Exhibition & Conference, Halewood Wines & Spirits is introducing buyers to more new variants of its award-winning Whitley Neill full-strength handcrafted gin, including Pink Grapefruit and Blackberry flavours.

Spotlight on Halewood Wines & Spirits

Halewood Wines & Spirits (Green Village J66) has extended its range of craft spirits in travel retail again this year. At TFWA World Exhibition & Conference, it is introducing buyers to more new variants of its award-winning Whitley Neill full-strength handcrafted gin, including Pink Grapefruit and Blackberry flavours, and the full line-up of unconventional Dead Man's Fingers rums which now features Coconut, Coffee, Spiced and the latest Hemp flavour.



“ We will also showcase Crabbies 12-Year Old Single Malt Whisky and Crabbie's Yardhead, which have just been launched in travel retail by the first new distillery to open in the city of Edinburgh for 100 years,” says Simon Roffe, Managing Director Global Travel Retail, Halewood Wines & Spirits.

Whitley Neill Handcrafted Dry Gin, Marylebone Gin, City of London Distillery Gin, Crabbie's Single Malt Whisky, and Dead Man's Fingers Rum are all small-batch, high-quality, full-strength spirits which are packed full of flavour and heritage. “They each have a story to tell,” Roffe explains. “Marylebone, for example, is produced in a single still located in central London. The ingredients in our Whitley Neill gins come from all over the world – South Africa to Scotland, Italy to Asia – and they are expertly distilled and finished by hand. Dead Man's Finger's Rum was born in a shack in Cornwall, and Crabbie's Yardhead comes from a company which has been reborn over 200 years after it first began trading. These are spirits which people care about, in which they have vested time and resources as they begin their journey.”

For many consumers, a purchase in travel retail is about an intriguing new variant, a fresh face on the spirits scene, and the purchase of a bottle with an interesting background.

“Suppliers have to be aware of this and keep the offer contemporary and beautifully presented,” says Roffe. “Consider how much more appealing is the rainbow portfolio of Whitley Neill gins compared with a wall-to-wall block of mono-colour standard gin.”

He adds that, in craft spirits, “high quality is quintessential, presentation has to be perfect and provenance is pivotal for without solid foundations a brand is only as good as its label... and that will soon wash off.”

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◀ Zamora Company is showing its new Yellow Rose Whiskey, Villa Massa Limoncello Basilico, and the travel retail exclusive Martin Miller's Gin to answer the need for new and exciting products.



▶ Laplandia Vodka Ice Creams are gourmet ice creams intended for adults, containing 4.9% abv. The initial launch will include three different flavours: Espresso, Bilberry and Cloudberry.

Rum Riot is exactly that, a louder Islay Single Malt full of attitude and fearless flavour.”

Traversing the art of being revered and admired, but also being considered exciting and innovative can be extremely tricky. One way of achieving notoriety is to introduce new expressions.

Stoli Group has announced new limited releases of its fast-growing American whiskey brand, Kentucky Owl Bourbon, into travel retail outside of the US. “The releases are for the Confiscated, Rye 3 and Bourbon 9 expressions,” says Aucher. Another key element of the Stoli presentation in Cannes is the launch of a new craft-aged rum expression from Bayou: Single Barrel #2; plus there are also new releases from Stoli’s tequila brand, Cenote. “A year on from its successful launch, the two new products being released into travel retail are a clarified, aged Cenote tequila expression named Cristalino and the Cenote Green Orange Liqueur,” says Aucher.

In further news, Stoli will be releasing the vodka Stoli Lime – which has achieved a 96 points rating from the Beverage Tasting Institute – into travel retail outside of the US for the first time in January 2020. All of these releases keep the company and its brands in the forefront of consumers’ minds when travelling.

At the show, Plomari Ouzo Distillery (Yellow Village H61) is showcasing its high quality distillates: “Ouzo Plomari, the No. 1 Ouzo in Greece, Adolo Ouzo Plomari, a triple distilled Ouzo and what we call ‘The heart of Plomari’ and also, M Dry Mastiha, the first dry mastiha spirit, a distillate coming from the authentic Chios Mastiha,” reveals Konstantinos Trivyzas, Head of Duty Free Business, Plomari Ouzo Distillery Isidoros Arvanitis S.A.

Standing out from the crowd

In terms of standing out from the crowd, innovation for Shaman Spirits has come in the form of not just heralding the title as the most awarded vodka from Finland with Laplandia (Marine Village R2), but also by launching its own ice cream products.

“Domestically they are set to arrive in stores this summer, and early next year to selected international markets. Laplandia



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Vodka Ice Creams are gourmet ice creams intended for adults, containing 4.9% abv. The initial launch will include three different flavours: the dark roast coffee-flavoured 'Espresso', the authentic and sweet 'Bilberry' and the gold of the northern forests, 'Cloudberry,'" says Nadav David, COO Shaman Spirits.

At Distell, the company is "focusing on three main launches – Amarula Raspberry, Chocolate & African Baobab, Tobermory Gin and Bain's 18-Year-Old PX Cask Finish," says Maga. "Bain's 18-Year-Old PX Cask Finish is part of an innovative new range of three sherry cask-finished whiskies to be launched over the next few years, recognising the vision of Founder Distiller, Andy Watts, in celebrating the exceptional quality of South African grain whiskies."

La Martiniquaise (Yellow Village G54) is predominantly focusing on its Beehive Brandy range and its London Dry Gin Gibsons, as well as the launch of an additional reference for Gibson's Gin: the new Gibson's Pink Gin. "The packaging is very eye-catching and the gin has a very interesting rose petal and hints of strawberry organoleptic profile. We also wanted to conserve the pink colour of our gin with tonic in it," says William Ploquin-Maurell, Global Corporate Communications Manager, La Martiniquaise.

Teeling Whiskey Explorers Edition 12 YO Irish Whiskey will be available to view at the show, and also from Bacardi's expanding premium rum portfolio will be the launch of Bacardi Gran Reserva Especial (16YO) – exclusive to global travel retail. In addition, Dewar's Double Double is a new series of aged statement blended Scotch whiskies, crafted using a unique four-stage ageing process that is now available as a global travel exclusive with DFS, supported by a communications campaign running on DFS digital platforms. All of these items help the company stand out from the crowd and stay relevant in a fast-moving marketplace.



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Displaying all the credentials for good taste is McCormick Distilling with Broker's Gin – "the recipe is as old as the distillery," explains Daniel Beadell, Regional Business Manager, McCormick Distilling, reminding how it's "a quadruple-distilled pure grain spirit made from English wheat which is then redistilled with 10 traditional botanicals, creating a gin of outstanding flavour and smoothness."

Marzadro (Red Village L17) is showcasing its “Grappa Le Giare Amarene that won in year 2018 the important prize of Pomace Brandy Trophy at the famous International Wine and Spirit Competition based in London,” reveals Alessandro Marzadro, Marketing Manager, Marzadro.

From McCormick Distilling (Red Village L11), Tequila Rose, “which sells over 300,000 9L cases annually and is made from natural strawberries, fresh cream and a splash of premium tequila, is in double-digit growth all over Europe and significantly in the UK,” reveals Daniel Beadell, Regional Business Manager, McCormick Distilling, illustrating what happens when the cream liqueur category innovates.

Also at the show, KWV (Blue Village F8) is unveiling four of its globally, award-winning KWV brandies, “including the KWV 20 Year XO Potstill Brandy, KWV 15 Year Alambic Postill Brandy, KWV 12 Year Small Batch Potstill Brandy, as well as the KWV 10 Year Barrel Select Postill Brandy,” says Andrea Knoop, Brand Manager, KWV Spirits, showing how a brand can stay relevant through its various expressions winning awards and gaining attention.

Zamora (Green Village M67) is showing Licor 43, which will be celebrating its new global advertising campaign that is about to hit all markets, including travel retail. The strapline ‘Tastes Better Together’ is designed to communicate that Licor 43, a 70-year-old recipe which blends 43 natural ingredients and botanicals, is the liqueur of choice for those looking for provenance, heritage and natural ingredients. Zamora is also showing its new Yellow Rose Whiskey, Villa Massa Limoncello Basilico, and the travel retail exclusive Martin Miller’s Gin to answer the need for new and exciting products.

From Bottega (Blue Village A11), there will be Bottega Pomegranate – “an aromatic sweet liqueur produced responding to the recent consumers’ trend and taste for ‘super food’, nutrient-rich ingredients with a capacity to positively affect health,” says Sandro Bottega, owner and Managing Director, Bottega.

Communicating via the packaging

Showing that a drinks brand has all the hallmarks of good taste can be achieved in myriad ways. Most notably by communicating via the packaging that it is something special.

“Our heritage and vintage offering are key to Chabot’s appeal to the discerning drinker and shopper,” reminds Gentzbourger. But there needs to be a clear pathway upwards from accessible and easy-drinking to complex and rare. This graduation helps the consumer trade upwards rather than migrate across to other brands.

“Embodying the brand’s refinement, elegance and sophistication, the new The Dalmore Cask Collection creates a clear progression from three to four to five cask finishes, culminating in the six cask finish of the multi-award-winning King Alexander III. Each of the new expressions provides a clear differentiation with different cask finishes being used,” says Trimby.

But possessing a good story will also get a brand so far. Especially if its provenance is evocative of travel and raw ingredients to help bring people back to nature.

“Plomari Ouzo Distillery is located in Plomari, Lesvos, where the ingredients for the distillation of Ouzo Plomari are found,” says Trivizas. “The main ingredient, anise, comes from the distillery’s privately-owned



Quintessential Brands is showcasing Greenall's Citrus Grandis, as well as the new Greenall's Rosea Grandis – a distinct wild berry, pink gin that is also sugar-free.



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fields in Lisvori, Lesvos, where the best anise in the world is grown. These features, along with the history of Ouzo Plomari and Isidoros Arvanitis, make provenance a defining and powerful trait for our spirit.”

Similarly telling a story, but this time a descriptive one that whets the palate, Ian Macleod Distillers describes Smokehead Rum Riot as a drink that “delivers a rich, peaty, salty flavour punch, in Caribbean rum casks. The result is a truly unique experience which delivers a hit of immense smoke and spice, followed by citrus, banana, pear drops and hints of honey.”

La Martiniquaise is also developing its expertise in whiskies and especially its expertise in Scotch whiskies with a large portfolio of international brands now including “Label 5 and Sir Edwards, as well as other very beautiful brands including Glen Moray and Glen Turner Single Malt Scotch Whiskies, and Cutty Sark Scotch Whisky which has a strong presence in the US, Japan, Greece, Spain and Portugal,” says Ploquin-Maurell.

Visitors to see Quintessential Brands will not only have the “opportunity to see and taste the company’s most coveted Irish whiskeys, including the award-winning Dublin Liberties range and Dead Rabbit Irish Whiskey, but they will also be among the first in the world to taste Opihr Gin’s brand-new range, Opihr Regional Editions. The range, which is inspired by global flavour trends from along the Ancient Spice Route, includes three new expressions, including a European, Far East and Arabian Edition,” says Storrie.



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▲
William Kerr's is a gin where you can really taste the 'Barley to Bottle' difference versus London Dry gins. It is for the discerning gin drinker looking for something with real provenance and taste.

The credentials for good taste

Also displaying all the credentials for good taste is McCormick Distilling with Broker's Gin – “the recipe is as old as the distillery,” explains Beadell, reminding how it’s “a quadruple-distilled pure grain spirit made from English wheat which is then redistilled with 10 traditional botanicals, creating a gin of outstanding flavour and smoothness.”

KWV also has the back story, since “KWV Brandy was the first commercial producer of South African brandy” says Knoop, pointing out that the company still has access to coopers filled with that very first liquid made in 1926 – which was recently included in a once-off bottling of its KWV Centenary Brandy. “Having access to a century of distilling knowledge gives our brandies a proud pedigree which has a competitive advantage, but this access to historical knowledge and formulas also provides our consumers with a product of consistent quality which we are incredibly proud of,” Knoop adds.

With all the kudos of premium grain and distillation techniques, Bottega reminds that the company’s grappa is distilled three times and “Bottega Gin Bacûr is produced from alcohol from highest quality grain distilled in five steps and is characterised by the use of water sourced in the Alps and Italian botanicals,” says Bottega, highlighting how the Bottega “liqueurs are produced using natural extracting methods (e.g. crio-maceration); employing accurately sourced ingredients – such as Sicilian lemons for Limoncino, cream sourced in the Italian Alps for the new creamy liqueurs, Asian ginger – and alcohol obtained from grapes,” he adds. Bottega is proud of the fact that it mainly employs the use of “locally sourced ingredients, or material that comes from the areas where they reach their best taste potential: liquorice from the Calabria region, cocoa beans from the Dominican Republic, coffee from Africa, ginger from Vietnam, pistachio seeds from Sicily, cinnamon from Sri Lanka – we even added an extract from ‘Radicchio Rosso di Treviso’ (a typical, local chicory) to personalise our Vermouth Rosso,” he explains.

In the multitude of ways drinks can rely on their past, in truth, however, it is their future staying in constant focus that moves them forwards in travel retail. People want more, demand better quality and more novelties while at the same time craving the simplicity of times gone by. To stay ahead, any good brand owner needs to know this, and any good buyer and retailer what to stock and how to maximise its presence in global travel retail. After all, as Gentzbourger remarks: “A category such as ours cannot afford to just sit back and rely on our past, we must keep creating exciting propositions for today and the future.”



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Creating an enviable reputation

We have seen trends for refreshing sparkling varietals and trends for prestige wine style with heritage or provenance attached. But which wines have become the most saleable? Jessica Mason explains how reputation, branding and family name can propel a wine from a shelf item to a top seller.

Then a consumer considers buying wine in travel retail whether for themselves or for others, they contemplate on a variety of things – style, grape variety, drinkability and price point. But how do they reach their verdict for the perfect wine for the occasion or recipient? Often, they look for signals to suggest that the wine will deliver in terms of its quality. This is why a winery's history and heritage become increasingly important. It is also why a good family name, or an established background story for producing the very best, is a kudos-inducing attribute.

Heritage

"Heritage provides a sense of identity and belonging," explains Geraldine Gouet-Thureau – PAM EMEA & Global Travel Retail Manager for Cono Sur (Marine Village R4). Gouet-Thureau reminds that "in the wine world, we are firmly implanted with the notion of heritage as our vines are planted in the soil, they live and age and we have to take care of them. Whether they are older vineyards passed on in families/wineries or new vineyards which require study, care and attention, the notion of coming from somewhere, belonging in an environment and building for the future is very strong," she adds.

"We bring our history and heritage together in the market to offer our customers not just a global expertise, but the best new varieties of wine," says Vanessa Lehmann, International PR Manager, Henkell Freixenet (Red Village J7). This is because "our two companies are steeped in history and experience in the market and we bring that to bear with our market-leading products," she explains.

Edouard De Boissieu, Export Manager, Champagne Lanson (Green Village H46) warns that "heritage is very important. Moving away from what made your brand famous in the first place can result in it losing its following." But being all things to all people and innovating to attract new consumers and broader demographics can be tricky, all while still exuding a hefty dose of heritage and authenticity. Some wine companies, however, are up for the challenge.

"Our portfolio covers wines from many different countries of origin, at all price points, so we appeal to everyone from entry-level 'newbie' consumers through to engaged explorers and experts," says Rupert Firbank, Commercial Director, Global Travel Retail, Accolade Wines (Yellow Village D26). "We have a wine offering to suit every occasion, in a range of formats. This means our demographic is fluid and depends on the nature of the occasion and the market in question."

Those that walk the line between old and new, relevant and authentic are the wine companies that show they have a lot of passion for what they do, whether that has been for many years or from their starting point.



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A true testament of dedication will often be showing that good wine comes from the hard work of good people, and good viticulture is achieved by a dedication and focus on the land. Respect these items and in terms of communication, it can humanise wine to the point that even non-wine drinkers are intrigued to drink it. This is something that AdVini (Bay Village Bay 13) does very well.

"We have been always winegrowers, our families along with a team of devoted women and men have always worked the vines with dedication, respect and love," says Claire Dumais, Communications Manager, AdVini, pointing out that "our wine, our roots, our culture and our exceptional sites as shown by so many colours, aromas, flavours and images, offer an unequalled sense of diversity which gives AdVini its appeal and its strength."

Dumais reminds that "the concept of 'terroir' is so complex that it doesn't even have a translation, it is taken as the French word worldwide. It gathers in one word, in one grape berry, millions of years of the geological history of the vineyard plot, but also the winds, droughts or floods, freshness and heat, light and fog, and all the wine growers' actions to enclose in its wine the unicity of place and vintage."

Indeed, establishing great wines that reflect their locality with a taste of the land, wind, sun and rain, becomes an act of artistry in its own right.

"Behind this shared philosophy of magnifying the terroir of origin of each of our wine estates, you will discover the plentiful nuances of our winegrowing regions. Nuances linked to the local history, steadfast practices performed by every winemaker, varieties picked throughout the centuries. But first and foremost, you will be able to quench your thirst of beautiful fine wines," says Dumais, noting how AdVini wines are "individual in their character, yet united in their winemaking vision, rich heritage and esteemed reputation." This is what makes them special.

"Heritage is a very important asset because it allows the rediscovery of ideas and production systems that, even if they may appear outdated, are actually very relevant to the current status of the environment and may contribute to the industry debate on natural products," explains Sandro Bottega, owner and Managing Director, Bottega (Blue Village A11).

Companies like Viña Concha y Toro (Harbour Village Accama Delta) have used their heritage to full effect. For instance, with the Casillero del Diablo Route of Cabernet Sauvignon range, particularly on an activation level, the winery actually leveraged the brand's heritage to engage travelling consumers in a way that is both new for the wine category and yet very relevant to today's consumers.

"In our larger activations, we installed an interactive wire loop game to immerse travellers in the brand's legend," says Diego Baeza, Global Travel Retail & Duty Free Director, Viña Concha y Toro. "Folklore maintains that Casillero del Diablo wines are guarded by the devil, stemming from a rumour spread by Don Melchor de Concha y Toro himself to discourage pilferage from his cellar. Players use a wand to race against the clock,



▲ Among the new products Zonin 1821 (Blue Village C5) is showcasing at TFWA World Exhibition & Conference is Zinzula - Masseria Altemura. The rosé is made with Negroamaro grapes.

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navigating the wine valleys of the Route of Cabernet Sauvignon to the Casillero del Diablo wine cellar in Pirque. Through gamification, we creatively guided consumers through the valleys to make them true experts of Chilean Cabernet Sauvignon and instill a memorable shopping experience at the same time. Heritage is very important to Viña Concha y Toro, with the origins of our company dating back to 1883.”

Marina Cvetic, Sole Director of Masciarelli Winery (Yellow Village F51/F55) reminds that the company has its eponymous wine line at the very heart of Masciarelli’s history – Marina Cvetic. “Consisting of six references, the Marina Cvetic line is characterised by the presence of international grapes in purity (Merlot, Cabernet Sauvignon, Syrah and Chardonnay) beside Montepulciano and Trebbiano. Full bodied and elegant, Marina Cvetic wines offer an original expression of Abruzzo oenological production and a ‘lone voice’ for the most demanding winelovers,” says Cvetic.

But it isn’t just wine, but fortified wine too that has a rich heritage. For instance, “Graham’s Blend N°5 White Port brings together the port-making knowledge handed down through the Symington family since the 19th century with the more contemporary and informal approach of the fifth generation, who have recently joined the family’s long winemaking tradition,” says Charlotte Symington, Marketing Manager, Symington Family Estates (Blue Village D14).

◀ *Henkell Freixenet already has a strong travel retail offer, with products like Henkell Cuvée Unique, Freixenet Prosecco DOCG and Freixenet Pinot Noir Sparkling.*

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Provenance

"Provenance is very important," reminds De Boissieu, noting how Champagne Lanson has a long history dating back to 1760. De Boissieu points out how every step of Lanson's journey has been recorded and is available for customers to read. "We feel having such a historic brand story is what makes Lanson different from every other Champagne brand on the market," he adds.

"Location, terroir and provenance are very important in the wine category," agrees Baeza, highlighting how "at Viña Concha y Toro, each of our wineries underscores the characteristics of our three producing regions – Chile, Argentina and the USA – by offering wines that are intrinsically linked to their origins in the story that they tell." As such, all in all, "reputation, brand and family name are powerful assets in the wine category," he adds.

"Reputation is vital in today's market," Lehmann concurs. "With more and more brands battling for space on shelves and trying to get customers' attention, shoppers are looking for something they know they can trust," he explains. But how might a consumer be able to identify such a wine? By its branding – the recognisable can grow in reputation much more significantly than the overlooked.

Branding

"The first feature that makes consumers choose our brand is the captivating and highly recognisable packaging that characterises all Bottega products," says Bottega, reminding that "Italians have an innate taste for beautifully presented items, and packaging has always been a very important aspect, when conceiving a new Bottega product."

The Casillero del Diablo Route of Cabernet Sauvignon range is the total package – exceptional quality, well-priced wines, beautiful labelling and eye-catching in-store activations, with an inspirational story behind the concept; all implemented in a 360-degree approach that is fresh for the wine category.



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AdVini wines are individual in their character, yet united in their winemaking vision, rich heritage and esteemed reputation.



De Boissieu observes that “having a well-known brand name gives confidence to buyers and helps them to make a decision regarding whether to purchase. With the world having turned digital, having a strong brand and great reputation can make or break you,” he adds, sagely.

Big brands with iconic representation, such as Echo Falls from Accolade Wines are regarded as easy drinking and highly recognisable. “Echo Falls enjoys phenomenal brand awareness and loyalty among its target audience,” says Firbank.

With good branding comes a hook from which to demonstrate a brand’s credentials for quality too. For instance, “Bottega products are very popular in duty free shops; according to the IWSR’s ranking on the top 20 Champagne and sparkling wine brands in travel retail (showing data for 2017) Bottega Prosecco ranks No. 2 in the global travel retail market, after two Champagne brands: if we do not consider Champagne in the ranking, Bottega Prosecco is the world’s No. 1 sparkling wine in global travel retail,” says Bottega. “Travelling consumers recognise the label, have bought and tried the products, and finally developed trust in the brand,” he adds. From this point, they become loyal consumers.

“Villa Gemma is the winery’s flagship line that embodies all the style and taste of the winemaker Gianni Masciarelli. Austere and complex, the Montepulciano D’Abruzzo Villa Gemma offers an unprecedented interpretation of Abruzzo’s most noble grape, now fairly acknowledged in the world map of viticulture that counts,” says Cvetic, pointing out that “on its side, to balance so much complexity and body, the winery also has two fresh and lively wines: Villa Gemma Bianco and Villa Gemma Cerasuolo.”

Quality

Becoming a detective for good quality is a trait of any buyer or savvy operator looking to list new wines. But how might high calibre wines be identified? Looking for the wine’s unique selling point compared to its competitors is one way to stay shrewd.

“No other major Champagne house has an organic Champagne, so this is a truly unique release,” says De Boissieu. Plus, he adds: “Our new label combines high quality ingredients with a brand name that is recognised around the world.”

◀
Famille J-M Cazes (Red Village J2) is showcasing the new Michel Lynch Prestige. The Sauternes is made from meticulously selected grapes from the Sauternes wine region, harvested at perfect maturity and vinified with great care. Elegant and fresh, Michel Lynch Prestige - Sauternes offers appealing aromas of ripe and dried fruit on a vibrant finish.

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▲
Gérard Bertrand (Red Village K11) is presenting the most emblematic wines from the South of France and the new iconic rosé wine, Clos Du Temple, AOP Languedoc Cabrières, 2018. The Gérard Bertrand range offers exceptional diversity: sparklings, reds, whites, rosés, varietals, organics, sulfite free wines, biodynamic, appellations wines and icon wines.

For Accolade, Hardys is well known for offering quality across all price points and is well-supported in-store. According to Firbank, Accolade Wines is “particularly excited about the 165th Anniversary bottling, which scored 99 points in the annual Halliday Awards in Australia – the first time a Hardys wine has scored 99/100.” This, in itself is a unique selling point to brag about.

Dumais highlights that the quality of AdVini Wines can be detected in their care for people, the product

and for good taste in general. “We always work with the same energy, tenderness and thoroughness, a mindset shared by every member of our team,” says Dumais.

“Vintage after vintage we nurture emotions, feelings, a smile and unique memories... to offer to travelling consumers a whole experience,” she explains, noting how “excellence is the fruit of this diversity of the art of living, of hospitality, of the art of refining local gastronomy” and so, because of this, these days AdVini understands how and why “consumers have greater consideration given to the provenance, craftsmanship and typicity of the land in the wines. The cultural aspect and the origins are getting more and more important in the perception of the quality for wines,” she insists.

For Symington Family Estates, “the grapes are hand-picked and cold fermented in small batches. Blend No.5 is bottled three months after the harvest to preserve maximum freshness and should be drunk young. The wine is medium dry, deliberately designed to mix well with tonic while also being an excellent standalone drink,” explains Symington.

Bottega strongly believes that “a well-crafted packaging is designed to reflect and express (not disguise) the quality of the content, conveying the value of the product, and making it stand out – especially in crowded environments, such as airport shops,” says Bottega, noting how “to produce Bottega wines, we use: quality grapes, mainly cultivated using



▲
Accolade Wines is presenting an exciting new addition to the travel retail beverage alcohol market at TFWA World Exhibition & Conference. The drinks specialist is exhibiting its new range of wine in cans from its popular brand Echo Falls.



▲
New from Villa Sandi (Yellow Village F51) is Asolo Prosecco Superiore DOCG Extra Brut. Produced exclusively in the DOCG territory of Asolo, the Nero Prosecco Superiore Extra Brut Villa Sandi best expresses the vibrant intensity of the terroir where it is born.

natural and organic processes,” and “mainly employs locally-sourced ingredients, or material that come from the areas where they reach their best taste potential.”

Sometimes, the location is not always as expected. For instance, “Abrau-Durso sparkling wines, have been created using the traditional method and aged in mountain tunnels for at least 12 months to reflect the best features of their terroir,” explains Olga Firstova, PR Director of Russian Wine House Abrau Durso

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▲ At TFWA World Exhibition & Conference, Russian Wine House Abrau-Durso is featuring sparkling and still wines including Cuvée Alexander II (Brut Rosé, Brut), Victor Dravigny (Brut, Demi-Sec, Semi-Sweet, Rouge), Brut D'or Blanc de Blanc, Russian Sparkling Wine, and Chateau d'Avize, among others.

Champagne Lanson is returning to TFWA World Exhibition & Conference after a short absence. It is using the event to introduce its new Organic Champagne, Lanson Green Label, and exclusively preview its new brand platform that will be officially launching in 2020.



▲ Consisting of six references, the Marina Cvetic line from Masciarelli Winery is characterised by the presence of international grapes in purity (Merlot, Cabernet Sauvignon, Syrah and Chardonnay) beside Montepulciano and Trebbiano.

(Red Village J16). However, many would not expect wines of such quality to have not originated from the Champagne region in France. However, “Abrau-Durso was awarded in well-known international tasting competitions such as Decanter World Wine Awards, Mundus Vini, International Wine Challenge and the IWSC etc,” says Firstova.

Baeza describes how, if you “take the Casillero del Diablo Route of Cabernet Sauvignon range as an example – it is the total package – exceptional quality, well-priced wines, beautiful labelling and eye-catching in-store activations, with an inspirational story behind the concept; all implemented in a 360-degree approach that is fresh for the wine category.” Baeza adds: “In the development of these wines, not only did our experts source grapes from some of the finest locations for Cabernet Sauvignon in the world, but we considered how to guide consumers through the range. The use of different ageing methods is a cue that many consumers will equate with other categories, such as malt whisky, where longer equals better, and the same is true here.”

There is, also, to some degree, a sense of enjoying what you have and wanting to see it and its reputation prosper off the back of that.

“The wines of our production are born from the desire to bring to the highest excellence native vines. The dream and philosophy of Gianni Masciarelli is revealing the hidden potential of Abruzzo wines, bringing Trebbiano and Montepulciano d’Abruzzo to

the excellence, in a continuous effort to understand and value its winemaking culture and tradition,” says Cvetic. “Since the very beginning, the company bet on the potential of native grape varieties, as a genuine expression of the local heritage,” Cvetic adds, explaining how, today, they are “internationally interpreted and appreciated” too.

Positioning

Central to the Henkell Freixenet range are the new releases which will make their debut at the show. The wines that will prosper will be the ones with the best positioning within a rapidly consolidating industry. These are the wines that will stay relevant for global travel retail consumers for years to come. “Henkell Freixenet already has a strong travel retail offer, with products like Henkell Cuvée Unique, sold exclusively with Gebr Heinemann since November 2018 and Freixenet Prosecco DOCG, as well as Freixenet Pinot Noir Sparkling,” reminds Lehmann. This can be used as a way in for most of the new varietals.

“Nevertheless, a brand should always think

beyond the tradition and the culture, and embrace the new, and carefully try to be original, unique and innovative,” warns Bottega. “It’s not by accident that innovation – regardless of the discipline, whether it’s food or technology it doesn’t matter – sparks more frequently in cultures (and companies) that have a strong tradition and a deeply rooted experience,” he says. This is the kind of dual-pronged approach that any good wine brand needs to harness. Experience as well as excitement.

For Accolade, the aim is to use its reputation to full effect. “Our main objective is to generate widespread exposure for our portfolio of wines – and now spirits – across all price points, to as many customers as possible, both old and new. The show is a great opportunity to excite existing and potential customers with the breadth and depth of our offer. Whatever their needs, we are confident that our portfolio has the solution,” says Firbank, confidently. After all, being a part of the show and taking part in showcasing old and new is part of any good wine company’s game plan.



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



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In its mission to delight and surprise retailers and aficionados alike, Davidoff Cigars is launching 'Taste the Elements' – a striking campaign putting forward the different origins and pioneering blends of the iconic Davidoff Escurio, Nicaragua and Yamasá lines.



Tobacco brands *sparkling* innovation

We caught up with some of the key tobacco brands presenting at this year's TFWA World Exhibition & Conference to talk about what they see as the opportunities and threats to their global travel retail business this year.

The tobacco category is well-known and established as a cornerstone of the travel retail environment; one that has cemented its place as a driver of high footfall. In this hectic, competitive and bustling global marketplace, what is it that brands are doing to make their products seen and voices heard?

"In a fast-moving consumer environment, brands need to ensure they delight customers continuously. Innovation is key," says Davidoff Cigars (Bay Village Bay Terrace T1).

The tobacco specialist aims to do this not just through consistent product innovation, but also with new taste experiences through special cigar blends, and by providing great and unexpected shopping experiences. For Davidoff, gifting along with limited editions and exclusive editions are where it's at. And the company sees these three areas remaining as focal

points in the short to mid-term at least.

JTI (Marine Village T1) has witnessed a continued appetite for destination-related products. It has reflected this through its packaging including, for example, the Camel Dubai limited edition pack and its most recent collaboration with DUFREY: the creation of exclusive Camel Travel Retail Limited Edition designs, which are specific to key DUFREY locations.

Packaging innovation and product displays aside, JTI is innovating its products too. The current business environment has shown that the potential of the 'Reduced Risk Products' category continues to grow. As a result, JTI is innovating to fulfil the diverse needs of consumers and continuing to invest heavily in both the heated tobacco and electronic cigarette categories with its Ploom and Logic brands.

A spokesperson for JTI told us: "Innovation has

always been central to what we do; we're dedicated to building the tobacco brands of tomorrow. Our Reduced-Risk Product portfolio puts us in a strong position to take on an ever-changing world of customer needs. The encouraging science behind our new products motivates us to develop the sector further. At JTI we have developed an innovative range of e-cigarette products and tobacco vapor products to match different consumer needs – with Logic Compact recently launched in Geneva Airport, further roll outs are imminent."

Over at KT International (Marine Village S14), Stuart Buchanan, Global Marketing Director, believes the traditional tobacco category has become a little bit stagnant in terms of new trends, as NGP (next generation products) brands begin to take the main focus. Buchanan adds, however, that "this focus

In 2019, KT International is presenting the latest packaging designs for its Corset flatpack and lipstick formats. Developed in minimalistic shapes and bright urban colours, the look of the range is described as a modern accessory. The series includes five pack formats – Mauve, Pink, Menthol, and the latest additions to the range, Corset One and Corset Pulse (single menthol capsule).



Rawan Elayyan, Global Duty Free Manager, Mazaya: "If you don't yet offer shisha tobacco as part of your tobacco offer, then meet with us in Cannes to find out why you're missing out on a really good opportunity for additional sales. The shisha trend continues to grow outside the traditional stronghold of the Middle East and retailers in Europe, Asia and the US are becoming more and more interested and receptive to the concept."

on NGP product innovation seems to have slowed as the big multi-national manufacturers have now consolidated a large portion of the NGP industry and the presence from what we see, is largely only the big multi-national NGP brands.

"Innovation is critically important to us at KT International. We are proud of the fact that we are arguably the most innovative global tobacco company in combustible cigarettes and we believe this is part of the reason for our success. Innovation is not only a driver of competitiveness, but it also benefits the consumer as, ultimately, the consumer gets more choice and better value in the products they purchase."

Shisha manufacturers Al Fakher (Bay Village

Bay Terrace T12) have also noticed non-combustible products growing at a faster pace and cannibalizing parts of the traditional tobacco category. Al Fakher told us that, so far, they have not been impacted negatively by the rise of non-combustible and that shisha is showing robust growth as it is "still relatively new to global travel retail".

At Mazaya (Yellow Village H53), they believe it is vital to be innovative not just in their products but also in the ways they interact with their consumers. Rawan Elayyan, Global Duty Free Manager, Mazaya, says: "In addition to gifts and other promotional activities, Mazaya has boosted its visibility through consumer engagement at purpose-built installations at key



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locations such as Dubai International Airport, featuring relaxing massage chairs and soothing music.”

This is an attitude towards innovation and customer satisfaction that is supported by Agio Cigars (Yellow Village H49). Gertrude Stormink, Global Travel Retail Manager, Agio Cigars, told us: “Travellers like to be surprised!”

Karelia (Bay Village Bay 6), meanwhile, supports its products with high-quality, channel-customised merchandising display units, and dynamic promotional activities wherever possible. The international tobacco company says: “Our dynamic and colourful packaging and design have proven to be attractive purchases for travellers, in addition to the exclusive multi-packs we offer in formats of 400’s, 600’s and 800’s.”

Challenges and opportunities

Do our contributors see any major challenges or opportunities on the horizon? And, if so, what are they doing to overcome these hurdles?

Davidoff told us: “As travel frequency increases, passengers are becoming more aware of the offers and pricing of products across airport locations. Therefore, there is a need within the industry for more differentiation and more innovation in terms of exclusive product offers as well as services. Ultimately, in our view, it needs to be about more than price.

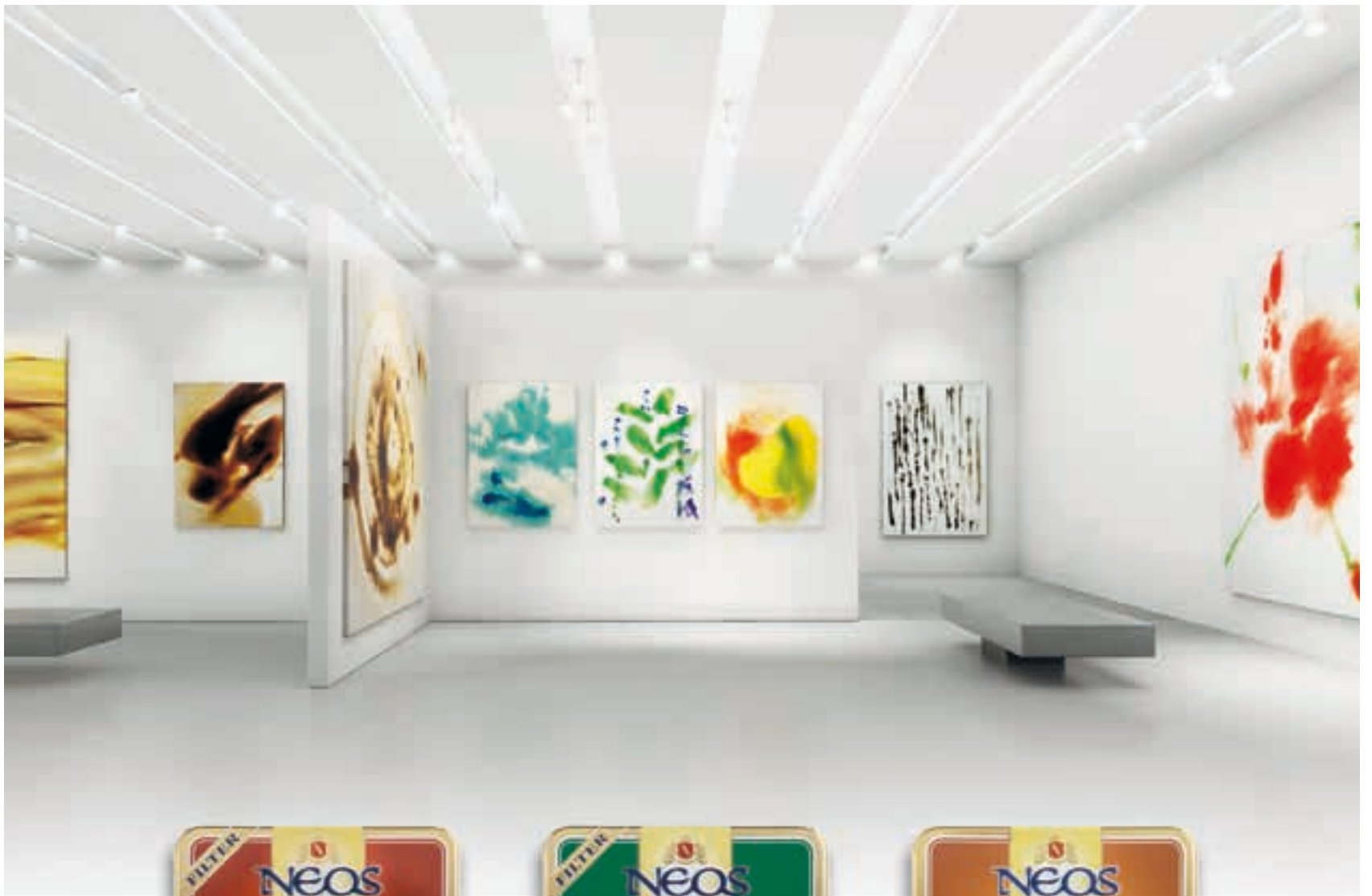
“Also, of course, the tobacco advertising bans in certain countries limit the ability to activate locations via promotion or direct consumer communication. To meet these challenges, we will focus on optimising our portfolio to the passenger demographics, buying patterns, and needs. Another focus area is staff education through our training programme, the Davidoff Academy, in order to ensure the best passenger experience.”



▲ In the exciting and inspiring tobacco sector of duty free & travel retail, Karelia continues to strengthen its position with its growing popular premium brands George Karelias and Sons, Karelia Slims, Omé, and its trending RYO brand George Karelias and Sons. The dynamic and colourful packaging and design of Karelia cigarette brands have proven to be attractive purchases for travellers. Also demonstrating their popularity in the category are the exclusive multi-packs offered in formats of 400’s, 600’s and 800’s.

Al Fakher is exhibiting for the first time at TFWA World Exhibition & Conference. The company shared: “Expect to see a glimpse of some of our select innovations, hear some exciting news about our future plans, and take the opportunity to come and try some of our world-renowned flavours.”





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Agio Cigars has announced the introduction of an exclusive Balmoral Añejo XO Travel Retail gift box and 4-count cigar packs. The company is very pleased with the introduction of an exclusive wooden gift box that features five cigars: two Petit Robusto FT, two Rothschild Masivo, and one Gran Toro.

While not necessarily a commercial challenge, one of the biggest challenges facing KT International this year has been the implementation of Track and Trace across Europe. Buchanan told us: "As an EU-based manufacturer, we have invested a significant amount of financial resource in new technology to meet this requirement and are pleased that we have managed to implement it across our full production facility.

"In terms of the overall category, however, we have seen a number of smaller independent companies withdrawing from Europe and in some cases closing down facilities due to the cost of implementation. This has resulted in reduced competition and we see any occasion for reduced competition as negative for the consumer, as it not only limits choice, but puts more category and pricing power with the dominant big four multinationals."

Al Fakher told us that one of the biggest challenges they face currently is to overcome the perception that Shisha is just a Middle Eastern concept. They told us: "Shisha use has become quite widespread globally, with various markets and audiences adopting it and making it their own."

JTI believes a combined approach – more than just a united front among tobacco companies, but inclusive of all providers who sell in global travel (including alcohol, confectionery and beauty) – is the best way for everybody to succeed. They said: "We pride ourselves on our partnerships and our commitment to the duty free industry. We do the right thing, and part of that commitment is defending the industry. Increasingly, we find ourselves raising awareness not only of the threat to our own category but to liquor, confectionery and, increasingly, beauty.

"The biggest threat is the misunderstanding of the duty free industry. Duty free is not 'cross border trade' and it is not 'duty not paid'. Our industry has a unique operating model, entirely different to that of a domestic market. The key challenge for our industry is that often regulators do not fully understand the duty free environment and its dynamics, and the unintended impact of excessive regulations can be problematic for consumers, retailers and manufacturers. There is plenty to do in this field, and the retailers and retailers' associations have a key role to play to stand up in defence of the entire business."

New product launches

After that call-to-action, we asked our contributors about their recent and new product launches and whether or not they are linked to any particular occasions.



Rawan Elayyan, Global Duty Free Manager, Mazaya: "While our special lines usually include new flavours, the new 'Out of This World' line includes some of the standard flavours but with a twist, adding diversity and variety in the same flavour to capture all our consumer's preferences."



KARELIA TOBACCO COMPANY INC.
BAY VILLAGE NO. 6



J. Cortès Cigars (Harbour Village Evidence) is introducing the Nub Travel Retail Exclusive (aged one year). Nub is a line of short, stout and well-filled smokes blended to capture the perfect essence of a cigar. These cigars are completely made by hand with densely packed long filler, allowing each stick to burn slowly while maintaining a smoking time comparable to conventional sizes ranging from Robusto to Churchill. Especially for travel retail, the selected cigars have aged for more than one year. The cigars come in a premium metal tube and a beautifully-designed cardboard box with information about the used tobaccos for filler, binder & wrapper. The Nub travel retail exclusive contains four cigars with delicate and fine cigar wrappers: Maduro, Sun Grown, Connecticut and Cameroon.

At TFWA World Exhibition & Conference, Davidoff is showcasing its new 'Taste the Elements' campaign which launched this summer, focusing on the Davidoff Escurio, Davidoff Yamasá and Davidoff Nicaragua cigar lines. Coming down the line, it will have new and innovative limited editions, which it brings out every 12 months to celebrate Chinese New Year.

KT International's Corset Shell pack Haute Couture arrives this autumn. The line has been inspired by the global fashion trends of 2019 and is the next evolution of the company's award-winning Shell Pack. Buchanan adds: "These activations have been supported by our standard Corset pack upgrade that was launched in spring 2019 and will be further boosted by a new flavour range for non-EU markets. In terms of The King, we have recently upgraded our core range keeping the brand contemporary and up-to-speed with the latest, ever-changing consumer trends." The company is also looking forward to launching a totally new pack format for The King in Q4 2019.

2019 is the first year Al Fakher has exhibited at TFWA World Exhibition & Conference. So, what can people expect? "Expect to see a glimpse of some of our select innovations, hear some exciting news about our future plans, and take the opportunity to come and try some of our world-renowned flavours." The shisha-producer's core range is showing year-on-year growth, not only in its core flavours, but also in a recently-introduced range that offers more complex flavours.

Mazaya has just launched a new line, offering fresh takes on its traditional favourites. Elayyan told us: "This line was initially launched in the domestic market with great success, and so we have taken the decision to introduce it to duty free shops. While our special lines usually include new flavours, our new 'Out of This World' line includes some of the standard flavours but with a twist, adding diversity and variety in the same flavour to capture all of our consumers' preferences." Mazaya has also launched a collection of innovative glass hookahs in various sizes to complement the shisha offer, with additional items designed specifically for travel retail.

Meanwhile, cigar aficionados can look forward to the launch of a new, limited edition of the Balmoral Añejo XO during TFWA World Exhibition & Conference, courtesy of Agio Cigars.

That's what's recent, new or yet to be released. But what of our contributors current, more established offerings? How are they faring in travel retail?

Davidoff is noticing synergies forming between its domestic and travel retail channels, and as a result it expects the performance of its Camacho cigars to have an impact on its global travel retail business too.

JTI's global flagship brands – including Winston, Camel and Mevius – continue to flourish, and are commanding an increasing share of the worldwide

market, particularly in Asia. JTI's brands such as Mevius are growing in domestic markets and, as with Davidoff, the company is witnessing this success being translated into the travel retail environment. JTI puts a lot of its success down to detailed and successful research, which helps it really get to know and understand its customers better: "Our investments in research have helped us as a company to better understand our consumers and what they want to buy. Our research investment means that we have more insights to share with our retail partners who, in turn, deepen their understanding of the category and together we are in a better position in key markets to respond to consumers."

For KT international, its key focus brands of The King and Corset are its two main growth drivers in domestic markets and in travel retail. Buchanan says: "In terms of types of products, Capsule continues to be in overall growth across the category, however with these products being prohibited in the EU from May 2020, we have continued to diversify our product line up catering for region and market-specific consumer needs. In listening to our consumers, we have added new formats for our The King brand and continue to drive product innovation for Corset with a new Haute Couture range – as mentioned above – being launched imminently."

Agio Cigars' Stormink told us: "Our Balmoral brand is performing best in travel retail. Next to our Balmoral Dominican Selection premium shortfillers, we introduced a Balmoral Añejo XO handmade cigar line, exclusively for the sector. The assortment consists of an exclusive Balmoral Añejo XO Travel Retail gift box and 'four count' cigar packs that feature three vitolas; namely Petit Robusto FT, Rothschild Masivo and Gran Toro. We believe it's the perfect solution if travellers want to enjoy a specific cigar format."

And finally...

As we look to the future, KT International intends to offer more of the same in terms of its core business philosophy: more innovation, more consumer choice, more consumer value, and a greater global presence for its brands. The company believes this approach will contribute not only to exceptional growth, but also to the consumer.

Al Fakher's immediate future goals involve staying committed to offering the most relevant product to its consumers. The company has pledged



KT International is launching a brand-new SuperSlim Range for The King. This extension of the brand portfolio will introduce the revolutionary front flip pack format. The King Centrio has also been upgraded, delivering the most refined and smooth King taste experience yet with the tube CENTRIO filtration system enhancing the signature blend.




to remain focused on delivering consumer-relevant flavours and product innovation that adds value to the consumer Shisha experience. As for Mazaya, expect to see new flavour launches and new product launches. Perhaps you will even spot Mazaya in new travel retail locations around the world, as it continues to work hard at building a strong distribution outside the Middle East.

There are big ambitions and big hopes for the future of tobacco in travel retail. In an ever-changing environment, these brands have shown their willingness to adapt, explore and improve their offerings to make sure their consumer base and the next generation don't disappear in a puff of smoke.



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



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Come visit our Mazaya stand - Yellow Village, H53
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